

SPRING COURSES

Tourism, BIT and BM 1st year

Innovative Product Development E0043 5.0 Credits

Students are able to:

Apply the principles of creative work and apply them to the product and service development process and to planning customer-centric operations. They are able to research and analyse customers and markets and apply entrepreneurship in the various stages of the innovative products and services development process.

The students are able to find customer-centric, sustainable, economically viable solutions. They are able to solve problems in a creative manner and develop workshops.

Course Contents:

Key questions:

How is the process of product and services development executed as part of productive business operations?

How is customer-centric product and service development carried out for domestic and international markets?

Course Description:

Customer-centric product and service development means identifying the customer potential, defining needs, as well as using different areas of the product and service development process in a cost-effective manner in order to meet business objectives.

Entrepreneurship E0045 5.0 Credits

Students are able to:

Draw up a business plan and evaluate the feasibility of the plan. They are able to perform calculations needed when setting up a business and compile the necessary documents for the company. The students master entrepreneurial practices. They possess entrepreneurial skills.

Course Contents:

Key questions:

What does entrepreneurship mean? What is the purpose of a business plan? What is the key content of the business plan? Which calculations are included in the business plan

Course Description:

Students plan their own start-up business operations in the context of the service they are planning.

Tourism, 1st year

Discovering Tourism Industry E0033 10.0 Credits

Students will be able to:

- Understand, how tourism demand is formed
- Recognize different types of tourism activities, including special interest tourism
- Identify and analyse world tourism destinations and understand the development of destinations
- Apply principles of research in tourism industry
- Use Amadeus software

Course Contents:

a. Principles of Tourism

- Tourism demand and supply
- Tourism policies and planning
- Impacts of tourism
- Principles of tourism research

b. Tourism Geography

- Elements of geography
- Destinations' economic and socio-cultural development

c. Basic Amadeus

Course Description:

This study unit is aimed at providing the students with the main principles of tourism planning and organizing. Students will understand the complexity of tourism demand and supply in different countries by assessing destination's economical development, tourism potential, methods of tourism planning in different destinations, as well as economic, social and environmental impacts of tourism. Students will acquire basic practical skills in using travel reservation and booking system. This study unit also introduces tourism research planning and development.

The study unit is based on in-class sessions that are compulsory to attend and include expert lectures and seminars as well as computer classes; individual and group work. Students are requested to take an active part in the study unit by preparing and delivering presentations, leading in-class and on-line discussions and participating in a project work.

Academic Communications E0034

5.0 Credits

Students will be able to:

- Develop their English skills
- Deal with large quantities of reading in English
- Express themselves coherently and clearly in different professional and academic settings
- Use clearly structured, logical academic writing style to different kinds of assignments and reports

Course Contents:

- Writing process and main principles of academic writing
- Abstracts, introductions and conclusions; summaries
- Sources of Information, referencing, dealing with plagiarism Issues
- Presentation of the report, presentation skills
- Problem solving, argumentation, coherence

Course Description:

The aim is to develop students writing skills in English. Furthermore, the purpose is to become more fluent in using references and in using information, in writing professionally reports and academic texts. Students will be able to develop their academic English skills such as presentations skills, understanding and analyzing academic texts and preparing different types of professional reports.

Learning occurs in computer classes, in virtual spaces and in writing workshops. Students work individually and in pairs.

Tourism 2nd year

Project Work E0039

10.0 Credits

Student will be able to:

- Work as a part of a professional project team
- Plan and implement development projects together with companies and independently
- Practice their management skills and develop supervisory skills

Course Contents:

Content of this study unit may vary based on working life inquiries

Course Description:

The aim of the study unit is to introduce students to the real-life working environment through development project work in cooperation with companies and other actors in regional development. Students work in teams on assigned project. The nature of the project is related to managerial aspects of tourism and/or hospitality and is based on working life inquiries

Business Tourism E0042

5.0 Credits

Students will be able to:

- know the working life in one's subject field and is able to create personal contacts in working life and to operate in professional networks
- utilize information and communications technology in one's subject field

Course Contents:

- International and domestic travel agencies and their services
- Business travel services
- IT in business travel
- Travel policies and safety instructions
- Travel Management

Course Description:

The student will understand the roles and needs of both buyers and sellers of business travel services. He will know the content of business travel management as well as the basics of organizing meetings and congresses. The students will be able to take advantage of

information technology in creating innovative services based on seller company's own core competences and client's special demands.

Tourism Optional 2nd / 3rd year

Tourism as a Cultural Phenomenon E0047

10.0 Credits

Student will be able to:

- identify what culture is from different perspectives
- evaluate how the elements are important from the point of view of tourism
- analyze how and why cultural drivers have an impact on tourism
- discuss how different cultures affect tourism services

Course Contents:

- Definitions and elements of culture
- Cultural experiences and cultural tourism
- World religions
- Food as a part of cultural tourism
- Experiences as tourism products
- Minority groups and aboriginal people as a part of cultural tourism

Course Description:

The aim of the study unit is to enhance students' understanding of cultural elements from the tourism perspective. Students learn about host cultures and touristic cultures and their interconnectiveness. They learn how cultural tourism is developed and shaped by cultural phenomenon. Students learn about authenticity through interaction and involvement, through storytelling, remembering and through literature studies. The students learn in practice about cultural phenomenon, in development processes, with partners and actors.

