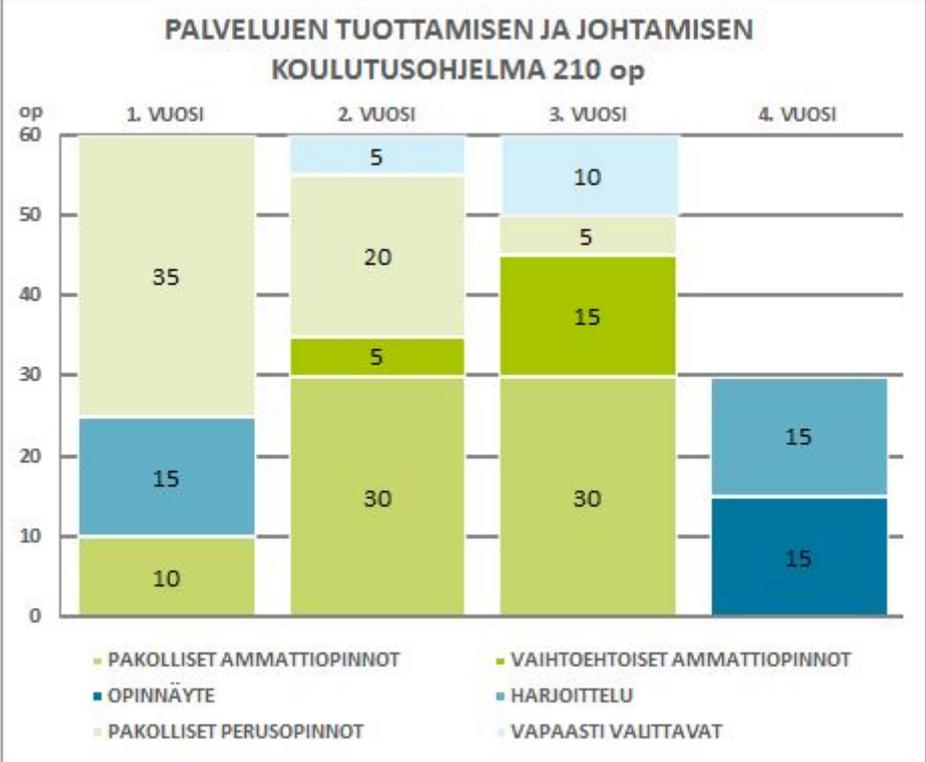




GENERAL INFORMATION	
DEGREE PROGRAMME	Degree Programme in Service Management
PERIOD OF EXECUTION	2013-2016
SCOPE	210 ECTS credits
DESCRIPTION	<p>In the Degree Programme in Service Management, students develop to become experts in profitable and responsible service businesses in the competence area of user-driven facility services or experiential food and restaurant services.</p> <p>The studies focus on close interaction with the companies and organisations of the industry, as well as on innovative, project-based learning methods. Entrepreneurship is encouraged throughout the entire education process. During the study process, students can start their own business with the help of a unique entrepreneurial path, or set up a service producing cooperative together with other students. Internationally-orientated hospitality managers are very much in demand in working life! Most of the students in Hospitality Management carry out either part of their studies or the entire practical training phase abroad.</p>
LANGUAGE OF STUDY	Finnish
CODE	MPA13S1
DEGREE	Bachelor of Hospitality Management
DEGREE LEVEL	National Qualifications Framework level 6.
TARGET GROUP AND ADMISSION CRITERIA	<p>Eligibility for the Bachelor's degree studies is provided by a secondary education backed up by, for example, a secondary school leaving certificate, a matriculation examination, a vocational qualification, foreign qualifications, or through the route of open university of applied sciences (60 ECTS credits).</p> <p>All eligible applicants are invited to sit the national entrance examination. The entrance examination includes a written section and an interview. The entrance examination emphasises suitability for the industry, motivation, social skills and learning skills.</p>
STUDIES	
KEY LEARNING OUTCOMES	<p>The learning objectives of the Degree Programme in Service Management include the following for students in that they:</p> <p>Graduates of Hospitality Management (service delivery and management):</p> <ul style="list-style-type: none">- will be able to master the business processes for small and medium size firms and organisations, and will be familiar with national and international operating environments- are able to build, manage and develop customer-orientated, innovative and cost-effective services, service systems and service chains- are able to lead and develop a responsible service business according to the strategic goals of the company as well as being able to build goal-orientated cooperation networks

