[Business and Administration, Tourism and Hospitality in Kuopio]

STUDY INFORMATION PACKAGE
2012 – 2013
FOR EXCHANGE STUDENTS

Savonia University of Applied Sciences

Business and Administration
Tourism and Hospitality
Kuopio
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1. WELCOME TO SAVONIA UNIVERSITY OF APPLIED SCIENCES

Savonia University of Applied Sciences is a Finnish institution of higher professional education and one of the largest universities of applied sciences in Finland offering a wide range of courses - both in Finnish and in English. Savonia University of Applied Sciences comprises eight schools which are located in the region of North Savo, five of them are located in Kuopio near each other. Those are Engineering and Technology, Social Services and Health Care, Academy of Design, Academy of Music and Dance and Business & Administration and Tourism & Hospitality.

This guide book contains Business and Administration and Tourism and Hospitality courses. These courses are provided in autumn 2012 and in spring 2013.

1.1 BUSINESS AND ADMINISTRATION

The School of Business and Administration Kuopio, is offering a wide range of courses – both in Finnish and in English. The School of Business and Administration has three Degree Programmes, 750 students, 30 teachers and about 10 other members of staff.

The Degree Programmes are:
- Business and Administration (in Finnish)
- Computer Sciences (in Finnish)
- International Business (in English)

INTERNATIONAL BUSINESS - BBA
International Trade Expert 210 cr

The International Business Degree Programme was established to create a culturally rich and inspiring study and teaching environment. The programme gives the international students from all over the world a possibility to fully pursue their Business and Administration studies. The Finnish students get a chance to study among people who represent many different cultures and language areas.

The objective of the Degree Programme in International Business is to provide a comprehensive knowledge of business and administration combining practice-oriented instruction with a scientific business approach. The students are offered an opportunity to specialise professionally in International Trade Expertise. The studies consist of international business topics e.g. international business, marketing and finance.

1.2 CONTACT PERSON

Departmental ECTS Coordinator and Student Counsellor:
Ms. Eeva Mönkkönen
E-mail: Eeva.Monkkonen@savonia.fi
Phone: + 358 44 785 6938
Fax: + 358 17 255 6279

International Student Services; Student Exchanges Mobility@savonia.fi

Internet:

Study Information Package 2012-2013 for Exchange Students
1.3 Tourism and Hospitality

The School of Tourism and Hospitality has approximately 450 students, 30 teachers and 20 other members of staff. The School of Tourism and Hospitality is offering a wide range of courses – both in Finnish and in English. The Bachelor Degree Programme in Tourism and Hospitality consists of 210 credits and takes 3.5 years to complete. The studies are mostly emphasising management issues and actual research knowledge.

The Degree Programmes are:
- Tourism Study Programme
- Hotel and Catering Study Programme

In the Tourism studies the student will study the Finnish tourism industry widely and in particular the production of customer-oriented tourist service entities, business operations, marketing and daily management of tourism. Emphasis is put on sectors of tourism such as wellness tourism, event tourism and tourist programme services and meeting and congress services.

In the Hotel and Catering studies the student will study the Finnish and inter-national hotel and catering industry widely. In particular, the student will examine the designing of customer-oriented accommodation and catering products and administrating and developing a service process. The emphasis is put on business knowledge of accommodation and catering industry and management and daily administration. From accommodation and catering industry sectors the emphasis is put on knowledge of international food and drinks, healthy and safe catering industry sectors and hotel practices.

1.4 Contact Person

Departmental ECTS Coordinator and Student Counsellor:
Ms. Anu Mylläri
Email: Anu.Myllari@savonia.fi
Phone: + 358 44 785 5365

International Student Services; Student Exchanges:
Mobility@savonia.fi

Internet
http://portal.savonia.fi/amk.savonia-uas/about.savonia/international-cooperation/student-exchange/incoming-student-exchange/information-for-incoming-students
1.5 HOW TO APPLY?

Mobility@savonia.fi

Student exchanges are always based on agreements between institutions – e.g. Erasmus or a bilateral agreement. If you are interested in studying as an exchange student at Savonia UAS at the School of Business and Administration or School of Tourism and Hospitality Kuopio, please contact your home institution’s International Coordinator first to find out more about student exchange.

2. ACADEMIC CALENDAR 2012 - 2013

The academic year is divided into four study periods. Each study period has its own timetable. Student exchange is always either a full academic year or one semester.

Orientation
(compulsory):
30-31 August 2012

Autumn semester
(study periods A1 and A2):
3 September – 20 Dec 2012

Autumn Break
15–19 October 2012

Spring semester
(compulsory orientation during the first day)
(study periods S1 and S2):
7 Jan 2013 - 31 May 2013

Winter break
4 – 8 March 2013

3. ORIENTATION DAYS

After the application deadline, Information Packages are sent to all accepted exchange students. The package includes the timetable and the programme of the orientation.

Orientation covers e.g.
- Introduction to Finland
- Introduction to Kuopio
- Introduction to Savonia UAS Studies
- Library services, computers
- Documents concerning the exchange
4. STUDIES

4.1 CREDITS

The extent of the course is defined as a number of credits. A full study year equals 60 ECTS credits.

4.2 LEARNING METHODS

There are several ways of studying at Savonia UAS. Many traditional methods such as lectures, exercises, discussions, written individual and group assignments, presentations, etc. are used. In addition, some courses are closely linked to real business life and some courses are taught by using the progressive learning method. There will be guidance to this method during the orientation week.

4.3 EXAMINATIONS

Students do not need to register for those exams which are part of their ordinary courses they are attending. The teacher informs the students about the date and time and the students can participate without further notice. The results of the examinations are announced within four weeks.

Should the student fail in the examination, he/she has the right to re-sit the examination twice on the general examination dates. The list of courses for each general examination date will be given at the beginning of the academic year. Students must register for the general examination. The registration envelope must be submitted in time, not later than seven days before the examination date. Students must be able to prove their identity when taking the examination. If the student has registered for an examination, but does not attend, it is regarded as an attempt to take the exam, unless the student can show a medical certificate.

A student wishing to better his/her final course grade has the right to do it once and the examination must be taken on a general examination date.

4.4 ASSESSMENT

Assessment includes the student’s entire learning process during the course. It focuses on checking to what extent the student has acquired knowledge and skills in accordance with the course objectives. The student’s attitude and motivation are also taken into account in the assessment.

The grading scale is the following:
   - excellent (5)
   - good (4 and 3)
   - satisfactory (2 and 1).
A course can also be assessed on the grading scale pass (S) / fail (F).

4.5 CERTIFICATE

After the exchange, the student will receive a transcript of his/ her studies.

Guide Book can also be found at:
### 5. THE COURSES TAUGHT IN ENGLISH IN THE ACADEMIC YEAR 2012 - 2013

#### 5.1 List of Courses

#### BUSINESS AND ADMINISTRATION:

<table>
<thead>
<tr>
<th>Code</th>
<th>Course unit title</th>
<th>ECTS credit units</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIF5220</td>
<td>International Marketing</td>
<td>7</td>
</tr>
<tr>
<td>LIE5215</td>
<td>Multicultural Organisations and Communication</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Multicultural Organisations 3 cr; Intercultural</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Communication in Business 3 cr</td>
<td></td>
</tr>
<tr>
<td>LIB5205</td>
<td>CRM Personal Selling and Negotiation Skills</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Personal Selling 3 cr; Negotiation Skills 3 cr</td>
<td></td>
</tr>
<tr>
<td>LIE5110</td>
<td>Human Resource Management</td>
<td>6</td>
</tr>
<tr>
<td>LLG5110</td>
<td>International Business</td>
<td>6</td>
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<tr>
<td>LLG5230</td>
<td>Online Marketing Management Simulation</td>
<td>3</td>
</tr>
<tr>
<td>LIH8130</td>
<td>Personal Creativity in Business (on-line)</td>
<td>5</td>
</tr>
<tr>
<td>LGT7211</td>
<td>International Business Law</td>
<td>3</td>
</tr>
<tr>
<td>LIF9135</td>
<td>Intercultural Communication</td>
<td>3</td>
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<tr>
<td>LIE6122</td>
<td>Mathematical Modeling (self study)</td>
<td>3</td>
</tr>
<tr>
<td>LIE9125</td>
<td>Managing and Surviving Change (self study)</td>
<td>3</td>
</tr>
<tr>
<td>XAM1000</td>
<td>Introduction to Russia (organised together with Tourism</td>
<td>5</td>
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<td></td>
<td>and Hospitality)</td>
<td></td>
</tr>
<tr>
<td>LIB5220</td>
<td>Business Environment Analysis</td>
<td>10</td>
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<tr>
<td>LIF5415</td>
<td>Business Finance</td>
<td>5</td>
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<tr>
<td>LLG5230</td>
<td>Online Marketing Management Simulation</td>
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<tr>
<td>LIE6111</td>
<td>Mathematical Modeling (self study)</td>
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<tr>
<td>LIE5100</td>
<td>Business Networks and Partnerships</td>
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<td>LLD5214</td>
<td>International Marketing</td>
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<td>LLG9112</td>
<td>Intercultural Communication</td>
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<tr>
<td>LIE9125</td>
<td>Managing and Surviving Change (self study)</td>
<td>3</td>
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<tr>
<td>LIF9115</td>
<td>Russian Business Environment (includes a study trip to</td>
<td>5</td>
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<tr>
<td></td>
<td>St Petersburg; see course description) *</td>
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<tr>
<td>XAM1008</td>
<td>Russian Consumer Behaviour</td>
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<tr>
<td>LIE5116</td>
<td>Risk and Safety Management</td>
<td>3</td>
</tr>
<tr>
<td>LIF8125</td>
<td>Computing Tools for Business Decisions</td>
<td>3</td>
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<tr>
<td>LGT8115</td>
<td>Web Site Design</td>
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</tr>
<tr>
<td>LIE8110</td>
<td>Future-oriented Strategic Management to Stimulate</td>
<td>5</td>
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<tr>
<td></td>
<td>Creativity (on-line)</td>
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<td>LIE8120</td>
<td>Organisational Creativity (online)</td>
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<td>LIE5120</td>
<td>Portfolio Management</td>
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<tr>
<td>LIF5420</td>
<td>Islamic Finance (online)</td>
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#### LANGUAGES:

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<tr>
<th>Code</th>
<th>Course unit title</th>
<th>ECTS credit units</th>
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<tbody>
<tr>
<td>LICE217</td>
<td>Essential English in Marketing</td>
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<tr>
<td>LICE230</td>
<td>English in Accounting and Finance</td>
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<tr>
<td>LICO005</td>
<td>Finnish Language Course for Beginners</td>
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<tr>
<td>XKQ0000</td>
<td>Beginner's Russian (organised together with</td>
<td>5</td>
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<tr>
<td></td>
<td>Tourism and Hospitality)</td>
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</tr>
<tr>
<td>Code</td>
<td>Course unit title</td>
<td>AUTUMN SEMESTER 2012</td>
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<td>XQK1000</td>
<td>Basic Russian for Travellers (organised together with Tourism and Hospitality)</td>
<td>5</td>
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<td>Finnish for Beginners</td>
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<td>LICE221</td>
<td>Business Communication</td>
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<td>LICE213</td>
<td>English in International Business</td>
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<td>LICE214</td>
<td>Advanced Professional English</td>
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<tr>
<td>LICF110</td>
<td>Elementary Business French</td>
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<tr>
<td>LICQ110</td>
<td>Elementary Business Russian</td>
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<tr>
<td>LICQ215</td>
<td>Survival Russian</td>
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<td>TOURISM AND HOSPITALITY:</td>
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<td>MIB1100</td>
<td>Wellness Tourism Production</td>
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<tr>
<td>MIB1110</td>
<td>Business Tourism and Travel Management</td>
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<tr>
<td>MIB1105</td>
<td>Sociology of Tourism</td>
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<tr>
<td>MIG2136</td>
<td>Matching Food and Wine</td>
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<tr>
<td>MYC2115</td>
<td>Hotel Reservation Systems</td>
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<td>MIC3100</td>
<td>Functional Food and Wellness Innovations</td>
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<td>MY45210A</td>
<td>Services Marketing</td>
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<td>MIG9100</td>
<td>International Project Study: Russian Tourism</td>
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<tr>
<td>XVM1004</td>
<td>Culinary Cultures *</td>
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<td>XAM1000</td>
<td>Introduction to Russia *</td>
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<tr>
<td>XAM1002</td>
<td>Russian Business Culture and Communication *</td>
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<td>XAM1004</td>
<td>International School on Cultural Tourism *</td>
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<tr>
<td>XAM1006</td>
<td>Russian Business Environment *</td>
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<tr>
<td>XAM1008</td>
<td>Russian Consumer Behaviour *</td>
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<tr>
<td>XVM1000</td>
<td>Nordic Winter Activities *</td>
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<td>XVM1002</td>
<td>Field Work in Tourism and Hospitality Industry *</td>
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<td>XVM1006</td>
<td>Networking in Tourism Destination *</td>
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<td>XVM1008</td>
<td>Customer-Oriented Accommodation Business *</td>
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<td>XVM1012</td>
<td>Experience Design *</td>
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<td>XV1C000</td>
<td>Finnish for Foreigners *</td>
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<tr>
<td>XVM1010</td>
<td>Finland as a Tourism Destination *</td>
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<tr>
<td>XQK0000</td>
<td>Beginner's Russian *</td>
<td>5</td>
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<tr>
<td>XQK1000</td>
<td>Basic Russian for Travellers*</td>
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<tr>
<td>MYEC110</td>
<td>English for the Tourism Industry</td>
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<tr>
<td>MYEC115</td>
<td>English for the Hospitality Industry</td>
<td>3</td>
</tr>
</tbody>
</table>

**N.B.**! The student can focus his/her studies on the Russian context by choosing the courses marked with an asterisk (*) and with a code starting with X. 30 cr in autumn and/or 30 cr in spring.
5.2 Course descriptions 2012–2013/Business and Administration

AUTUMN 2012

LIF5220 - International Marketing, 7 CR
Learning Objectives
Students analyse the effect of international business activities on the marketing strategy and the 4Ps. They understand the strong impact of cultural diversity, international economic indicators, political landscape, and legal factors on marketing decisions. They will also develop the ability of decisions making in such an environment.
Core Content
International and global concept of marketing, international marketing environment (economic, legal, political, cultural), international market entry strategies, international impact on marketing 4Ps (product adaptation and branding, export and global pricing, global logistics and distribution, global promotions strategies). The course may include a real international marketing research for existing local companies in the OIS learning environment.
Assessment
Written exam, written research report/presentation
Learning and Teaching Methods
Lectures, cases discussions, International marketing research.
Study Material

LIF5215 Multicultural Organisations and Communication 6CR
Learning Objectives
The student is able to recognise perceptions and values influencing personality, work, motivation, communication and team work. The student is also able to describe the importance of his/her own influence and communication affecting the co-workers or team. In addition, he/she is capable to analyse the organisational environment and discover corrective methods when needed. Furthermore, he/she is able to analyse the organisation and to find solutions to conflicts and recognise the need of a change process. Furthermore, the student is able to define the meaning and contents of organisational culture and list intercultural differences and assumptions in organisations. The student recognises the typical challenges from the organisational culture perspective: the impact of culture on business and the importance of intercultural communications skills at work. The student is also able to analyse organisational culture of a case organisation and enhance his/her understanding of cultural landscape in organisations. The student is able to list the main assumptions of the organisation environment and recognising the typologies and can list the embedding mechanisms of an organisation. The student can explain the central meaning of the role of management in creation of organisational culture, organisational values and intergroup conflict. In addition, the student is able to classify in detail typical problems in embedding and developing organisational culture. Furthermore, the student is able to analyse and draw conclusions of a case organisation’s climate and is able to analyse the development tools for a case organisation, and is able to evaluate the meaning of cultural change in organisations.
Core Content
Concept & meaning & dimensions of organisational activity. Recognition of internal & external environment & differences & assumptions of an organisation. Embedding mechanisms & organisational development. A leader’s role in creation of culture
Assessment
0-5 Exam, presentations, journal, written assignments/ Literature exam.
Study Material

LIB5205 - CRM, Personal Selling and Negotiation Skills, 6 CR
Learning Objectives
Students understand the importance of customer relationship management for the organisation. Students are familiar with the sales management process and organisation. Students learn the customer service and personal selling process and the role of exhibitions in business. Students acquire the communication skills needed when organising and attending meetings and negotiations in a multicultural environment.
Core Content
Customer relationship management, sales planning and management, personal selling techniques, and sales tools. Meeting and negotiation skills.
Assessment
Written examinations, assignments, active participation (75% attendance required).
Learning and Teaching Methods
Lectures, exercises, written and oral assignments.
### Assessment Criteria
0-5

### Study Material

### LI5110 Human Resource Management 6CR

- **Learning Objectives**: The student understands business strategy and HRM strategy as part of the company strategy. He/she learns the importance of planning and implementing human resources.
- **Core Content**: The meaning of HRM concepts and techniques, work motivation and job satisfaction & atmosphere, social relationships and the impact of culture a learning organisation. Evaluating human resources in the Balanced Scorecard context.
- **Learning and Teaching Methods**: Lectures, independent written assignment, literature.
- **Assessment**: 0-5. Examination, exercises, active participation, self-directed learning.

### LLG5110 International Business 6CR

- **Learning Objectives**: The student will understand the internationalisation process of a company.
- **Core Content**: The assessment of the prerequisites and modes of international operations. Pricing, foreign payments and customs formalities and clearance.
- **Learning and Teaching Methods**: Lectures, contacts with business life, guided exercises.
- **Assessment**: 0-5. Examination, assignment.
- **Study Material**: Will be announced at the beginning of the course.

### LIG5230 - Online Marketing Management Simulation, 3 CR

- **Learning Objectives**: The student will be able to understand the impact of competition and demand on marketing planning. In addition, the student can apply the marketing planning process in a simulation case.
- **Core Content**: The impact of competition and demand on marketing planning. Analyze of competitive situation. Analyze of customer segments and their needs. Marketing planning process. Elements of marketing mix.
- **Assessment**: 0-5. Accepted course assignments. Written analysis.
- **Study Material**: Simulation game related material. Articles.
- **Prerequisites**: Basic knowledge of marketing.

### LIH8130 Personal Creativity in Business 5CR (online)

Personal creativity requires freedom to plan one’s own timetable and tasks to a certain extend. It requires motivation and flow experiences within personal tasks; further it requires wellbeing and joy at work. This course helps students to understand how employees and employers need to work in co-operation to achieve personal creativity.

- **Learning Objectives**: The student understands the main responsibilities of a subordinate and a superior. He/she recognises issues which enable a person to motivate to develop him/herself and his/her creativity. The student identifies means that an organisation or a superior can apply to increase motivation and flow at work. The student identifies his/her potential for creativity and gains insight into enhancing creativity analytically with the help of a concrete method.
- **Core Content**: Psychological contract, subordinate communication competencies, motivation, flow at work, enhancement of creativity.
- **Learning and Teaching Methods**: Introductory lectures, case discussions, familiarising oneself with creativity techniques.
- **Assessment**: 0-5. Accepted course assignments. Written analysis.

### IG7215 - International Business Law, 3 CR

- **Learning Objectives**: Student gains knowledge of business legislation and laws to be able to apply the regulations and to learn the ethical responsibility in business.
- **Core Content**: Main legal systems, private international law, international commercial International business law, intellectual property rights, regulation of marketing, representation contracts, debt collection and execution.
- **Learning and Teaching Methods**: Introductory lectures and guided exercises.
Assessment
Study Material
0-5. Lectures and assignments
To be announced at the beginning of the course.

LIH9135 - Intercultural Communication, 3 CR

Learning Objectives
The student will increase his/her intercultural awareness and understanding of cultural diversity and the impact of culture on human behaviour and interaction.

Core Content
The concept of culture, intercultural learning, values, perception, communication, stereotyping, culture shock, concept of time

Assessment
Assessed journal based on the lectures, exercises and reading material. Active participation.

Learning and Teaching Methods
Lectures, exercises, group discussions.

Assessment
0-5. Assessed journal.

Study Material

LIH6122 - Mathematical Modeling, 3 CR

Learning Objectives
After the course, the student can make basic calculations with matrices. The student can solve a linear optimization problem graphically. The student can formulate and solve matrix calculations. Graphical solution of a linear optimization problem. Solving different kinds of linear optimization problems using Excel’s Solver and program LINDO.

Core Content
Basics of matrix calculations. Graphical solution of a linear optimization problem. Solving different kinds of linear optimization problems using Excel’s Solver and program LINDO.

Learning and Teaching Methods
Assignments.

Assessment
0-5. Nine assignments.

Study Material

LIH9125 - Managing and Surviving Change, 3 CR

Learning Objectives
To understand constant need for organizational change and redesign of business processes and see the role of management in the enhancement of performance through change. To learn tools and best practices in restructuring and changing strategic direction. Furthermore, the course focuses on how to plan and implement a change program through the needed steps.-Organizational change -Change process -Steps of change -Change as leaders’ challenge -Methods to survive.

Core Content
Organizational change -Change process -Steps of change -Change as leaders’ challenge -Methods to survive.

Learning and Teaching Methods
Self-study, introduction (2 h): 2 - 3 starting dates and time announced in the beginning of the academic year.

Assessment
0-5. A written assignment (an essay).

Study Material
XAM1000 Introduction to Russia, 5 CR

**Learning Objectives**
The student familiarises him/herself with various phases in the development of Russian history and is able to summarise them in order to understand the complexities of the present. The student gains some insight into the economic geography of the Russian Federation. By the end of the course, he/she will have a basic understanding of the present economic and social situation in Russia, a grasp of the factors impacting the economic performance of Russia and of the economic importance of primary resources.

**Core Content**
Russian history. Independent studying of different views on Russian behaviour and comparing it to the student’s own culture. This course introduces the basic geography of contemporary Russia, including social, political, ethnic, cultural, economic, and environmental issues. The attention is paid to the development of industrial and natural resource complexes and their influence on the economic trends and policies. Physical geography, main regions and state structure, population, social and ethnic geography, agricultural and urban development, overview of economics in Russia, dynamics of economic restructuring and changing patterns of economic activity in the country.

**Learning and Teaching Methods**
eLearning, lectures, individual studies, written assignment.

**Assessment**
Pass / Fail. Written examination.

**Study Material**
The textbook will be announced later. Other material & Internet links provided by the teacher in Moodle.

LICE217 Essential English in Marketing, 3 CR

**Learning Objectives**
The student learns specialised vocabulary and concepts in marketing when dealing with these issues. He/she will be able to communicate both orally and in writing when cooperating with marketing experts and dealing with customer contacts.

**Core Content**
Terms and concepts of the specialised language of marketing.

**Learning and Teaching Methods**
Lectures, exercises, assignments.

**Assessment**
0-5. Written examination, assignments, active participation (75% attendance required).

**Study Material**
The textbook will be announced later. Other material & Internet links provided by the teacher in Moodle.

LICE230 - English in Accounting and Finance, 3 CR

**Learning Objectives**
The student learns specialised vocabulary and concepts in accounting and finance required when dealing with these issues. He/she manages oral and written communication when cooperating with accounting and financial experts and dealing with customer contacts.

**Core Content**
Terms and concepts of the specialised language of accounting and finance.

**Learning and Teaching Methods**
Lectures and exercises.

**Assessment**
0-5. Written examination, assignment(s), active participation (75% attendance required).

**Study Material**

LICO005 - Finnish Language Course for Beginners, 2 CR

**Learning Objectives**
Basics of pronunciation and grammar, basic vocabulary and common phrases needed in simple everyday situations.

**Core Content**
Lectures, oral and written exercises individually and in groups. Homework assignments.

**Assessment**
Written examinations, continuous assessment based on class work, required attendance 75 %.

**Study Material**
To be announced at the beginning of the course.

XKQ0000 Beginner’s Russian, 5 CR

**Learning Objectives**
Having completed the course the student pronounces Russian, reads and writes both typed and handwritten letters in an understandable manner. He/she applies basic vocabulary and grammar to express his/her own ideas in elementary everyday situations (oral and written), such as introducing oneself and running errands. He/she is able to communicate and interact in a culturally appropriate way.

Working collaboratively he/she learns to appreciate and understand cultural differences. He/she reflects upon his/her own language learning and objectives. The student has a positive attitude to studying and learning the language.

**Core Content**
Cyrillic alphabet: pronunciation, reading and writing. Sharing personal information: names, nationality, occupation, language skills, family, hobbies, opinions, interests. Inquiring and describing services and products: availability, location, business hours and qualities. Situations at cafes, restaurants and department stores. Learning to learn skills.

**Learning and Teaching Methods**
Lectures and tests. Learning assignments, independent learning and information acquisition.
Assessment

0–5. Two written exams (25 %) each, oral test (25 %), overall performance (25 %). In order to pass the course the student is expected to actively participate in contact classes, to submit the assignments required and pass all the tests.

Study Material


LIF5220 - Business Environment Analysis, 10 CR

Learning Objectives

The student will become familiar with the term "internationalisation". Also the internationalisation process and the dimensions of internationalisation will become clear after completing this course. After completing this course the student will be familiar with the external elements (demand, competition and macro-environment) and internal elements (financial and functional resources) of international business environment. The students will learn how to observe and analyse both internal and external business environment. In addition, the student is able to discuss how the changes in business environment affect companies’ decisions. The student will become familiar with the selection process of the target country and the factors influencing market selection. Some business environment analysis tools (e.g. PESTEL) will be introduced. The student will learn the essential role of market research in the internationalisation process. The student is able to conduct a market research on the basic level. The student is able to analyse the results of the market/marketing research and is able to draw conclusions or/and give recommendations based on the results. The concept of a company’s international readiness will be introduced. After this course the student knows how to assess the competences and skills of the companies that are planning internationalisation or are developing their business in the international markets. Supporting organisations for internationalisation will also be introduced.

Core Content

Internationalisation process. Analysing the external and internal business environment. The selection process of the target country and the factors influencing market selection. The role of market research in the internationalisation process. Analysing a company’s international readiness.

Learning and Teaching Methods

Course can be arranged wholly or partly as an OIS project.

Assessment

0–5. Familiarisation with working life, introductory lectures, case studies, visitor lecturers, reports and learning tasks. Written assignments and/or exam

Study Material


LIF5415 - Business Finance, 5 CR

Learning Objectives

Students will understand the vital role of finance for business to raise long and short term funds needed. Students will be able to assess and evaluate financial investments and business performance. Students will be familiar with vital financial decision-making tools and techniques.

Core Content

Financial ratios and analysis, financial markets and products (instruments), assets valuation models and techniques, capital budgeting techniques and methods (PB, DPB, NPV, IRR, MIRR, PI), projects’ cash flow estimation, capital structure and cost of capital estimation, leasing vs. buying decision.

Learning and Teaching Methods

Lectures, class and home exercises, computer based exercises.

Assessment

0–5. Written exam, computer (excel) based assignments.

Study Material


LIE5100 - Business Networks and Partnerships, 6 CR

Learning Objectives

The student is able to identify the changes of the business environment behind the phenomenon of the inter-company networks. The student is also able to describe the nature and development path of different company networks. The student is able to describe the differences between the traditional entrepreneurship and modern, network based small company owner or runner. The student is able to describe the meaning of trust in the partnerships between companies.

Core Content

The change in business environment behind business networks, different kinds of business network models, modern network-based entrepreneurship, the developing of partnerships between companies.

Learning and Teaching Methods

Introductory meetings & introduction to self-learning: Independent written assignment.

Assessment

0–5. Written report of min. 3000 words. Reports will be checked for plagiarism.

Study Material

Articles. Materials to be announced.
LLD5214 - International Marketing, 3 CR
Learning Objectives: The student will be able to describe all competitive tools and give some more detailed examples out of them, to suggest and justify a viable plan as solution for selected business case in a group and with some assistance, to apply the given knowledge and case in order to create a viable strategic plan in given assignment and to assemble a viable model of agreement for a given case.
Core Content: To know competitive tools in international marketing, e.g. marketing channels and marketing communication, to know how to creating and manage marketing channels and how to prepare into international negotiations, to comprehend strategic planning of communication and distribution on the international marketplace and international regulations and to manage with agreements with intermediaries.
Learning and Teaching Methods: Lectures, guided assignments, case studies and eLearning.
Assessment: 0-5. Written exam (50%), written essays/reports (50%).
Study Material: Research Articles, Kotler and Armstrong: Principles of Marketing (10. or newer edition); chapter 19. Czinkota and Ronkainen: International marketing, 2002 (or newer); chapters 9, 12, 13, 19 and 20.

LIH5116 - Risk and Safety Management, 3 CR
Learning Objectives: Students are aware of the risk management process and risk management strategies. Students are able to identify risk types and risk management standard setting organisations on the local and international level.
Core Content: Risk management process, types of risks, risk management strategies, risk management institutions and organisations. The course includes a risk management project.
Learning and Teaching Methods: Lectures, exercises, project work.
Assessment: 0-5. The course is semi-virtual. A few introductory lectures for the subject will be provided at the beginning of the course, and then small groups of students (2-3) will be formed to carry out a risk management project. Evaluation will be fully based on the quality and depth of the Risk management projects, as well as the peer’s auditing report, and the attendance at the compulsory introductory lectures.
Study Material: To be announced at the beginning of the course.

LIF8125 - Computing Tools for Business Decisions, 3 CR
Learning Objectives: To familiarise students with personal computing tools applied to practical business decisions.
Core Content: Spread sheet functions, pivot tables and scenarios. Introduction of optimization-based management science techniques. Formulation decision problems as optimization models and using Excel Solver to formulate solve and interpret various management optimization problems.
Learning and Teaching Methods: Lectures, exercises and assignments.
Assessment: 0-5. Exam, assignment.
Study Material: Office Program guides, lecture note.

LIG8115 - Web Site Design, 3 CR
Learning Objectives: To give the students an understanding of the nature of web design and related software and technologies.
Core Content: Description of web site design project. Introduction to HTML and CSS languages, image editing and some web development tools.
Learning and Teaching Methods: Lectures, exercises and assignments.
Assessment: 0-5. Assignments
Study Material: Lecture notes, related web sites and software manuals.

LIH8110 Future-oriented Strategic Management to Stimulate Creativity 5 CR (online)
Change is an intrinsic necessity for organisations wishing to perform well in the long term. The ability to change and innovate requires foreseeing and creativity. Furthermore, it is important to build networks that offer new knowledge and ideas, and therefore can enhance innovation in the organisation.
Learning Objectives: After completing the study unit the student understands the importance of strategic thinking and continuous renewal to an organisation. He/she is able to describe how foreseeing the future and creative thinking are linked to contemporary modern strategic leadership/management. The student is familiar with methods of strategic management supporting the process of foreseeing the future and increasing creativity. He/she is able to describe the meaning of networking as a tool supporting the renewal process of organisations.
### Core Content
Continuous change as part of strategic management/leadership; importance of creativity and innovativity for the renewal of organizations; foreseeing and its support to the renewal of organisations; importance of networks and their support to the renewal of organisations.

### Learning and Teaching Methods
Introductory lectures, working in small groups, written reporting.

### Assessment
0-5. Accepted course assignments. Written assignments.

#### LIH8120 Organisational Creativity 5 CR (online)

**Learning Objectives**
The student is able to assess the impact of various organisational types on creative and innovative activity. He/she is able to list the characteristics of various organization structures from the viewpoint of communications, authority and decision-making. The student is familiar with the elements of organisational culture. The student is able to plan team-building so that he/she understands the meaning of group dynamics.

The student is able to identify the potential of a certain organisation for development from the perspective of organisational culture and to realise the opportunities to improve/enhance the operations and creativity of the organisation.

**Core Content**
Organisational structures, decision-making, authority, organisational culture, groups and teams, diversity, shared expertise/knowledge

**Learning and Teaching Methods**
Lectures, exercises, working in small groups, written reporting.

**Assessment**
0-5. Accepted course assignments. Written assignments.

#### LIH5120 - Portfolio Management (Financial Investment), 3 CR

**Learning Objectives**
Students are aware of the portfolio management process and the need for investment policy statement. Students are able to measure risk and return of common financial assets as basis for assets allocation. Students are familiar with the fundamental theories and models of portfolio selection. Students are able to collect and process financial data and develop optimisation models for portfolio selection and assessment.

**Core Content**
The portfolio management process, investment policy, portfolio theory, risk measurement and asset allocation, CAPM and beta, excel based optimisation models.

**Learning and Teaching Methods**
Lectures, computer and paper based exercises.

**Assessment**
0-5. Selection of assignments and a written examination.

**Study Material**
Corporate finance, (Ross; Westerfield, Jordan), selected chapters, other specialised articles and literature to be announced later.

#### LIF5420 - Islamic Finance, 3 CR (online)

**Learning Objectives**
Students are able to define the meaning and the foundations of this specific branch of finance. They can identify differences and similarities with traditional finance and standard setting bodies. Students are familiar with special related terminologies and meanings. Students are able to define the characteristics as well as do basic calculations for the common sharia compliant financial products.

**Core Content**
The background of Islamic finance, the importance of this branch in terms of market size and volume, the standard setting bodies, characteristics of sharia complaint transactions and contracts, major financial products and characteristics.

**Learning and Teaching Methods**
Web based instructions.

**Assessment**
Passed/failed. Online assignments and tasks.

**Study Material**

#### LICE221 - Business Communication, 4 CR

**Learning Objectives**
The student is able to communicate in writing in business. He/she is able to write effective business letters and other business documents using the proper layout and style. He/she masters the terminology required in foreign trade.

**Core Content**
Business letters and documents, effective emails, other written business messages

**Learning and Teaching Methods**
Lectures and exercises.

**Assessment**
0-5. Written examination, assignment(s), active participation (75% attendance required).

**Study Material**
LLCE213 - English in International Business, 3 CR
Learning Objectives: The student learns the specialised language and concepts of international business. He/she will be able to communicate both orally and in writing when dealing with international operations, mergers and acquisitions etc. and when working with representatives of organisations helping with the internationalisation process.
Core Content: International trade, global economy, globalisation, risk and crisis management, business ethics.
Learning and Teaching Methods: Lectures, guided and independent exercises.
Assessment: 0-5. Assignments. Written examination. 75% attendance required.
Study Material: To be announced at the beginning of the course.

LLCE214 - Advanced Professional English, 3 CR
Learning Objectives: The student will acquire advanced language skills needed in challenging areas at work as well as good academic writing skills.
Core Content: The use of good written language both in internal and external corporate communication; academic writing.
Learning and Teaching Methods: Lectures, guided and independent exercises.
Assessment: 0-5. Assignments. Written examination. 75% attendance required.
Study Material: To be announced at the beginning of the course.

LICF110 - Elementary Business French, 6 CR
Learning Objectives: The student learns French pronunciation and intonation. He/she learns the basic structures and vocabulary to manage in everyday communication situations.
Core Content: Pronunciation and intonation; basic vocabulary and structures, basic communication skills.
Learning and Teaching Methods: Lectures and exercises.
Assessment: 0-5. Written and/or oral examination(s), assignment(s), active participation (75% attendance required).
Study Material: To be announced later.
N.B.: This course is for those students who have no previous studies in French.

LICQ110 - Elementary Business Russian, 6 CR
Learning Objectives: The student learns Russian pronunciation and intonation. He/she learns the basic structures and vocabulary to manage in everyday communication situations.
Core Content: Pronunciation and intonation, Cyrillic alphabet (both handwriting and typing), basic vocabulary and structures, basic communication skills.
Learning and Teaching Methods: Lectures and exercises.
Assessment: 0-5. Written and/or oral examination(s), assignment(s), active participation (75% attendance required).
Study Material: To be announced later.
N.B.: This course is for those students who have no previous studies in Russian.

LICQ215 - Survival Russian, 3 CR
Learning Objectives: The students will learn the very basics of the Russian language to be able to produce and understand simple phrases needed in daily life.
Core Content: The Cyrillic alphabet, numbers, the most common phrases related to greetings, shopping and asking directions.
Learning and Teaching Methods: Lectures, oral and written exercises.
Assessment: 0-5. Exercises and an exam.
Study Material: To be announced at the beginning of the course.
## 5.3 Course Descriptions 2012-2013 / Tourism and Hospitality

### Autumn 2012

#### MIB1100 Wellness Tourism Production, 3 CR

**Learning Objectives**
The students get to know wellness-models and wellness as a way of life. They learn trends and forms of health and wellness tourism. Formation of a customer-oriented tourism product in wellness concept. Management of production processes of different wellness product types.

**Core Content**
Wellness-models, health and wellness tourism, tourism product in wellness concept.

**Learning and Teaching Methods**
Lectures, individual/group work, seminars, product analysis.

**Assessment**
Written essay/exam.

**Study Material**

#### MIB1110 Business Tourism and Travel Management, 3 CR

**Learning Objectives**
The students learn principal definitions of business travel. They get to know differences between business travel and leisure travel, corporate travel, corporate hospitality, meetings industry (meetings, incentives, congresses, exhibitions), business tourism services, travel management: travel policy, organizing corporate travel, intermediaries in travel management and business travel, impacts of business tourism.

**Core Content**
Business travel, leisure travel, meetings industry, business tourism services.

**Learning and Teaching Methods**
Lectures, discussions, written assignment.

**Assessment**
Written assignment.

**Study Material**

#### MIB1105 Sociology of Tourism, 3 CR

**Learning Objectives**
The students will gain knowledge of contemporary sociology. They are familiar with modern and post-modern theories and explanations of tourism. Social constructions of tourist resorts and destinations. The culture of hosts & guests.

**Core Content**
Contemporary sociology, theories and explanations of tourism.

**Learning and Teaching Methods**
Lectures, individual work, seminars.

**Assessment**
Written essay.

**Study Material**

#### MIG2136 Matching Food and Wine, 3 CR

**Learning Objectives**
The students get to know the physiology of taste. They learn how to match different food items and wines in classical and modern ways in different situations. Students also recognize the purpose of wine list and how to plan the wine list according to the business idea of the restaurant.

**Core Content**
Physiology of taste, matching different food and wines, planning a wine list.

**Learning and Teaching Methods**
Tasting, lectures, group assignment and exercises

**Assessment**
Active participation (80 %) in lectures and tasting situations.

**Study Material**

**Further / Previous Studies**
Customer based Restaurant Service Operations and basic wine knowledge.
MIC3100 Functional Food and Wellness Innovations, 3 CR

**Learning Objectives**
A student understands nutritional issues concerning wellness and finds links between wellness and business ideas. A student is able to describe some own ideas about wellness innovations in nutrition. Nutritional issues in well-being, physical nutrition, alternative health care, healthy and functional foods, nutritional concepts and trends in wellness business (ethical, ecological factors) and the products such as organic and natural food, herbs, nutritive preparations, product and consumer legislation, planning and developing wellness innovations in nutrition.

**Core Content**
Wellness innovations in nutrition, nutritional concepts and trends.

**Learning and Teaching Methods**
Lectures, exercises, written assignment and presentation.

**Assessment**
Active participation, written assignment based on literature and its presentation.

**Study Material**
Literature and Internet material to be announced later.

MY45210A Services Marketing, 3 CR

**Learning Objectives**
A student analyses the changing society, the service and experience industry, as well as their impacts on marketing. The student applies guided image marketing to the marketing of services. The student analyses competition tools and distribution channels and can apply their use to different products and segments. The student analyses online business practices in service marketing.

**Core Content**
Marketing of services, competition tools, distribution channels, online business practices.

**Learning and Teaching Methods**
Lectures, guided exercises.

**Assessment**
0-5. Exam 50 %, return tasks 50 %.

**Study Material**

MIG9100 International Project Study: Russian Tourism, 3 CR

**Learning Objectives**
The students will become familiar with Russian tourism marketing and services, tourism brand and image, passenger flows and customer segments in tourism. They familiarize with accommodation business, Russian cuisine, economical and socio-cultural impacts of tourism, intercultural communication.

**Core Content**
Russian tourism marketing and services, tourism brand and image, passenger flows, customer segments in tourism.

**Learning and Teaching Methods**
Introductory lectures, seminars, group study on agreed topics, learning diary, peer evaluation, five days study trip to St. Petersburg including lectures and company visits.

**Assessment**
0-5. Group study report, seminar presentations, learning diary, peer evaluation.

**Study Material**
To be announced at the beginning of the course.

**N.B.**
Student’s cost for the St. Petersburg study trip is € 150 including transfers, visa costs, accommodation and program.

XVM1004 Culinary Cultures, 5 CR

**Learning Objectives**
The student understands the socio-cultural meaning of food, the meaning of food experiences in customer service, and the importance of local traditional food in regional development, marketing, and as an image factor. Furthermore, the student is familiar with Finnish food culture and its special features. She/he can introduce the Finnish food culture to foreign visitors. The student will gain knowledge of intercultural communication and etiquette across various cultural environments.

**Core Content**
The concept of food culture. The meaning of religious and cultural food knowledge in catering and tourism services. The special features of the Finnish food culture and foreign food cultures. Intercultural communication and etiquette in various cultural environments. The students can choose to focus their course work especially on Russian food culture.

**Learning and Teaching Methods**
Blended learning, assignments, obligatory participating (75 %) to practical kitchen work.

**Assessment**
0-5. Written assignments, presentations, active participation.

**Study Material**
Study material will be announced at the beginning of the course.
XAM1000 Introduction to Russia, 5 CR

Learning Objectives
The student familiarises him/herself with various phases in the development of Russian history and is able to summarise them in order to understand the complexities of the present. The student gains some insight into the economic geography of the Russian Federation. By the end of the course, he/she will have a basic understanding of the present economic and social situation in Russia, a grasp of the factors impacting the economic performance of Russia and of the economic importance of primary resources.

Core Content
Russian history. Independent studying of different views on Russian behaviour and comparing it to the student’s own culture. This course introduces the basic geography of contemporary Russia, including social, political, ethnic, cultural, economic, and environmental issues. The attention is paid to the development of industrial and natural resource complexes and their influence on the economic trends and policies. Physical geography, main regions and state structure, population, social and ethnic geography, agricultural and urban development, overview of economics in Russia, dynamics of economic restructuring and changing patterns of economic activity in the country.

Learning Methods
- eLearning, lectures, individual studies, written assignment.

Assessment
- Pass/Fail. Written examination.

Study Material
- The textbook will be announced later. Other material & Internet links provided by the teacher in Moodle.

XAM1002 Russian Business Culture and Communication, 5 CR

Learning Objectives
The student familiarises him/herself with some aspects of Russian culture, habits, and behaviour from the everyday perspective. He/she is able to compare his/her own culture to the Russian everyday behaviour. The student knows the basic elements of Russian civilisation and their impact on the lifestyle of different social strata. The student is aware of the connection between Russian culture and Russian business culture, and its impact on the behaviour of Russian business partners.

Core Content
Development of material, intellectual, political and social life in Russia; changes in the value systems and everyday life; Russian business culture and behaviour, especially in the context of meetings and negotiations; role of networks.

Learning Methods
- eLearning, lectures, independent studying, compiling a written report.

Assessment
- Pass/Fail. Learning assignments, discussion with the teacher.

Study Material
- Material & Internet links provided by the teacher in Moodle.

XVM1002 Field Work in Tourism and Hospitality Industry, 5 CR

Learning Objectives
The student will interact with and learn from hospitality and tourism industry professionals, acquire practical and operational skills that allow her/him to work in the international, multicultural hospitality industry to assess, through practical application, his/her tourism and/or hospitality business competencies, to implement the concepts and methodologies learned through his/her previous studies. The student can choose to have a Russian emphasis on his/her field work.

Core Content
The practical working experience in the multicultural tourism and hospitality industry, career enhancing skills and knowledge, the application of the business ideas and concepts of and for the practice.

Learning Methods
- Approved, supervised field study period, report and participation in the field study seminar.

Assessment
- Pass/Fail. Written report.

Study Material
- Study material will be announced at the beginning of the course.

XVM1008 Customer Oriented Accommodation Business, 5 CR

Learning Objectives
The student knows the products of the accommodation and relevant services. The student understands the significance of the customer orientation. The student understands the connection of the different brands to the service concepts and hotel chain. The student can perceive safety concepts from the point of view of customer-oriented production and high-quality service. The student can name different distribution channels and can understand the significance of electronic commerce.

Core Content
Hotel business as part of the service industry. Accommodation and hotel room as service product. International hotel chains, international brands and concepts. Service entities of different types of accommodation business. Safety and quality of accommodation services and the role of safety and quality in the operations. Distribution channels and e-business of accommodation companies. Design and product development of accommodation services. The students can choose to focus their course work especially on Russian context.

Learning Methods
- eLearning, lectures, assignments.

Assessment
- 0–5. Learning assignments.

Study Material
- Study material will be announced at the beginning of the course.
XV1C000 Finnish for Foreigners, 5 CR
Learning Objectives
Basics of pronunciation and grammar, basic vocabulary and common phrases needed in everyday situations. They understand simple Finnish speech about everyday subjects, short written messages and the main ideas of simple texts.
Learning and Teaching Methods
Lectures, oral and written exercises individually and in groups. Homework assignments.
Assessment
Pass/Fail. Active participation, oral and written exercises, written examination, continuous assessment based on classwork, required attendance 75%.
Study Material
To be announced at the beginning of the course.

XVM1010 Finland as a Tourism Destination, 5 CR
Learning Objectives
Students learn to introduce Finland as a tourist destination and as a gateway to Russia. Students become more fluent on the subject and are able e.g. to give presentations, answer tourists' or business guests' questions about the country, its main features and specificities.
Learning and Teaching Methods
eLearning, presentations, discussions, role playing, text reading, finding information from internet or other sources. Group work/pair work.
Assessment
Pass/Fail. Active participation in 75% of the contact lessons. Oral presentation(s) and group report.
Study Material
To be announced at the beginning of the course.

MYEC110 English for the Tourism Industry, 3 CR
Learning Objectives
The Student learns the specialised language required in the tourism industry.
Core Content
Demanding oral and written communication situations in the industry. Topics include developments in tourism, marketing the past, tour operators, responsible tourism, sustainable tourism, wellness tourism, business grammar.
Learning and Teaching Methods
Introductory lectures, stimulating lectures, guided exercises, an assignment written in English, literature.
Assessment
0-5. Written exam and oral and/or written exercises. Active participation (75% attendance minimum).
Study Material
To be announced at the beginning of the course.

MYEC115 English for the Hospitality and Catering Industry, 3 CR
Learning Objectives
The student learns the specialised language required in the hospitality and catering industry.
Core Content
Demanding oral and written communication situations in the industry. Food production, restaurants, cooks and cooking, accommodation, meetings and conferences.
Learning and Teaching Methods
Introductory and stimulating lectures, guided exercises, assignment written in English, literature.
Assessment
0-5. Exam, oral and written assignments. Active participation (75% attendance minimum).
Study Material
To be announced at the beginning of the course.

XKQ0000 Beginner's Russian, 5 CR
Learning Objectives
Having completed the course the student pronounces Russian, reads and writes both typed and handwritten letters in an understandable manner. He/she applies basic vocabulary and grammar to express his/her own ideas in elementary everyday situations (oral and written), such as introducing oneself and running errands. He/she is able to communicate and interact in a culturally appropriate way. Working collaboratively he/she learns to appreciate and understand cultural differences. He/she reflects upon his/her own language learning and objectives. The student has a positive attitude to studying and learning the language.
Core Content
Cyrillic alphabet: pronunciation, reading and writing. Sharing personal information: names, nationality, occupation, language skills, family, hobbies, opinions, interests. Inquiring and describing services and products: availability, location, business hours and qualities. Situations at cafes, restaurants and department stores. Learning to learn skills.
Learning and Teaching Methods
Lectures and tests. Learning assignments, independent learning and information acquisition.
Assessment
0–5. Two written exams (25 %) each, oral test (25 %), overall performance (25 %). In order to pass the course the student is expected to actively participate in contact classes, to submit the assignments required and pass all the tests.
Study Material
SPRING 2013

MYC2115 Hotel Reservation Systems, 3 CR

Learning Objectives
A student will learn to use Fidelio Opera 3, the digital hotel booking system.

Core Content
Introduction and use of Fidelio Opera 3, the digital hotel booking system: making hotel bookings, checking bookings, searching for a booking, changing a booking, name lists, checking in an individual customer or a customer group, billing and checking out, reservations for facilities, customer register.

Learning and Teaching
Lectures, guided exercises and simulations.

Assessment
Active participation in assignments, study journal.

Study Material
Materials to be announced at the beginning of the course.

XAM1004 International School on Cultural Tourism, 5 CR

Learning Objectives
The student detects cultural tourism events as tourism products and as tourism attractions. He/she applies the concepts of tourism product development and project management. He/she prepares and illustrates a plan for a (musical) cultural tourism event as a group work. He/she practices how to collaborate in a multi-cultural environment with specialists from different areas of expertise. (Music) cultural event production, tourism product development, project management, intercultural communication, working in a multi expert context. Intensive weeks in Finland and Petrozavodsk.

Core Content
eLearning, lectures, group work, producing a presentation, peer evaluation, learning diary, written group report, excursions and cultural program.

Learning and Teaching
0–5. Group report of developed cultural (music) tourism event, presentations, peer evaluation, learning diary.

Assessment
To be announced at the beginning of the course.

Study Material
N.B.

Student’s cost for Intensive weeks in Finland and Petrozavodsk is approx. 100 €.

N.B.

XAM1006 Russian Business Environment, 5 CR

Learning Objectives
The main objective of this course is to introduce the students to the Russian business environment. The students gain knowledge of the characteristics of doing business in Russia. The students will be introduced to the political, economic, social, technological, environmental and legal factors of the Russian business environment. The main characteristics of doing business in Russia will become familiar to the students. Different branches of business and their characteristics will be introduced in this course.

Core Content

Learning and Teaching
This course will be organised in two parts; one intensive study week in Finland and another intensive week in Russia. Additional lectures before and after the intensive weeks are also part of this course (eLearning). Those students who are not able to participate in the study trip to Russia (due to difficulties in getting the visa or for other reasons), will be asked to study independently during the intensive week. N.B. The students must cover the expenses of the trip to Russia (200 € and visa cost).

Assessment
0–5. Written assignments.

Study Material
Study material will be announced at the beginning of the course.

XAM1008 Russian Consumer Behaviour, 5 cr

Learning Objectives
The course provides students with an understanding of Russian consumer in the tourism context. Consumer values, needs and purchase behaviour of Russian tourists will be examined. The student learns main aspects of travel motivation of Russian tourists.

Core Content
The students in groups prepare small quantitative research on Russian tourist behaviour using the theoretical knowledge of consumer behaviour in tourism received during the course.

Learning and Teaching
eLearning, lectures, group work.

Assessment
0–5. Group work, written report.

Study Material
Study material will be announced at the beginning of the course.

XVM1000 Nordic Winter Activities, 5 CR

Learning Objectives
The student will acquire theoretical knowledge of, and practical experience with, various types of arctic activity environments, develop an understanding of and insight into the interaction between people and the winter nature, experience from winter outings in the natural and build surroundings, acquire practical and operational skills that allow her/him to stimulate people to play, enjoy and master different outdoor winter activities.

Core Content
Outdoor Activities Theory, nature based activities in winter, winter ecology, human physiology and cold weather, safety, laws and regulations for outdoor trips, outdoor activity skills in different environments, e.g. skating, snowboarding, skiing, ice fishing. The course emphasizes the students’ participation, involvement and joint responsibility. The students can choose to focus their course work especially on...
Learning and Teaching Methods
- eLearning, lectures, individual studies, group work, participation in activity excursions, activity analysis, written assignment.

Assessment
- Active participation, written assignment based on literature.

Study Material
- To be announced at the beginning of the course.

N.B.
- Student’s cost for participation in activities/excursions approx. € 50-100.

XVM1006 Networking in Tourism Destination, 5 CR

Learning Objectives
- The student recognises and analyses the concept of a tourism destination, structure and operational environment of a destination, destination brand, image and marketing as well as network of enterprises, authorities and other stakeholders, which enables the destination to be profitable to all parties.

Core Content
- Definitions and concepts of tourism destination, tourism networking and relations between different types of stakeholders, organising a destination, destination branding and marketing. The students can choose to focus their course work especially on the Russian context.

Learning and Teaching Methods
- eLearning, introductory and stimulating lectures, group works, familiarisation with working life in a destination.

Assessment
- 0–5. Examination, written report.

Study Material
- Study material will be announced at the beginning of the course.

XVM1012 Experience Design, 5 CR

Learning Objectives
- The student uses innovative and user centered methods to design services and to compose customer-oriented service paths with touch points planned in detail. He/she understands the significance of an individual’s or group’s values, motives, expectations, needs, desires, knowledge, skills, experiences, and perceptions in tourism productisation process.

Core Content
- Service Design principles and methods. User centered planning and innovation processes. Productisation of experiences. The students can choose to focus their course work especially on Russian context.

Learning and Teaching Methods
- Interactive lectures and workshops, Process of service design using LivingLab, Innovation camp, eLearning, product concepiting and service product analysis.

Assessment
- 0–5. Outcomes of service design group work, active participation in activities of the course.

Study Material

XKQ1000 Basic Russian for Travellers, 5 CR

Learning Objectives
- Having completed the course the student should be able to communicate in practical everyday situations in Russian both orally and in writing. The student gains some insight into the Russian everyday culture and is expected to apply it in his/her spoken language. He/she reflects upon his/her own language learning and objectives. The student has a positive attitude towards studying and learning the language.

Core Content
- The course comprises oral and written practice on vocabulary and grammar for elementary everyday situations such as telling about yourself, buying tickets and presents, dining, housing and visits, expressions of time and Russian holidays, making travel arrangements, getting around, staying at a hotel, telephoning in Russian, features of everyday culture in Russia, basic keyboard practice, creating short private messages and using Russian Internet resources, learning to learn skills.

Learning and Teaching Methods
- Contact teaching and tests. Learning assignments, independent learning and information acquisition.

Assessment
- 0–5. Two written exams (25 %) each, oral test (25 %), overall performance (25 %). In order to pass the course the student is expected to actively participate in contact classes, to submit the assignments required and pass all the tests.

Study Material
- To be announced later.

Prerequisites
- XKQ0000 Beginner’s Russian 5 cr.