Art Meets Tourism E0063

5.0 Credits

The students will be able to:

acknowledge how phenomenon within the film industry, within literature, novels, TV-programs, music and fine art affect tourism

- look at these aspects from a regional development, economic and employment point of view
- perceive how tourism can benefit from art phenomenon
- recognize the risks and downsides that art-related tourism involves, e.g.
- sustainability
- to identify and acknowledge the impact that art related tourism may have on regional development, economy and employment
- to recognize the most important cases within this field
- to learn from these cases
- to create and develop tourism products within art projects
- to identify customer value within art related tourism

Course content:

Students learn through involvement in art events, through benchmarking best cases, case-study and practices, through involvement in art events and/or productions, through literature search, seminars, research and through the creation of tourism products within art projects.

BIT 2nd/3rd year

Testing and Introducing Web Services E0023 5.0 credits

Students will be able to:

- To test network services functional and non functional
- use the testing tools and techniques
- students will be able to ensure networks visibility and accessibility and manage the use of the monitoring tools
- apply different testing methods and techniques for services development tool

Course Content:

- Service developer's testing techniques
- testing engineering
- unit testing and system testing
- efficiency testing
- deployment testing
- Analysis of the results and service development from the analysis

Course Description:

Students will learn basic concepts of testing and gets a clear picture of networks testing and the techniques and tools used. Student can develop web services as result of the testing and can design and implement testings also report on testing and its conduct.

Operating Systems and Networks E0027 5.0 Credits

Students are able to:

- Install the most common operating systems
- Perform administration tasks on different operating systems
- Know the basics of data network operations and structure
- Create and administrate local area networks
- Acknowledge the role of data security in the administration of computers and local area networks

Course Contents:

- Installation, administration and maintenance of operating systems
- Basics of data network structure and operations
- Network techniques and connection procedures
- Data security

Course Description:

The study unit involves practical installation and use of operating systems. Students also learn to install and administrate local area networks. Basic data security techniques are examined.

Development of Mobile Applications 01018 10.0 Credits

Course Contents:

- Challenges of mobile applications for services and contents
- User-centred mobile application design and implementation
- Programming within a mobile environment
- Effective utilisation of the development environment of mobile applications

Course Description:

The competence gained in the study unit relates to developing modern mobile applications, services and their forms of use and implementations. As a basis of the development work, students gain an overview on constructing usable and attractive mobile applications and solutions.

Office Tools Programming E0015 5.0 Credits

Students will be able to:

- Improve their skills in office programs
- Create programs that assist in using office applications

Course Contents:

- Creating event-driven programs
- Practical software-based solutions for office programs

Course Description:

The study unit applies programming skills to improve the use of office applications. It has a practical approach and focuses on workplace-oriented assignments.

All degrees Optional

Basic Finnish 2 A0204 5.0 Credits

Students will be able to:

- Communicate in simple situations and routine tasks
- Write simple texts
- Understand the main points in messages and Finnish speech at normal speed about familiar subjects.
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Course Contents:

- Everyday life, work, studying, daily and weekly routines
- Everyday situations (shopping for food & clothes, going to a restaurant, etc.)

- Grammar (e.g. past tense, local cases, question words, words describing time)

Course Description:

Students will deepen their knowledge of the basics of the Finnish language and culture in order to reach level A2 in accordance with the Common European Framework.

Preparatory Studies in English 00194 3.0 Credits

Students will be able to:

- Master basic English vocabulary and grammar
- use various methods for improving their language skills

Course Contents:

- Main structures of the English language
- Basic English vocabulary

Course Description:

Students improve their skills in communicating in English as preparation for completing actual studies in the language.

Basics of Spanish Language 1 00469 5.0 Credits

Students will be able to:

- understand basic structures and vocabulary of Spanish
- communicate in simple situations of everyday life
- write simple texts
- understand the main points in messages and Spanish speech spoken at normal speed about familiar subjects

Course Contents:

- simple communication events on everyday life, work, studying, daily routines, everyday situations (telling about oneself, greeting, shopping, ordering food in a restaurant etc.)
- Grammar e.g. articles, personal pronouns, possessive adjectives, present tense, interrogatives
- cultural knowledge, some characteristic features of Spain and Latin America

Course Description:

The course emphasizes acquisition of the four basic language skills: speaking, listening, writing and reading. Basic grammar is introduced and practiced.

Working Spanish 1 00883 5.0 Credits

Students will be able to:

- communicate in common workplace situations
- write clear general texts using tools
- recognise typical cultural characteristics of the areas where the language is spoken
- know the main professional vocabulary related to their fields
- use and deepen basic language skills acquired earlier

Course Contents:

- Workplace communication events, service events
- small talk
- strengthening and deepening basic grammar skills
- cultural differences

Course Description:

Students attain skill level B1 as defined in the Common European Framework.