	<ul style="list-style-type: none"> - in cooperation with the staff, are able to work together to create the operating environment for the company, which produces wellness for its customers, employees, the graduates themselves, and for the company, and enables the utilisation of innovation and competence in the workplace - in their activities, they are able to take advantage of international research and forecasting information, as well as being able to produce new research data - are able to take advantage of the existing technologies in the industry, and develop new technologies and tools - act as entrepreneurs and see entrepreneurship as a core career option. 																														
<p>PROFILE</p>	<p>The Degree Programme in Service Management helps to develop professionals to take their part in profitable and responsible service businesses. Expertise may alternatively be built up in food and restaurant services, or in facility services. Key areas of studies include a customer/user-driven approach, and new service concepts, as well as sustainability. The business-orientated culture and approach is strong in all of the degree programme's studies. Students will also be able to build up their own unique entrepreneurial path or form a cooperative. Studies are carried out in close interaction with working life.</p>																														
<p>COURSE STRUCTURE</p>	<div style="text-align: center;"> <p>PALVELUJEN TUOTTAMISEN JA JOHTAMISEN KOULUTUSOHJELMA 210 op</p>  <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Year</th> <th>Compulsory Basic Courses</th> <th>Compulsory Professional Courses</th> <th>Elective Professional Courses</th> <th>Practice</th> <th>Free Choice</th> </tr> </thead> <tbody> <tr> <td>1. VUOSI</td> <td>10</td> <td>15</td> <td>35</td> <td>0</td> <td>0</td> </tr> <tr> <td>2. VUOSI</td> <td>30</td> <td>5</td> <td>20</td> <td>0</td> <td>5</td> </tr> <tr> <td>3. VUOSI</td> <td>30</td> <td>15</td> <td>5</td> <td>0</td> <td>10</td> </tr> <tr> <td>4. VUOSI</td> <td>0</td> <td>0</td> <td>0</td> <td>15</td> <td>15</td> </tr> </tbody> </table> </div> <p>(the figure is explained for students in English)</p>	Year	Compulsory Basic Courses	Compulsory Professional Courses	Elective Professional Courses	Practice	Free Choice	1. VUOSI	10	15	35	0	0	2. VUOSI	30	5	20	0	5	3. VUOSI	30	15	5	0	10	4. VUOSI	0	0	0	15	15
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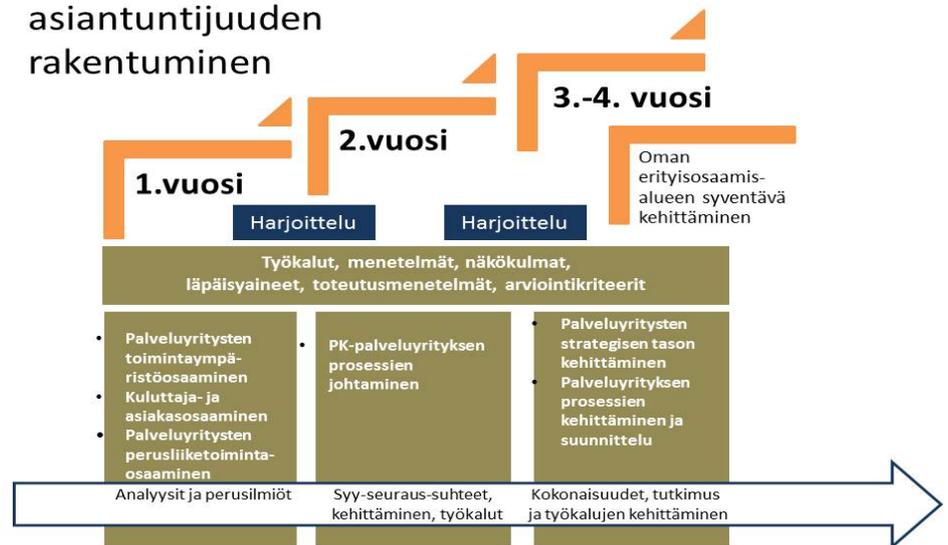


COURSE CONTENT AND PERFORMANCE	<p>The course includes basic and vocational studies, elective studies, specialization training, and a graduation thesis.</p> <p>The course shall be completed within two semesters from its beginning. The exception is the graduation thesis, practical training, special working life oriented project studies, as well as extensive courses implemented in a number of semesters. In cases where a course remains incomplete, the student shall re-start it.</p> <p>In the first contact lesson of a course, a review is carried out of the course's learning objectives and content, along with the different procedures and evaluation criteria; additionally, the possible examination date is agreed upon (the immediate time at which this will be carried out) and the course completion date is announced, after which no further attempts are accepted. Students have the opportunity to try to complete a course a total of three times: during the immediate performance of the course or in two specially determined resit exam times.</p>
LEARNING ASSESSMENT	<p>Learning outcomes are assessed in relation to the course's learning objectives. Assessment decisions are based on the evaluation criteria provided in the course descriptions. Courses are assessed on the assessment scale that is specified in the course description. According to its purpose, the scale may be one of five steps: 5 (excellent), 4 (very good), 3 (good), 2 (satisfactory) and 1 (adequate) or a pass (P) or fail (0). The course has been failed (with a fail (0)) if the student does not achieve the minimum outcomes that are set for the completion of the course.</p> <p>Students have the right to know how the evaluation criteria are applied to their skills. Course performance is recorded in the transcript of records no later than one month after the declared point of completion for the course and always before the end of the academic year.</p>
ACCREDITATION AND RECOGNITION OF PRIOR LEARNING (RPL)	<p>The procedures for accreditation are described in the Degree Regulations and in the Study Guide.</p>
MODE OF STUDY	<p>The main methods for carrying out studies are as follows:</p> <ul style="list-style-type: none">• contact and distance learning• independent studies and work groups• project-orientated learning• working in learning environments <p>The implementation of studies for adult students</p> <p>In the implementation of the Degree Programme in Service Management for adults, studies are performed mainly by the implementation of distance work in the form either of online studies, exams or projects. The contact study for the courses is carried out on Thursday evenings between 16.00 to 20.00 and on Fridays between 08.00 to 15.00 about twice a month. The students may choose (after completing prior studies) to complete their courses in a more accelerated way, in which case contact hours take place more frequently. Adults also have the opportunity to participate in youth courses.</p>

PROFESSIONAL GROWTH AND KNOW-HOW

Competence building for the Bachelor of Hospitality Management is illustrated in Figure 1.

Restonomian asiantuntijuuden rakentuminen



(the figure is explained for students in English)

After the first year of studies, students are familiar with the basics of how small to medium businesses competence, and they know the food and restaurant services and facility services sectors. Students understand the factors influencing the consumer and customer behaviour. In the first phase of practical training, students learn about the basics of how service firms function.

In the second phase of studies (Year 2), students learn about the core and support processes of small to medium sized enterprises and learn to manage the SME service and production processes. During the second practical training period, the focus lies on operational management and the development of operations. During the first and second phase, general transferable skills also develop.

In the third stage of studies (Year 3), learning focuses on the development of products and processes for small to medium sized enterprises, the design of the company's strategic development, and the expansion of personal entrepreneurial skills.

At every stage of one's studies, the learning process is related to learning about the phenomena and issues in working life assignments. In projects, students learn to use powerful tools and new development methods.

Special expertise in JAMK's Bachelor of Hospitality Management programme

The special expertise of a Bachelor of Hospitality Manager at the JAMK University of Applied Sciences covers service system expertise, customer skills, responsible service business know-how, service technological expertise and forecasting, innovation, and networking skills.



	<p>The service system expertise consists of product skills, production system skills, competences in the culture of service and in quality excellence. A Bachelor of Hospitality Management can manage concepts that are related to service activities. They know the research and development methods and are able to anticipate changes in customer needs. They are able to make full use of research data in the development of the service system in accordance with the objectives of the company or organisation. They are able to take advantage of technological opportunities and use effective tools for development. They know how to build cost-effective and innovative service systems, which produce wellness for customers, employees and other operators of the network. They are able to conceptualise service systems on a scalable format. They are able to work in goal-orientated networks and build uninterrupted service chains.</p> <p>Responsible service business know-how ensures the management of viability, environmental, social and cultural dimensions. Bachelors of Hospitality Management manage and understand the economic process of a service business, and the importance of its strategic planning and management, as well as the necessity of maintaining a profitable business as a condition of the continuity of the business. They master pricing, marketing and sales expertise as well as leadership skills in the field using effective methods in all its sections, as well as mastering the law and the technology that is required for the activities. In the management role, they are able to use and evaluate the methods and means to promote the wellness of employees and the work community as well as being able to create a sense of security and a good profit culture. They understand the importance of the well-being of supervisors and managers from the perspective of the organisation, the entire working community, and stakeholders, and understand the significance of the company's profitability and ethically sustainable business as the condition for the promotion of well-being. Bachelors of Hospitality Management are able to take advantage of cultural capital and daily creativity in the development of the culture of service.</p> <p>Bachelors of Hospitality Management are able to evaluate the opportunities that are created by the technologies of the future from the perspective of the development of their own field. In the company's development activities, they are able to take into account the use of technology. They are able to cooperate with technology experts to define, select, and develop optimum solutions for the companies in their field. They use smoothly generic computer systems, as well as the professional computer systems that are most commonly used in their field.</p> <p>Hospitality Managers are future-orientated and are able to create an innovation system and a culture that produces new service and business innovations. They manage the innovation process tools, are able to utilise their staff competence and innovation capability, the consumer/customer and future knowledge, and research data, as well as the generation of ideas and methods of assessment. They know how to use practices and technology that promote networking, to focus their activities on networks according to their company's strategies, as well as being able to take advantage of their potential in entrepreneurship.</p>
QUALIFICATION REQUIREMENTS AND REGULATIONS	The profession does not have specific qualification requirements that are based on legislation.



