Degree Programme in Hospitality Management and Service Design

DEGREE REQUIREMENTS

The learning outcomes of the core competence modules describe the required competence that the student must achieve in order to complete the degree. The degree requirements include language studies, which are to be completed, according to instructions, as part of the core competence studies. Finnish Students are also required to demonstrate their proficiency in both national languages (Finnish and Swedish) and in English, as part of the core competence of the degree. In addition, Finnish students must obtain the proficiency in the second national language (Swedish or Finnish) required of personnel in the service of public bodies. Apart from the core competence modules, students complete complementary studies to reach the required scope of the degree.

DEGREE REQUIREMENTS REGARDING CORE COMPETENCE

The scope of core competence is 155 credits. The following learning outcomes have been specified for core competence in each module:

1) Hospitality Management (30 cr)
After completing the module students are able to perform as professionals in the ever changing hospitality field. Students have experienced and developed hospitality services in an international context. They have investigated different industry fields: restaurants, events and tourism businesses. This module is complemented by the language studies in which students achieve the level of competence in the other national language required from public servants or reach the target level of A1.1 in the Common European Framework of Reference for Languages.

2) Design Thinking (30 cr)
After completing the module students are able to think from a Design Thinking perspective. Students will view, plan and act upon developmental needs of clients to employ Design Thinking into practice. Various methods of Design Thinking as well as Lean and facilitation methods are implemented in the students’ projects in real life cases. Customer Experience Management and organizational development are closely connected to the learning environment of the students. The objective of the module is to develop interaction, creativity and problem-solving skills and competencies in customer-oriented service and quality management in the systematic development of operations and services. Futures’ Thinking and Design are among the tools and skills students can employ in their work. After completing the module students are able to develop services and operations in multicultural work environments.

3) Leadership and Business (30 cr)
After completing the module students are able to think from entrepreneurial and business perspectives. Students will achieve a business mindset in order to maximize chances for success. Students will be able to lead and operate a business (or any new endeavor) by effective management in close co-operation with business networks. The objective of the module is to develop communication, digital and interaction skills and competencies in customer-oriented service and quality management as for the tasks and needs of service operations. After completing the module, students are able to communicate both digitally and in real-time professionally in order to organise service operations in multicultural work communities. Students are capable of producing and leading high-quality services in the hospitality field. The student is able to understand the significance of leadership in the world of hospitality. He/she understands the needs for the future competences.
4) **Expert in the Cosmetic Sector in a Work Community (30 cr)**
During the module, students deepen their expertise in their chosen field. They learn how to apply for jobs that support their career plan and to act responsibly in national and international positions requiring professional expertise. Students develop the capacity to develop the activities of the organisation and their own expertise.

5) **Expert in Development and Workplace Innovation (30 cr)**
The objective of the module is to support career development and the creation of a work identity. Students carry out research and development work, both individually and in teams. Co-creation and innovational development methods are used. At the beginning of their studies students acquire familiarity with the tools required in higher education and the operating methods of development-based learning.

After completing the module, students are able to work responsibly both independently and as team members. They are able to assess and develop themselves as learners and are capable of identifying development targets in the workplace.

Students are able to plan, implement and evaluate a project in cooperation with different networks in the workplace. They are able to employ appropriate research methods and development activities. Students are able to identify creative and innovative solutions for the challenges of workplace development.

Students are able to report the results of their development work using a style of writing characteristic of research. Students are able to plan their studies, development and career with an eye on the development prospects of their own field.

**DEGREE REQUIREMENTS REGARDING COMPLEMENTARY COMPETENCE**

The rest of the degree (55 cr) consists of elective complementary competence studies.

At Laurea we encourage everyone to take part in voluntary work during their studies. The objective is that everyone develops their professional competences during their studies by participating in voluntary work in a role they choose themselves. You can fit voluntary work into any stage of your studies and gain credits.