



**LAUREA**

**DEGREE PROGRAM IN TOURISM  
IN ENGLISH**

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# Laurea

- The third largest university of applied sciences in Finland: more than 8000 students, more than 1400 experts graduate yearly to working life
- Innovative in
  - learning methods
  - learning environments (incl. The use of Information Technology)
  - using the networks (companies, specialised experts, international partners etc.)
- Laurea focuses on welfare, business, ICT and sustainable development
- 16 Bachelor's Programmes (3 in English and 13 in Finnish), 3 Master's Programmes (in Finnish, 2007 also in English)

# New curriculum

Laurea's new curriculum follows the competence-based curriculum model that is being adopted by many other higher education institutions.

Laurea's own curriculum allows us to follow the requirements for change coming from the labour market and the society better than ever.

All curricula at Laurea are built out of themes and generic competences. Generic competences refer to competences shared by all degree programs.

# The shared generic competences for all degree programs are:

- ethical competence
- globalisation competence
- innovative competence
- reflective competence
- network competence

Each competence progresses through a basic level (1), intermediate level (2) and advanced level (3).



# The New Degree Programme in Tourism

- Bachelor's Degree: Restonomi (AMK)
- Bachelor of Hospitality Management
- Laurea Kerava
- Curriculum, 210 cr
- 3,5 years
- Starts 1st of August 2008
- Student intake: 25



## Programme structure and content

- Compulsory generic studies 30 cr
- Compulsory professional studies 105 cr
- Optional professional studies 30 cr
- Practical training 30 cr
- Thesis 15 cr



# Professional competence



Opportunities for:

- Networking
- Social multicultural interaction
- Contact building

Awareness and knowledge of:

- Global sustainability
- Social corporate responsibility
- Cultural differences
- Many languages
- Trends
- Legislation
- Business management



In addition:

- How to develop innovative wellness- and leisure-related services with the help of future user-based technology
- Research and development tools
- Entrepreneurial models for international commercialisation, business development and service marketing

# Examples of the duties the programme prepares you for

Travel-industry involving tasks of

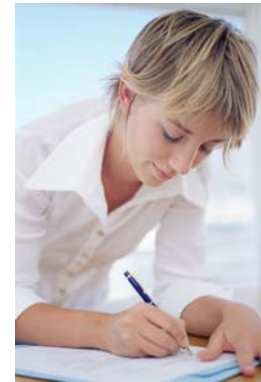
- Sales
- Marketing
- Product- and business development
- Service planning
- Professional tours
- Self-employment
- Market research
- Market-relations





