

8.4. DEGREE PROGRAMME IN HOTEL AND RESTAURANT BUSINESS

Code	Subjects Study units	Credits									
		Higher Sec. Educ.					Voc. Sec. Educ.				
		Study year				Total	Study year				Total
		1	2	3	4		1	2	3	4	
TOTAL (Credit units)		40	40	40	20	140	40	40	40	20	140
RHB10000	COMMON CORE BASIC STUDIES	39	19	12	0	70	39	19	12	0	70
RHB11000	General Basic Studies										
RHB11100	Introductory Studies	2	0	0	0	2	2	0	0	0	2
CCC11101B	Studies and Information Acquisition	1					1				
CCC11108	Ethics	1					1				
RHB11200	Entrepreneurship and Society	3	2	4	0	9	3	2	4	0	9
CCC11201A	Public Economics	1					1				
CCC11202A	Entrepreneurship	2					2				
CCC11203A	Basics of Quality Management			2					2		
CCC11217	Human Resource Management		2					2			
RCC11204	Management of Service Business			2					2		
RHB11300	Languages and Communication	7	3	2	0	12	12	3	2	0	17
CCC11303	Tiedottava viestintä	1					1				
CCC11304	Suullinen ja kirjallinen vaikuttaminen			2					2		
CCC11311	Kommunikation inom arbetslivet						2				
RCC11314A	Affärskommunikation	3					3				
CCC11303A	Informativ kommunikation	1					1				
CCC11304B	Språk och påverkan			2					2		
GGG11311	Työelämän viestintä						2				
RCC11313	Liikeviestintä	3					3				
RCC11315	Communication	3					3				
RCC11314	Finnish for Foreigners	1	1	1			1	1	1		
RCC11324	Swedish for Foreigners	1	1	1			1	1	1		
CCC11310	Working English						3				
CCC11330A	Optional Languages		3					3			
RHB11400	Data Processing	1	2	0	0	3	1	2	0	0	3
CCC11401	Basics of Data Processing	1					1				
CCC11402	Basics of the Internet		2					2			
RHB11500	Mathematics and Natural Sciences	2	3	1	0	6	4	3	1	0	8
RCC11520	Brush-up Course in Mathematics						2				
RCC11501	Basics of Business Mathematics	1					1				
RCC11502	Statistical Math. and Research Procedures		1					1			
RCC11506	Microbiology	1					1				
RCC11507	Environment Protection and Physics		2					2			
RCC11509	Methodology for Studies and Research			1					1		
RHB12000	Professional Basic Studies										
RHB12100	Corporate Legislation in Service Business	2	2	0	0	4	2	2	0	0	4
RCC12106	Alcohol Legislation	1					1				
RCC12107	Basics of Commercial Law	1					1				
RCC12108	Labour Legislation in Service Business		2					2			

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Subjects		Credits									
		Higher Sec. Educ.					Voc. Sec. Educ.				
		Study year				Total	Study year				Total
		1	2	3	4		1	2	3	4	
Code	Study units										
RHB12200	Restaurant Service	5	0	0	0	5	3	0	0	0	3
RCC12201	Dining-Room Service	3					1				
RCC12203	Strong Alcohol Beverages	1					1				
RCC12202	Oenology	1					1				
RHB12300	Food Service	5	0	0	0	5	2	0	0	0	2
RCC12307	Food Production and Nutrition	5					2				
RHB12400	Tourism Service	5	0	0	0	5	5	0	0	0	5
RCC12403	Tourism and its Environment	3					3				
RCC12404	Web-sites and Booking Syst. in Tourism Ind.	2					2				
RHB12500	Hotel Service	5	0	0	0	5	3	0	0	0	3
RCC12510	Accommodation as a Business	2					1				
RCC12511	Front Office Operations	2					1				
RCC12512	Housekeeping in Hotels	1					1				
RHB12700	Marketing of Services	2	3	2	0	7	2	3	2	0	7
RCC12701	Basics of Marketing	2					2				
RCC12705	Planning and Developing a Business Idea		1					1			
RCC12703	Marketing Communication		2					2			
RCC12704	Marketing Research			2					2		
RHB12800	Business and Econ. Admin. in Serv. Comp.	0	4	3	0	7	0	4	3	0	7
RCC12804	Profitability and Contribution Margin Calc.		2					2			
RCC12802	Planning of Budgets and Finances		2					2			
RCC12805	Principles of Financial Account. and Taxat..			3					3		
RHB20000	SPECIAL. PROFESSIONAL STUDIES	0	20	7	3	30	0	20	7	3	30
RHB24000	Specialisation Alternative of Tourism Management										
RHB24100	Tourism as an Industry	0	10	0	0	10	0	10	0	0	10
RHB24101	The World of Tourism		2					2			
RHB24102	Tourism Products		2					2			
RHB24103	Development of Tourism Products		2					2			
RHB24104	Experimental Tourism Industry		2					2			
RHB24105	Assignment in Tourism		2					2			
RHB24200	Tourism Projects	0	0	7	3	10	0	0	7	3	10
RHB24201	Entrepreneurship in Tourism			2					2		
RHB24202	Planning of Tourism Projects			3					3		
RHB24203	Tourism Sociology and Trends			2					2		
RHB24204	Training Project				3					3	
RHB25000	Specialisation Alternative of Restaurant Management										
RHB25100	Specialisation Stud. in Food and Beverages	0	10	0	0	10	0	10	0	0	10
RHB25101	Specialisation Studies in Food Production and Food Preparation in the Dining Room		3					3			
RHB25102	Food as Restaurant Product		2					2			
RHB25103	Banqueting Management		2					2			
RHB25104	Logistics		1					1			
RHB25105	Nutrition and Sensory Evaluation		2					2			

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		Credits									
		Higher Sec. Educ.					Voc. Sec. Educ.				
		Study year				Total	Study year				Total
		1	2	3	4		1	2	3	4	
Code	Subjects Study units										
RHB25200	Food and Beverage Management	0	0	7	3	10	0	0	7	3	10
RHB25201	Food Cultures, Eating Trends and Combination of Food and Beverages			3					3		
RHB25202	Planning of Premises and Equipment			2					2		
RHB25203	Management and Planning of Restaurant and Food Services			1	2			1	2		
RHB25204	Operative Management of Hospitality Business			1	1				1	1	
RHB20002	SPECIALISED OPTIONAL MODULE	0	0	3	7	10	0	0	3	7	10
RHB30000	OPTIONAL STUDIES	3	4	3	0	10	3	4	3	0	10
RHB40000	PRACTICAL TRAINING	0	0	20	0	20	0	0	20	0	20
RHB50000	THESIS	0	0	0	10	10	0	0	0	10	10

8.4.1 OBJECTIVES OF THE DEGREE PROGRAMME

The general objective of the degree in Hotel and Restaurant Business is to provide the student with skills required in a variety of careers in tourism organisations, accommodation and catering businesses, in the supervision, administration, planning and marketing in the hospitality industry as a private entrepreneur or in the employment of others both in the Finnish and foreign labour markets.

8.4.2 COMMON CORE BASIC STUDIES

GENERAL BASIC STUDIES

Introductory Studies

The aim of the module is to introduce the student into studying at the Polytechnic and into ethical thinking.

CCC11101B Studies and Information Acquisition, 1 cu

Learning Objectives

The student will get familiar with the functions of Vaasa Polytechnic, the learning environment and learning community as well as the degree programmes and learning methods. The student will learn to draw up his/her own study plan and use various information services.

Contents

The learning environment at the Polytechnic, students' health care, financial aid and other measures of support, job descriptions in the hotel and restaurant business, one's own degree programme and study plan, library and information services.

Study Methods

Lectures given by the Programme Leader, Study Counsellor, Placement Coordinator, Nurse as

well as the representatives of the Students' Union, discussions, report.

Learning Material

Study guides, material produced by the library, and other material supplied by the teacher.

Assessment of Learning

Assignments, drawing up a personal study plan.

CCC11108 Ethics, 1 cu

Learning Objectives

The student will get a good understanding of ethical issues with a view to business. In all his/her activities he/she will be able to consider the demands made by the environment and the society.

Contents

Different bases of values, individual responsibility, duties and morals.

Study Methods

Lectures, exercises.

Learning Material

Hall, S. 1992. Ethics in Hospitality Management. A Book of Readings. Educational Institute of the American Hotels & Motels Association.

Assessment of Learning

Examination.

Entrepreneurship and Society

The aim of the module is to create a positive attitude towards intrapreneurship and entrepreneurship. The student familiarises him/herself with the environment in entrepreneurship, with quality and human resource management as well as national and global economics. He/she will be able to act in a professional way in the sphere of entrepreneurship.

CCC11201A
Public Economics, 1 cu

Learning Objectives

The student will know the concepts related to national economics and will acquire an integral view of the structure, nature and development of national economics.

Contents

Concepts related to national economics, the national economics of Finland and the structure, functions and development of its various sectors.

Study Methods

Lectures and exercises.

Learning Material

Parkin, M. 1998. 4th ed. Microeconomics. Addison-Wesley, USA.

Assessment of Learning

Active participation in class discussions, examination.

CCC11202A
Entrepreneurship, 2 cu

Learning Objectives

The student will acquire a view of entrepreneurship in general as well as the skills required for self-employment. The student familiarizes him/herself with the corporate planning and the criteria for choosing the form of enterprise.

Contents

Entrepreneur and enterprise environment, the qualities of an entrepreneur, impediments and incentives of entrepreneurship, entrepreneurship as a career and occupation, intrapreneurship, company networking and international comparison of entrepreneurship, establishing a business, corporate planning, the aims of entrepreneurship and choosing the form of enterprise.

Study Methods

Lectures, exercises, group work, independent study.

Learning Material

Holopainen, T. 2000. Establishing a Business in Finland 2000. Helsinki. Edita.
Morrison, A. – Rimmington, M. – Williams, C. 1999. Entrepreneurship in the Hospitality, Tourism and Leisure Industries. Oxford. Butterworth-Heinemann.

Assessment of Learning

Group work, exercises and examination.

CCC11203A
Basics of Quality Management, 2 cu

Learning Objectives

The student will gain an integral understanding of quality control related to products and operations and the role played by quality in the profit-making and continuous operation of the company.

Contents

The concept and components of quality, the significance of quality on the profit of the company, history, different quality improvement principles, quality control by means of quality systems and their use as basis for continuous development work, integral quality during the life span of a product.

Previous Knowledge

Marketing Mix Elements, Entrepreneurship.

Study Methods

Lectures and project assignments.

Learning Material

Bergman, B. – Klefsjö, B. 1994. Quality. From Customer Needs to Customer Satisfaction. Lund. Studentlitteratur.
Griffith, G. 2000. The Quality Technician's Handbook. London. Practice Hall.
Juran, J. – Blanton, G. Juran's Quality Handbook.

Assessment of Learning

Active participation in classroom discussions, project assignments and examination.

CCC11217
Human Resource Management, 2 cu

Learning Objectives

The student will learn the principles of modern, flexible working environment and will appreciate the way it functions. He/she will be able to apply this knowledge to develop his/her own working environment.

Contents

Principles of work and organization behaviour, leadership and management, issues related to personnel policy, wages and occupational safety.

Study Methods

Lectures, group work, project work.

Learning Material

Robbins, S.P. - Coulter, M. 1998.
Management. 6th ed. London. Prentice Hall.

Assessment of Learning

Assignment and examinations.

RCC11204
Management of Service Business, 2 cu

Learning Objectives

The student will acquire basic readiness to act as a manager and developer of a service business.

Contents

Different aspects of management and the responsibility of a manager, organization structures, delegation of duties, motivating management, managing changes, feedback, teamwork and control of conflicts.

Study Methods

Lectures, exercises.

Learning Material

Riley, M. 1997. Human Resource Management in the Hospitality and Tourism Industry. 2nd ed. Oxford. Butterworth-Heinemann.
Handouts provided by the lecturer.

Assessment of Learning

Assignment and examination.

Languages and Communication

The student is able to communicate effectively both orally and in writing in his/her own mother tongue and in foreign languages, in business and in public life. The student masters business terminology in both domestic languages.

RCC11303/CCC11303A
Tiedottava viestintä/ Informativ kommunikation, 1 cu

Learning Objectives

The objective is for the student to internalise the underlying idea and basic concepts of goal-oriented communication, and to learn to produce documents that comply with the demands of working life and society as to their contents, form and language.

Contents

General concepts in communication, basic informative documents in working life and their layout, appropriate use of language and style, basics in written and oral communication.

Previous Studies

Basics in Word Processing.

Study Methods

Lectures, group work, pair work, independent study and exercises.

Learning Material

Material provided by the lecturer.

Assessment of Learning

Assignments and examination.

CCC11304/CCC11304B
Suullinen ja kirjallinen vaikuttaminen/ Språk och påverkan, 2 cu

Learning Objectives

The aim is for the student to learn goal-oriented communication, to act in meetings and negotiations, and practise various public presentations in working life.

Contents

Basic concepts in effective goal-oriented communication, persuasive documents, basics in meeting and negotiation procedures, meeting and negotiation documents.

Study Methods

Lectures, group work, pair work, independent study and exercises.

Learning Material

Material provided by the lecturer.

Assessment of Learning

Assignments and examination.

CCC/GGG11311

Kommunikation inom arbetslivet/Työelämän viestintä, 2 cu

Learning Objectives

The student acquires basic skills in Swedish/Finnish to the extent required in working life.

Contents

Basic grammar and core vocabulary, basics of professional vocabulary, oral and written communication in Swedish/Finnish, use of reference books.

Previous Knowledge

Comprehensive and vocational school Swedish/Finnish.

Study Methods

Communicative exercises, active participation in class and independent study.

Learning Material

Material informed and provided by the lecturer.

Assessment of Learning

Exercises and examination.

RCC11314A/RCC11313

Affärskommunikation/Liikeviestintä, 3 cu

Learning Objectives

The student achieves sufficient written and oral proficiency to cope in Swedish/Finnish in various communication situations in the hotel and restaurant business. The student gets familiar with economic, social and cultural features typical of Finland and other Nordic Countries.

Contents

Customer service situations, vocabulary and syntax exercises, oral presentations. Reporting, summaries and translation. Business communication.

Previous Knowledge

Courses at the Senior Secondary School or equivalent (Kommunikation inom arbetslivet).

Study Methods

Lectures, discussions, oral presentations, pair work, group work, case studies and individual studies.

Learning Material

Kortetjärvi - Nurmi - Rosenström. 2003. Yritysviestinnän ABC. Helsinki. Edita. Peltonen – Kukkasniemi – Auvinen. 2002. Nordiska nätverk. Helsinki. Edita.

Assessment of Learning

Completed assignments and examination.

RCC11315

Communication, 3 cu

Learning Objectives

The student achieves sufficient English language and communication skills needed for the studies and for the future career. He/she is familiar with the characteristics of the different modes of communication and gets acquainted with the skills required for successful communication in professional life.

Contents

Writing skills: accurate and appropriate language usage in essays, reports and formal letters, special features of academic writing. Speaking skills: effective oral communication in different situations such as presentations, conversations and debates. Reading skills: Reading and understanding professional texts in study books and media sources. Information gathering skills from library resources, the Internet etc.

Previous Studies

Courses at the Senior Secondary School or Working English.

Study Methods

Lectures, oral and written exercises.

Learning Material

Current texts and articles.

Assessment of Learning

Active participation in class, completed oral and written assignments, final evaluated assignment.

RCC11314
Finnish for Foreigners, 3 cu

Learning Objectives

The course will give the students elementary knowledge of the Finnish language. They will learn the pronunciation, structures and vocabulary of standard Finnish and adopt a positive attitude towards learning Finnish and will gain an insight into Finnish culture. The students will be able to communicate in Finnish in everyday situations and understand and produce speech at normal speed and develop basic reading skills.

Contents

Basic vocabulary, elementary sentence structures.

Study Methods

Oral and written exercises, pair work, assignments.

Learning Material

White, L. 1998. From Start to Finnish: a short course in Finnish. Helsinki. Finn Lectura.

Assessment of Learning

Class participation, completed assignments, oral and written tests.

RCC11324
Swedish for Foreigners, 3 cu

Learning Objectives

The aim is to give the student elementary theoretical knowledge of the structure of the Swedish language and elementary oral and written skills for everyday life.

Contents

Swedish grammar and basic vocabulary.

Study Methods

Communicative exercises, individual studies.

Learning Material

Bauters-Impola. 2000. Resor & Fritid. Porvoo. WSOY.
Material provided by the lecturer.

Assessment of Learning

Course participation, completed assignments, examination.

CCC11310
Working English, 3 cu

Learning Objectives

The students will become familiar with the basics of spoken and written English in theory as well as in practice. Their interest in improving their knowledge of English is encouraged.

Contents

English grammar and basic vocabulary. Oral presentations.

Study Methods

Lectures, pair work, group work, individual work.

Learning Material

Mattila, I. ja M. Lyhyt englannin kielioppi. Practise Your English. (Key).
Handout provided by the lecturer.

Assessment of Learning

Course participation, examination.

CCC11330A
Optional Languages, 3 cu

Learning Objectives

The student is obliged to choose between professional German or French. Irrespective of the choice, the student must know gastronomic vocabulary in both German and French. It is taken up later in professional studies.

RHB11334
Berufssprache Deutsch, 3 cu

Learning Objectives

The aim is to give the student the professional German vocabulary required in hotel and restaurant business and in tourism enterprises and some knowledge of German culture. The student will have the knowledge needed for various customer service situations and he/she will be able to present Finland for a tourist. The student wants to learn and improve his/her oral and written language skills needed in hotel and restaurants and in contact with tourists. The student will be able to understand and use the vocabulary required in customer service and

he/she will also know the special features of German culture.

Contents

Professional restaurant vocabulary, various customer service situations. Various language usage situations in customer service in hotels and tourism enterprises. Finnish culture and tourism. Presentations.

Previous Knowledge

Courses at the Senior Secondary School or equivalent.

Study Methods

Lectures, group work, project work, independent study.

Learning Material

Grandi, N. 2000. Zimmer frei neu Deutsch im Hotel Arbeitsbuch. Berlin. Langenscheidt. Material supplied by the lecturer.

Assessment of Learning

Active course participation, completed assignments, presentations, project report, written examination.

RHB11335

French, professional language in hotel and restaurant business, 3 cu

Learning Objectives

The course prepares students to communicate in French in their working life. The students will perfect their general language skills and learn the special vocabulary of their professional field. The students will adopt a positive attitude towards learning the French language and towards French-speaking cultures. The students will achieve such proficiency in oral and written French as required in accommodation and catering business.

Contents

Customer service situations in accommodation and catering business, Finland as a tourist attraction.

Previous Studies

Courses at the Senior Secondary School or equivalent (see optional studies).

Study Methods

Oral and written exercises, pair work, assignments.

Learning Material

Handouts supplied by the teacher.

Assessment of Learning

Active class participation, assignments, oral and written tests.

Data Processing

The learning objectives of this module focus on practical skills in applying computers to assist daily routines in business life. The student will advance from local office applications to current facilities available on the Internet. Practical training in word processing and spreadsheet applications will be included.

CCC11401

Basics of Data Processing, 1 cu

Learning Objectives

The student is able to use the personal computer.

Contents

The use, structure and operation of computer hardware. Operating systems and user interfaces of the Polytechnic. Basics of MS Word, MS Excel and E-mail.

Study Methods

Applying the concepts and examples given by the lecturer, the student achieves each learning objective by accomplishing progressive exercises.

Learning Material

WWW pages of the Unit of Business Economics and Tourism.

Assessment of Learning

Exercises that accumulate total points corresponding to 40% of the final grade, an examination corresponding to 60% of the final grade.

CCC11402

Basics of the Internet, 2 cu

Learning Objectives

The student is able to perceive the formation of computer networks, and is able to use Internet and to produce documents.

Contents

Computer network and its structure, the basic use of Internet, electrical communication, digitalisation of picture, the use of www-tools. Making the student's own homepage and principles of maintaining the websites.

Previous Knowledge

Basic of Data Processing.

Study Methods

Applying the concepts and examples given by the lecturer, the student achieves each learning objective by accomplishing progressive exercises.

Learning Material

WWW-pages of the Unit of Business Economics and Tourism.

Assessment of Learning

Exercises that accumulate total points corresponding to 40% of the final grade, an examination corresponding to 60% of the final grade.

Mathematics and Natural Sciences

The student will be familiar with the most important methods of calculation in business and financial mathematics and will be able to apply these methods. He/she obtains the basic knowledge of statistics and will realize global environmental problems and act accordingly.

RCC11520

Brush-up Course in Mathematics, 2 cu

Learning Objectives

The student acquires the level of knowledge that is required in order to attend the mathematics courses in the Hotel and Restaurant Business Programme.

Contents

Corresponding with the level of the short course in mathematics at Senior Secondary School.

Previous Knowledge

This course is aimed for students who have a diploma from a vocational school and for those who want to brush up their knowledge of mathematics.

Study Methods

Lectures, exercises.

Learning Material

Handout provided by the lecturer.

Assessment of Learning

Course participation and examination.

RCC11501

Basics of Business Mathematics, 1 cu

Learning Objectives

The aim is for the student to master mathematical methods required in tourism and catering, both from the perspective of practical work and of administration.

Contents

Applications of percentage calculation, wages, loans, taxes, pricing, nutritional values, additives, portion calculations and cards, currencies.

Previous Knowledge

Mathematics courses at Senior Secondary School or Brush-up Course in Mathematics.

Study Methods

Lectures, exercises.

Learning Material

Handout provided by the lecturer.

Assessment of Learning

Exercises and examination.

RCC11502

Statistical Mathematics and Research Procedures, 1 cu

Learning Objectives

The student is able to collect statistical information from various sources and knows how to illustrate and analyse it.

Contents

Basic terms of frequency distributions, graphs, measures of tendency, correlation, linear regression.

Study Methods

Computer-based exercises and assignments.

Learning Material
Handouts provided by the teacher.

Assessment of Learning
Examination on computer.

RCC11506
Microbiology, 1 cu

Learning Objectives
The aim is for the student to understand the significance of food hygiene for individuals and for the restaurant and accommodation business. The student identifies factors that influence the safety of foodstuffs and knows how food supervision is arranged in Finland. He/she understands the principle of HACCP and can work according to it. The student has an awareness of diseases that threaten tourists.

Contents
Various groups of microbes, general conditions of existence related to microbes, the most common infections and food poisonings caused by foodstuffs, parasites in foodstuffs, and organisms that are harmful to foodstuffs, changes in foodstuffs during storage, and prevention of these changes. Basics of HACCP. The most common contagious diseases in tourism and their prevention.

Study Methods
Lectures, individual and group work.

Learning Material
Gaman, P. M. - Sherrington, K. B. 1996. The Science of Food. Oxford. Butterworth-Heinemann.

Assessment of Learning
Examination, exercises.

RCC11507
Environment Protection and Physics, 2 cu

Learning Objectives
The aim is for the student to know basic concepts in environmental protection and to realise the significance of environmental values in corporate operations, to be able to draw up an environmental plan and to assess its economic implications. The student knows how to measure variables that describe work conditions. He/she is familiar with the functioning of work equipment of occupational safety, and he/she

knows the principles of radiation physics from the point of view of protecting the population from radiation hazards.

Contents
Environmental values and cultural sustainable development. Assessment of the state of the environment, structure of an environmental programme. Energy production. Electrical safety. Quantities in radiation physics and basics in radiation protection. Other themes chosen annually amongst topical issues.

Study Methods
Lectures, project work and group work.

Learning Material
Material provided by the lecturer.

Assessment of Learning
Project work in environmental protection and assignments in physics. Portfolio.

RCC11509
Methodology for Studies and Research, 1 cu

Learning Objectives
The student will acquire the basic methodology for seeking and analysing specialized information for writing essays and reports and conducting surveys and small scale research projects. The skills acquired during this course will be used all along the studies and should help students to complete high quality assignments and acquire specialized knowledge in their respective fields.

Contents
Information search through library and electronic networks. Reading and interpreting sources offered by specialized press. Writing essays and reports. Methodology for research projects and surveys.

Previous Knowledge
Statistical Mathematics and Research Procedures.

Study Methods
Lectures and exercises.

Learning Material
Zikmund, W. 2000. Business Research Methods. USA, The Dryden Press.

Hakala, J. 2000. Creative Thesis Writing. A Guide to Development and Research Work. Helsinki. Gaudeamus.
Instructions for thesis in Vaasa Polytechnic.

Assessment of Learning

Lectures, assignment in information search, evaluation of research reports, participation in the preparatory seminar.

PROFESSIONAL BASIC STUDIES

Corporate Legislation in Service Business

The student masters alcohol and labour legislation in service business and learns basic principles of business competition and consumer legislation. He/she will be able to apply the laws in his/her work and understand the importance of conforming to laws in the business.

RCC12106 Alcohol Legislation, 1 cu

Learning Objectives

The aim of the course is to familiarise the student with the chemical structure of alcohol. The student should master the Finnish alcohol legislation and statutes concerning alcohol and be able to apply these in his/her work and understand the importance of following the alcohol legislation in the hotel and restaurant business.

Contents

Alcohol law and regulations concerning the serving of alcohol.

Study Methods

Lectures, discussions.

Learning Material

Alcohol law 2003 and statute 2003.

Assessment of Learning

Examination.

RCC12107 Basics of Commercial Law, 1 cu

Learning Objectives

The aim of the course is to give the student the basic knowledge of the Contract Act, unfair business practice, restriction of competition and consumer legislation. The student understands the legal effect on corporate operations, marketing conditions and the standing of the consumer.

Contents

The most common business contracts, consumer Protection Act, Unfair Business Practice Act, Restriction of Competition.

Study Methods

Lectures, project work, group work, independent study and presentations.

Learning Material

Legislation in force.

Pöyhönen, J. 2002. An Introduction to Finnish law. Helsinki. Kauppakaari.

Assessment of Learning

Project report, written assignment and examination.

RCC12108 Labour Legislation in Service Business, 2 cu

Learning Objectives

The aim is for the student to know the principles of general labour legislation as well as the details of collective agreement in his/her own branch. The student is able to apply collective agreement in practical work both from the point of view of the employer and the employee. The student is also familiar with the main principles of Co-operation Act and occupational safety. The student values the following of the labour legislation of both parties.

Contents

Labour market mechanism, the main points of the employment contract act and annual holiday act. Collective agreement in the branch.

Study Methods

Lectures, exercises

Learning Material
Employment Contract Act 2001, Annual Holiday Act.
Material provided by the teacher.

Assessment of Learning
Examination.

Restaurant Service

The aim is for the student to get familiar with basic activities and range of products in restaurants and acquire the required readiness and ability to work in a dining-room. The student gains an overview of the service chain and of how a service product is created. He/she understands the technical and functional quality in service business.

RCC12201 Dining-Room Service, 3 cu

Learning Objectives
The student masters the basic functions in a restaurant and understands the value of good customer service for the success of the business.

Contents
Basic functions and organization of a restaurant, basics of customer service.

Study Methods
Lectures, exercises, group work. The course is carried out partly in co-operation with Food Service.

Learning Material
Grönroos, C. New edition. Miten palveluja markkinoidaan. Espoo. Weilin & Göös. (partly).

Assessment of Learning
Practical training. The course also includes a 40-hour training period in serving duties in accommodation or catering businesses. Examination.

RCC12203 Strong Alcohol Beverages, 1 cu

Learning Objectives
The student knows how different strong alcoholic beverages are made. He/she can recommend different beverages and serve them.

Contents
Production, use, and serving of spirits and fortified wines.

Study Methods
Lectures, group work, assignments.

Learning Material
Durkan, A. – Cousins, J. 1999. The beverage book. London. Hodder and Stoughton.

Assessment of Learning
Examination.

RCC12202 Oenology, 1 cu

Learning Objectives
The student can interpret the label of a wine and can sell suitable wine in different situations.

Contents
Production of mild wines, the most important wine-producing countries and regions, and classification of wines in different countries. Language on labels.

Study Methods
Lectures, exercises, group work.

Learning Material
Durkan, A. – Cousins, J. 1999. The beverage book. London. Hodder and Stroughton.

Assessment of Learning
Examination.

Food Service

The student can prepare the most common classic dishes in a nutritionally correct way.

RCC12307 Food Production and Nutrition, 5 cu

Learning Objectives
The aim is for the student to know the food legislation. The student can describe the most common dishes and prepare and plan dishes and courses from the most common foodstuffs, also for different diets. He/she knows how to handle and use foodstuffs and kitchen equipment in an

appropriate and safe manner. The student appreciates safe and clean kitchen working.

Contents

Food preparation methods, appropriate and economical use of foodstuffs, preparation of standard meals. Nutritional recommendations and the most common diets, vegetarian dishes, food and religion. Working safety and kitchen cleaning. The course includes 40 hours of kitchen work in a restaurant kitchen.

Study Methods

Lectures, independent study, group work, practical assignments.

Learning Material

France, C. 1997. The Ultimate Book of Cooking Hints & Tips. Dorking Kindersley.
Kinton, R. - Ceserani, V. - Foskett, D. 1999. McMillan, N. 1996. Practical Cookery. England. Sebastian Kelly.
Wright, J. - Treuille, E. 1996. Le Cordon Bleu Complete Cooking Techniques. England. Cassell.
Donovan, M.D. 1997. Cooking Essentials for the new Professional Chef. New York. John Wiley cop.

Assessment of Learning

Examinations, planning assignments, practical assignments, work examination, continuous assessment.

Tourism Service

The aim is for the student to get an overview of tourism as a global and growing industry. The various sectors of tourism are presented so that the student realizes the diversity of tourism and its effects on society and environment. The student knows how to use web-sites related to tourism and is familiar with booking systems used in the most important travel agencies.

RCC12403

Tourism and its Environment, 3 cu

Learning Objectives

The aim is for the student to internalise the view of tourism as a global and growing industry. The various sectors of tourism are presented so that the student realises the

diversity of tourism and its effects on society and environment.

Contents

Tourism and its functioning, concepts and theories in tourism, repulsive and attractive factors in tourism, attractive areas and travel agencies in Finland, effects of tourism.

Study Methods

Lectures, group work and independent study.

Learning Material

Goeldner, R. – McIntosh, W. 2000. Tourism: Principles, Practices, Philosophies. 8th. ed. (also 7th.ed. 1995) New York. John Wiley & Sons. (partly).

Assessment of Learning

Group work and examination.

RCC12404

Web-sites and Booking Systems in Tourism Industry, 2 cu

Learning Objectives

The student knows how to use web-sites related to tourism and is familiar with booking systems used in the most important travel agencies.

Contents

Structure of travel agencies as a business. Information and booking systems in Internet. Basics in Amadeus Pro Tempo. Search for timetables in various sources.

Study Methods

Lectures and exercises during lectures.

Learning Material

Internet and Amadeus Pro Tempo.

Assessment of Learning

Exercises.

Hotel Service

The student gets an overview of the structure and activities of the hotel and accommodation industry. The student knows the reception duties and booking systems and has a comprehensive picture of the chain of services in the various units. The student understands

the significance of security from the points of view of the customer and the staff, as well as the operation and profitability of the company. He/she knows the operations of the housekeeping department, is able to choose appropriate detergents and knows how to treat various surface materials, textiles, and plants. The student understands the significance of a clean environment for the comfort and safety of the customers.

RCC12510
Accommodation as a Business, 2 cu

Learning Objectives

The student will get an overview of the structure and activities of the hotel and accommodation industry.

Contents

Types of hotels, hotel chains, marketing chains, operations and organisation of hotels, hotel services, safety in hotels and restaurants.

Study Methods

Lectures, assignments.

Learning Material

Material provided by the teacher.

Assessment of Learning

Assignments and examination.

RCC12511
Front Office Operations, 2 cu

Learning Objectives

The student knows the hotel reception procedures and booking systems, and has a comprehensive picture of the chain of services in the various units.

Contents

Various sectors of hotel service, vocabulary and concepts, various customer groups, booking systems and operations, booking programmes (ADP), maintenance of booking status. Customer service at reception. Organisation and co-operation between departments. Introduction to computer systems within the hotel industry, reservation systems and operational qualities.

Study Methods

Lectures, assignment, project work.

Learning Material

Kasavana, M. - Cachill, J. 1992. Managing computers in the hospitality industry. East Lansing.

Assessment of Learning

Project work, examination.

RCC12512
Housekeeping in Hotels, 1 cu

Learning objects

The student knows the operation of the housekeeping department and realizes its significance.

Contents

The role of the housekeeping department and its staff. The use of cleaning agents, the cleaning of different materials, equipment and machines used in housekeeping. The cleaning of hotel rooms. Treatment of plants. Ergonomics and safety of customers and staff in the housekeeping department. Economical planning of the housekeeping department.

Study Methods

Lectures, practical assignments, individual and group work.

Learning Material

Cleaning Manual, publication 1:8. 1998. The Finnish Association of Cleaning technology. Helsinki. SSTL.

Assessment of Learning

Written assignment or examination, 15 hours of housekeeping in a hotel.

Marketing of Services

The aim is for the student to have the knowledge needed to analyse, plan, conduct and be in charge of marketing and relationship actions within organisations involved in consumer related activity.

RCC12701
Basics of Marketing, 2 cu

Learning Objectives

The student knows the tools of marketing, especially the tools of service marketing. He/she is also acquainted with the concept of service

quality. The student realises the need of constant development in marketing in accordance with the changing corporate environment. The student knows how to use various methods of marketing in a service company

Contents

Marketing, the marketing-mix, market-oriented strategic planning, market segmentation, quality management in services.

Study Methods

Lectures, assignment and project.

Learning Material

Kotler, P. 1997. Marketing Management, analysis, planning, implementation and control. 9th International Ed. Prentice-Hall Inc.

Grönroos, C. 2000. Service Management and Marketing – A Customer Relationship Management Approach. John Wiley & Sons, England.

Assessment of Learning

Examination and assignment.

RCC12705

Planning and Developing a Business Idea, 1 cu

Learning Objectives

The aim is for the student to become familiar with the planning and development of business ideas and be able to create a plan for the construction of a business idea for a new company.

Contents

Decisive factors in the process of choosing the right business idea, the importance of business culture in successful business activities.

Study Methods

Lectures and project work.

Learning Material

Vesper, K.H. 1993. New venture mechanics. Eaglewood Cliffs. Prentice Hall.

Assessment of Learning

Presentation of the plan and a report of the project.

RCC12703

Marketing Communication, 2 cu

Learning Objectives

The student gets familiar with the basic concepts of marketing communication and understands the importance of marketing from the point of view of the company. The student is familiar with different ways of applying the means of marketing in practice.

Contents

Basic in marketing communication, advertising, sales promotion, PR, direct and on-line marketing

Previous Knowledge

Basics of Marketing.

Study Methods

Lectures, assignments and projects.

Learning Material

Smith, P. R. 2001. Marketing Communications, an integrated approach. 3rd ed. Kogan Page.

Assessment of Learning

Examination and assignment.

RCC12704

Marketing Research, 2 cu

Learning Objectives

The student is familiar with different marketing research methods. He/she knows the role of marketing research in the marketing decision-making process and the importance of being critical towards research results. The student knows how to conduct small-scale marketing researches.

Contents

Special features of marketing research, various research methods, marketing management.

Previous Knowledge

Basics of Marketing

Study Methods

Lectures, assignments and project.

Learning Material

Malhotra, N. K. – Birks, D. F. 2000. Marketing Research, an applied approach. European Edition. Pearson Education Limited.

Assessment of Learning

Examination and assignment.

Business and Economic Administration in Service Companies

The objective of the module is for the student to adopt the basic financial knowledge and skills required to manage different tasks in a company in the hospitality field. He/she is able to draw up different kinds of calculations, make financial decisions and analyses as well as choose financial means for planning and development.

RCC12804 Profitability and Contribution Margin Calculations, 2 cu

Learning Objectives

The student is able to draw up internal profit calculations of departments or products. He is able to use cost-volume-profit analysis and basic pricing methods including value added taxation as well as analyse the operating profitability and efficiency of a company.

Contents

Costs, cost behaviour and estimation, contribution margin calculations, break-even point analysis, cost-volume-profit relationship, pricing of goods and services, value added tax, operating ratios concerning profitability and efficiency.

Study Methods

Lectures, exercises, independent assignment.

Learning Material

Kotas, R. 1999 Management Accounting for Hospitality and Tourism. International Thomson Business Press, London.
Burgess, C. 2001. The caterer and hotelkeeper guide to money matters for hospitality managers. Oxford. Butterworth-Heinemann.

Assessment of Learning

Examination, written assignment.

RCC12802 Planning of Budgets and Finances, 2 cu

Learning Objectives

The student is able to generate financial information for planning, budgeting and decision making.

Contents

Budgeting procedure, different kinds of budgets, finance and investment calculations.

Previous Knowledge

Profitability and Contribution Margin Calculations.

Study Methods

Lectures, exercises, independent assignment.

Learning Material

Kotas, R. 1999. Management Accounting for Hospitality and Tourism. International Thomson Business Press, London. Or Harris, P. 1999. Profit Planning. Oxford. Butterworth-Heinemann.

Assessment of Learning

Examination, written assignment.

RCC12805 Principles of Financial Accounting and Taxation, 3 cu

Learning Objectives

The student understands the basic principles and procedures related to fundamental financial accounting as well as income taxation. He/she is able to record, measure and report the financial performance and status of a company in the hospitality industry. He/she is also able to utilize the accounting reports to communicate the financial performance of the business. He/she realises the significance of internal and external control.

Contents

Accounting cycle: recording, formal presentation and major elements of basic financial statements, income statements, balance sheets and cash flow statements, direct taxation, internal and external control.

Previous Knowledge
Profitability and Contribution Margin Calculations, Planning of Budgets and Finances.

Study Methods
Lectures, exercises, independent assignments.

Learning Material
Owen, G. 1998. Accounting for Hospitality, Tourism and Leisure. 2nd ed. London. Or
Kotas, R. - Conlan, M. 1997, Hospitality Accounting. International Thomson Business Press, London.
Ministry of Finance, 2001. Taxation in Finland (partly).

Assessment of Learning
Examination, written assignment.

8.4.3 SPECIALISED PROFESSIONAL STUDIES

Specialised professional studies consist of three 10-credit units and at least 20 credits must come from the specialisation alternative that the student chooses as the main line of study. There are two specialisation alternatives to choose from:

RHB24000 Tourism Management and
RHB25000 Restaurant Management.

The third 10-credit entity may be composed of various specialised professional courses or also of professional basic courses in other degree programmes on the provision that they can be considered to form a whole that complements the student's degree.

SPECIALISATION ALTERNATIVE OF TOURISM MANAGEMENT

The aim of the specialisation alternative Tourism Management is to provide the student with skills required in various positions of supervision, administration, planning and marketing in the tourism industry.

Tourism as an Industry

The aim is for the student to know the basics in consumer behaviour. The student knows how to plan consumer-based tourism products and is familiar with comprehensive quality thinking. The student realizes the importance of diversifying various tourism products.

RHB24101 The World of Tourism, 2 cu

Learning Objectives
The aim is for the student to recognize geographical process in tourism and learn to take it into account in tourism planning.

Contents
The significance of international tourism as a global phenomenon, various factors of attraction in different areas, tourism geography, various geographical areas and their attractions, competitors to Finland in tourism context.

Previous Knowledge
Tourism Service module.

Study Methods
Lectures, group work and individual studies.

Learning Material
Burton, R. 1999. Travel Geography. 2nd ed. London. Pitman Publishing. (partly).
World travel atlas 1999. London. Columbus Press.

Assessment of Learning
Presentation of a tourism destination. Examination on the knowledge of geography (maps).

RHB24102 Tourism Products, 2 cu

Learning Objectives
The student can analyse the features of tourism products.

Contents
Getting familiar with various product groups, networking in tourism, the importance of quality in tourism, rural tourism products, conference tourism products, event tourism products, corporate tourism products such as incentive travelling.

Previous Knowledge
Tourism Service module.

Study Methods
Lectures, group work and independent study.

Learning Material
Material provided by the lecturer.

Assessment of Learning
Report of tourism product.

RHB24103
Development of Tourism Products, 2 cu

Learning Objectives
The aim is for the student to be able to analyse and compare consumer behaviour patterns. The student knows how to plan consumer-based tourism products and she/he is familiar with comprehensive quality thinking. The student realizes the importance of diversifying tourism products.

Contents
Customer-based approach in product development, compiling and packaging of a tourism products, pricing, profitability as well as environmental and quality requirements of a product, marketing and channels of distribution.

Previous Knowledge
Tourism Services module. Tourism Products.

Study Methods
Lectures, group work, project work and independent study.

Learning Material
Middleton, V. 1998. Marketing in Travel and Tourism. 2nd ed. Oxford. Butterworth-Heinemann.

Assessment of Learning
Project report and exercises.

RHB24104
Experimental Tourism Industry, 2 cu

Learning Objectives
The student is able to plan and implement an experience tourism product.

Contents
Application of programme service, experiences, entertainment and events as attractions as well

as their use in tourism, excursions to various experimental tourism enterprises.

Previous Knowledge
Tourism Service module.

Study Methods
Lectures, benchmarking and project work.

Learning Material
Getz, D. 1997. Event management and event tourism. New York. Cognizant Communication Corporation. (partly)

Assessment of Learning
Planning and implementation of an experimental excursion, a report.

RHB24105
Assignment in Tourism, 2 cu

Learning Objectives
The aim is for the student to be able to analyse practical tourism enterprise cases using research.

Contents
Developing a tourism product based on research, and with regard to environmental and quality aspects.

Previous Knowledge
Tourism Service module.

Study Methods
Lectures, project learning and individual studies.

Learning Material
Swarbrooke, J. - Horner, S. 1999. Consumer behaviour in tourism. Oxford. Butterworth-Heinemann.

Assessment of Learning
Project report.

Tourism Projects

The aim is for the student to be able to apply his/her knowledge in practice in the planning and development of a project. The student understands the importance of development on various levels of tourism industry. He/she is aware of various risks and opportunities in the everyday running of a tourism enterprise.

RHB24201
Entrepreneurship in Tourism, 2 cu

Learning Objectives

The student is aware of various risks and opportunities in the everyday running of tourism enterprise. He/she is able to estimate and recognize the factors behind the success of a tourism enterprise.

Contents

Starting points and prerequisites for entrepreneurship, key factors in the success of tourism enterprises, unique expertise, subcontractors, sources and use of background information and statistics, financing.

Study Methods

Lectures, project work and independent study.

Learning Material

Morrison, A. 1999. Entrepreneurship in the Hospitality, Tourism and Leisure Industries. Oxford. Butterworth-Heinemann.

Assessment of Learning

Corporate analysis.

RHB24202
Planning of Tourism Projects, 3 cu

Learning Objectives

The aim is for the student to be able to make a plan for a tourism project. He/she will understand the importance of development on various levels of tourism industry.

Contents

Effects on income and employment and research into these effects, implementation of tourism strategies, project work and various types of development activities in tourism, drawing up, planning and control of project plans, management, control and quality systems, financing, regional development of tourism.

Previous Knowledge

Tourism as an Industry.

Study Methods

Lectures, project learning and individual studies.

Learning Material

Goodfrey, K. 2000. The tourism development handbook: a practical approach to planning and marketing. London. Cassell.

Assessment of Learning

Project report.

RHB24203
Tourism Sociology and Trends, 2 cu

Learning Objectives

The aim is for the student to internalise the socio-cultural impacts of tourism. He/she is able to evaluate tourism trends.

Contents

Understanding people's travelling habits and their underlying reasons. Basics in tourism sociology. Local people and tourists. Cultural responsibility. Tourism trends and their changes in the future.

Previous Knowledge

Tourism as an Industry.

Study Methods

Lectures, group work and individual studies.

Learning Material

Krippendorf, J. 1997. The holidaymakers. Oxford. Butterworth-Heinemann.
Statistics of World Tourism Organization.

Assessment of Learning

Examination.

RHB24204
Training Project, 3 cu

Learning Objectives

The aim is for the student to be able to apply his/her knowledge in practice in the planning and development of a project. He/she is able to analyse and evaluate the planning and development of projects.

Contents

Getting familiar with a tourism project by working with one.

Previous Knowledge

Tourism as an Industry.

Study Methods

Lectures, project work and individual studies.

Learning Material

Project reports of training projects.

Assessment of Learning

Project report.

SPECIALISATION ALTERNATIVE OF RESTAURANT MANAGEMENT

The aim of the specialisation alternative Restaurant Management is to prepare the student for work in positions of supervision, administration, planning and marketing. The student will also be able to work with sales and sales promotion. He/she can plan, manage and implement different events profitably. The student internalizes, can plan and understands the connection of different manufacturing processes in view of operations quality management.

Specialisation Studies in Food and Beverages

The student can use and handle special ingredients and combine suitable beverages with them, using the methods of sensory evaluation. He/she masters preparing food in the dining room and can plan, supervise and carry out different occasions in a profitable way using computer technology as an aid. The student is aware of the chemical and nutritional changes when preparing food. He/she also recognizes the essential points of logistics.

RHB25101

Specialisation Studies in Food Production, 2 cu and Food Preparation in the Dining Room, 1 cu

Learning objects

The student can handle and use special foodstuffs and combine suitable drinks to them. The student manages food preparation in the dining room.

Contents

Handling and preparation of fillets, game, offals, deep sea fish, shellfish, roe, exotic vegetables and fruit; carving, portioning and

flambéing in dining room; serving, planning and pricing of larger quantities.

Previous knowledge

Food Service module.

Study Methods

Lectures, practical training, individual and group work, demonstrations.

Learning Material

Wileyasons, J. Professional restaurant service.

Assessment of Learning

Active participation in class, course work, practical and written examinations.

RHB25102

Food as Restaurant Product, 2 cu

Learning Objectives

The student possesses the knowledge of menu planning for different business ideas, understands the meaning of standardisation from the point of view of quality management.

Contents

Product design: product planning, standardisation and pricing of portions. Catering services and banqueting, factors affecting menu planning, planning of dishes, special groups as customers, topical themes.

Previous Knowledge

Food Production and Nutrition. Specialisation Studies in Food Production.

Study Methods

Lectures, practical exercises (compulsory), planning assignment individually and in group.

Learning Material

Kivelä, J. 1994. Menu Planning for the Hospitality Industry. Australia. Hospitality Press.

Assessment of Learning

Examination, practical work, project, planning assignment.

RHB25103

Banqueting Management, 2 cu

Learning objectives

The student can plan, supervise and carry out various types of occasions in a profitable way.

Contents

Planning and profitability calculations of different occasions.

Study Methods

Lectures, group work.

Learning Material

Strianese, A. Dining room and Banquet management.

Assessment of Learning

Planning and carrying out an occasion. Examination.

RHB25104 Logistics, 1 cu

Learning Objectives

The student understands good materials management from the point of view of company success. He/she can make use of parameters used in storing to develop material management.

Contents

Materials activities, purchases, storage, control, ADP applications in the planning of purchases.

Previous Knowledge

Food Service module.

Study Methods

Lectures, individual and group work, practical assignments.

Learning Material

Bernard, D. - Lockwood, A. - Stone, S. 1998. Food and Beverage Management. 3rd ed. Oxford. Butterworth and Heinemann.

Stefanelli, J. 1997. Purchasing – selection and procurement for the hospitality industry. 4th ed. New York. John Wiley & Sons, inc.

Assessment of Learning

Examination, practical assignment.

RHB25105 Nutrition and Sensory Evaluation, 2 cu

Learning Objectives

The student recognizes the chemical reactions that take place during food preparation. He/she can use sensory evaluation methods in his/her work.

Contents

The purposes of nourishment and factors related to the need of energy, organic and non-organic compounds in food, the importance of acidity, chemical reactions in food during handling and preparation, methods of sensory evaluation, basic tastes, practical arrangements of sensory testing and assessment of its results.

Previous Knowledge

Food Service module.

Study Methods

Lectures, group work.

Learning Material

Gaman, P.M. - Sherrington, K.B. 1999. The Science of Food. Oxford. Butterford & Heinemann.

Lawless, H. 1999. Sensory evaluation of food: principles and practices. Gaithersburg. Aspen Publishers (partly).

Assessment of Learning

Examination, arrangement of a sensory evaluation test, chemistry assignment.

Food and Beverage Management

The student is able to plan, manage and implement restaurant and food services in an efficient, economical, and safe way and values these issues as key factors for a successful business.

RHB25201 Food Cultures, Eating Trends and Combination of Food and Beverages, 3 cu

Learning Objectives

The student is able to plan, lead and implement restaurant and kitchen services in an efficient, safe and economic manner. He/she appreciates the above mentioned factors in successful trading. The student understands the difference of various food cultures and is aware of the factors influencing trends.

Contents

Factors that influence food culture and its development, traditional Finnish food, development of restaurant dishes in the 1900's,

prevailing and future trends, basic rules in combining food and beverages.

Previous Knowledge

Oenology. Food Service module. Specialisation Studies in Food and Beverages module.

Study Methods

Lectures, practical work, group work.

Learning Material

Johson-Bell, L. Good food fine wine 1999. London.

Assessment of Learning

Participation, course work.

RHB25202

Planning of Premises and Equipment, 2 cu

Learning Objectives

The student has an insight of construction planning and internalises regulations that guide hotel and restaurant planning.

Contents

Kitchen, restaurant, bar and storage room planning and their equipment with regard to the method of production and the degree of processing of raw materials.

Study Methods

Lectures, group work, project.

Learning Material

Rosendahl, M. 1994. Oikean jalostusasteen merkitys ravintolan kannattavuudelle. Haaga instituutti.

Assessment of Learning

Assignment. Portfolio.

RHB25203

Management and Planning of Restaurant and Food Services, 3 cu

Learning Objectives

The student manages the planning of menus and beverage lists. He/she can use key figures for productivity in production planning.

Contents

Planning of menus and wine lists, analysis of menus, licences, pricing, interpretation of various reports, follow-up of sales and results,

profitability parameters, the principle of HACCP.

Studying methods

Lectures, exercises, individually and in a group.

Learning Material

Davis, B. et al. 1998. Food and Beverage Management. 3rd ed. Oxford. Butterworth-Heinemann.

Fattorini, J.E. 1997. Managing wine and wine sales.

Assessment of Learning

Examination, course work.

RHL25204

Operative Management of Hospitality Business, 2 cu

Learning Objectives

The student can analyse the financial resources of a hotel and restaurant business as whole. He/she can take into consideration the competitive situation and can evaluate the success of the future business.

Contents

Assessment of operational environment and determination of the factors influencing it, economic analysis of business operations, analysis of reports and economic estimates, critical examination of business idea and its implementation, and determination of the need for change. Practical budgeting applications, economic estimates, planning of activities and changes as well as follow-up of objectives. Staff planning and practical application of management methods.

Study Methods

Lectures, group assignment.

Learning Material

Material provided by the lecturer.

Assessment of Learning

Extensive assignment and report.