ADDITIONAL INFORMATION	<p>Students may be charged separately for the cost of materials where such costs correspond to real life acquisitions or production costs in terms of teaching materials, tools, equipment, or supplies that remain in the student's possession after their education has been completed. If a student obtains similar materials from other sources, he or she is not charged for the cost of materials (Government Decree 1230/2009 2 §).</p> <p>Bachelor's degree programme is free for students.</p>
GRADUATION	<p>The requirement for the receipt of the certificate of Bachelor degree is that students complete the studies for their degree programme during the study period in accordance with the personal learning plan (PLP).</p> <p>JAMK University of Applied Sciences provides students with a certificate of completion of the Bachelor's degree (210, 240 or 270 ECTS credits). A transcript is attached to the certificate.</p>
EMPLOYMENT AND FURTHER STUDIES	
EMPLOYMENT OPPORTUNITIES	<p>Students who graduate from the area of expertise in food and restaurant services can work with a variety of development tasks such as, for example, in the food industry, as well as being able to manage a food and restaurant service in professional kitchens. Students who graduate from the area of expertise in user-driven facility services may work in areas such as, for example, as property managers or facility service managers. All tasks emphasise the specialist areas of Hospitality Managers, such as service system know-how, service technological competence, and business competence.</p>
OPPORTUNITIES FOR POST-GRADUATE STUDIES	<p>After graduation and after about three years of a working life phase, the students of a Bachelor's degree programme can continue their studies in a Master's degree programme. The Master's degree at the University of Applied Sciences is a university level Master's degree. Students can also continue their studies by applying for courses such as, for example, the Master's degree programmes at universities or for an equivalent training course. After the completion of Bachelor's studies it is, of course, also possible to continue in foreign institutions of higher education on the Master's level degree programmes.</p> <p>The University of Applied Sciences also offers continuing education opportunities for specialisation studies, learning agreement type in-service training, as well as in working life based continuing education. If a student graduates from the Master's degree programme, he or she can get the opportunity to continue their studies in the scientific or artistic studies at universities (37 §/558/2009). All further studies must be applied for separately.</p>
OTHER INFORMATION	
HEAD OF THE DEGREE PROGRAMME	<p>Minna-Maaria Hiekkataipale, Head of Department,, +358 40069 8 174. minna-maaria.hiekkataipale@jamk.fi</p>
PROGRAMME PLANNING PROCESS	<p>The close contacts of the experts and the students of the degree programme with working life, as well as the RDI projects provide continuous information to support the development and planning of the education. The experts are actively involved in the networks of the field and participate in training programmes for the operators of the field. The Advisory Committee of the School of Business and Services Management systematically participates in the development of training from the perspective of the needs of working life.</p>



SCHOOL	JAMK University of Applied Sciences School of Business and Services Management, Degree Programme in Service Management Piippukatu 2, 40100 Jyväskylä
QUALITY MANAGEMENT	JAMK University of Applied Sciences is using the quality management system that has been audited by the Finnish Higher Education Evaluation Council (FINHEEC). Education is developed on the basis of course feedback collected from students. The principles of the curriculum are approved by the JAMK University of Applied Sciences Academic Board and by the Vice Rector of the degree programme specific curriculum.
PEDAGOGICAL PRINCIPLES	The degree programme is implemented in accordance with the pedagogical principles established by the University of Applied Sciences Academic Board. For more information: http://www.jamk.fi/english/aboutus/facts/pedagogical-principles
ETHICAL PRINCIPLES	The students and employees of JAMK University of Applied Sciences operate jointly according to the accepted (by JAMK Academic Board on 15.12.2010) ethical principles. For more information: http://www.jamk.fi/english/aboutus/facts/ethicalprinciples
LAST UPDATE	20.12.2012
CURRICULUM APPROVED	21.12.2012 Heikki Malinen, Vice Rector