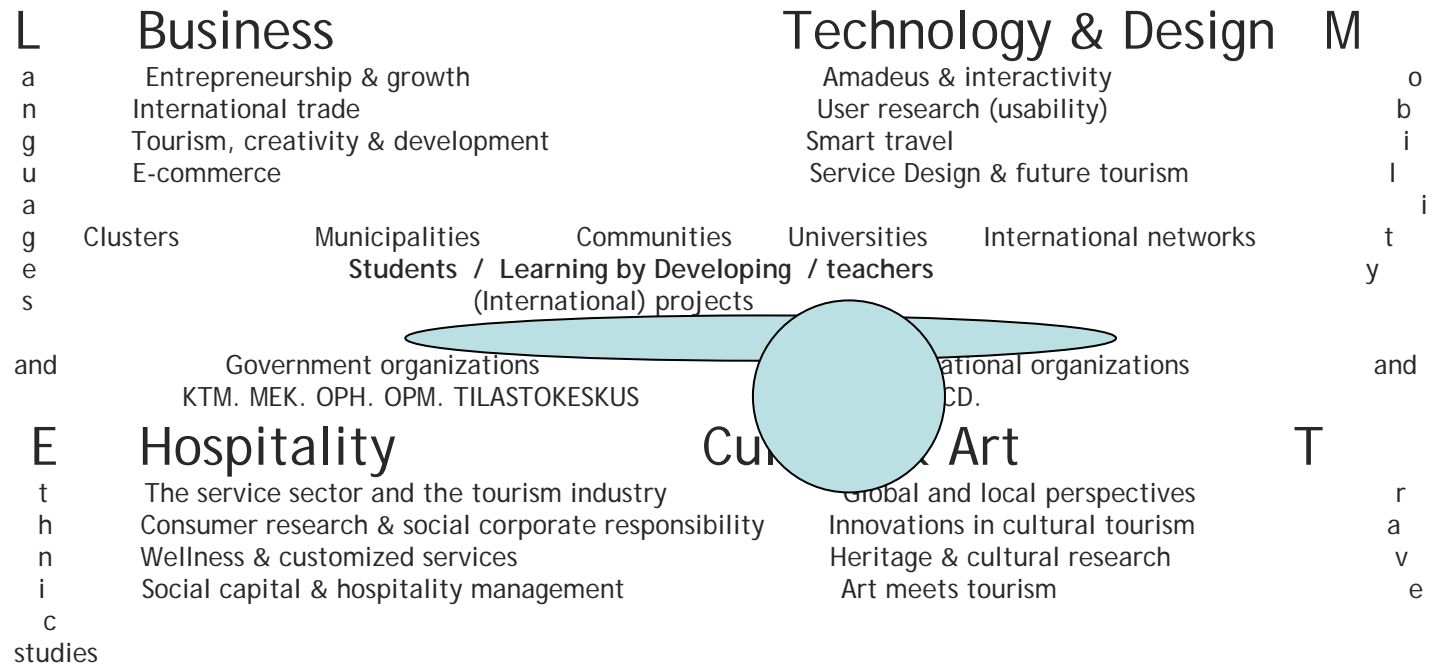
# Application

- From January 14th to February 15th 2008
  - [www.laurea.fi](http://www.laurea.fi)
    - > in English
    - > Apply to Laurea
    - > Undergraduate Degree Programmes in English
- or:
- [www.admission.fi](http://www.admission.fi)
  - Entrance Examination: April 23rd 2008



# iTourism; Commerce & Culture

competences & advanced skills

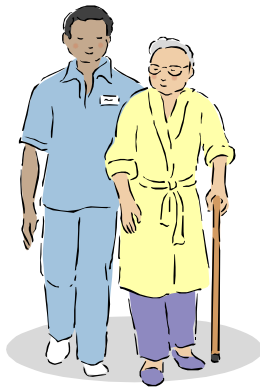
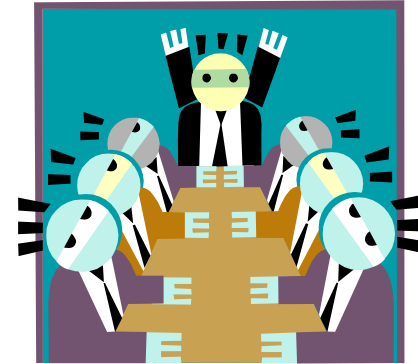


## DEGREE PROGRAMME IN TOURISM

Bachelor of Hospitality Management

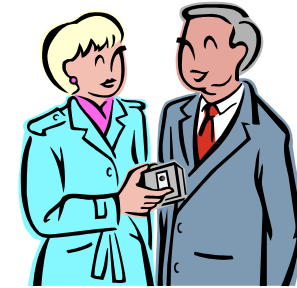
## Other Degrees in Laurea

- Degree Programme in Business Management
- Degree Programme in Nursing
- Degree Programme in Social Services



# Challenges connected to the Degree Program

## Internationalisation at Home



1. Expectations and Challenges of Internationalisation in Laurea Kerava
  - Carried out as a thesis
  - Staff and Students of Laurea Kerava will be interviewed
  - As comparability staff and students of Laurea Otaniemi will be interviewed as well
2. Expectations and Challenges of Internationalisation in Companies in Kerava
  - Carried out the same way than in Laurea Kerava



# Internationalisation at Home

- the new programme and international students a potential possibility for internationalisation
- other students and staff in Kerava
- the surrounding community, companies etc.

Potential forms of co-operation: