

TOTEUTUSSUUNNITELMA Valmis

Opintojakso	Business Management in the Hospitality Field (A0196), 5.0
Toteutus	MHA1212: 1/2012-2013 (27.08.2012 - 21.12.2012)
Tyyppi	AMMATILLISEN OSAAMISEN MUODOSTUMINEN (A012)
Ryhmät	Ensisijainen: MHA11SN Muut:
Projektissa mukana	
Luennoitsijat	Ammattilaisia hotelli- ja kongressialalta
Osallistujamäärät	Minimi: Maksimi:
Ilmoittautumisaika	21.05.2012 08:00 - 03.06.2012
Pääsääntöinen toteutusajankohta	
Soveltuvuus	Vaihto-opiskelijoille: Kyllä Vapaasti valittaviin: Kyllä Avoimen opisk: Ei Soveltuu virtuaali-AMK:n opintoihin: Ei
Opettajat	Lumio Anne (Vastuupettaja)
Kampus	Laurea Leppävaara
Pääsääntöinen toteutuspaikka	
Toteutustapa	Muu toteutustapa, Optimatoteutus/opiskelijaryhmä, Projekt/Hanke/T&K Kieli: englanti Virtuaalisuus: 2 op T&k-integraatio: 2 op
Toteutusluokka	
Painoalat	
Arviointi viimeistään	15.01.2013 Suoritusmateriaalin arkistointi päättyy: 30.11.2013
Tenttipäivät	
Opintojakson suoritettuaan opiskelija osaa	*plan and manage hotel, congress, catering, event services and sales office functions in a profitable and customer-oriented manner *apply various measurement methods to assess the productivity and efficiency of business operations
Edeltävät opinnot	
Oppimateriaali	Barrows, Clayton W. & Powers Tom: Introduction to Management in the Hospitality Industry & List to be given in the class
Opiskelijan työmäärän jakautuminen	Lessons ca. 40 hours Group work & Report ca. 50 hours Student's work 45 hours (ink.l Essay) Totally 135 hours = 5 cr.

Oppimistapahtumat

Pvm	Klo	H	Aihe	Sisältö	Tila	Opettajat
03.09.2012	12.30-16.00	00	Start of course and schedule	Please note! The course starts from week 36 (3.9.2012) and the lessons are on Mondays from 12.30-16.00. (Though your Optima pages do not work yet - sorry!) Please check the class room on the board in the lobby. Schedule will be given during the first lesson and the working groups will be formed then, too. Welcome! Anne Lumio (room 135) anne.lumio@laurea.fi		Anne Lumio
10.09.2012	12.30-16.00	00	Hotel and Front Desk Management	Front Desk Management Hotel Management in general in various types of Enterprises of accommodation Some essential figures and calculations		Anne Lumio

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17.09.2012	12.30-16.00	Customers!	Who is paying your wages? = The Customer! Making Customer Oriented Business... Searching for your potential Customer Statistics and managing your customers		Anne Lumio
24.09.2012	12.30-16.00	Customers!	Who is your Customer and how to meet him/her/ them? Learning to know your customer through Customer Profiles How to understand the behaviour of your Customer and his/her/their acts?		Anne Lumio
01.10.2012	08.30-11.45	Team Work in class	Groups work individually with the Group Task and by the end of the day they have ready: Name of the Congress (convention, Seminar etc.) - proper and selling name Target group detailed (amount and amount of potential spouses) - group detailed Date of the Event and why this time was chosen Location, where the Event is going to take place (city and congress place named) Destination of Pre- and PostTours (not tour itself planned) and some basic theory written in your report. Use the sources given or some of your own. <u>Sorry for short notice due to personal reasons. Please check the changed dates here in SoleOps.</u>	Key from Korkeakouluisännät!!!	
08.10.2012	12.30-16.00	Sales Office & Task (Individual)	Is the Sales Office the most important department in a hotel? Role of Sale Office in Hotels, Congress Centres and Restaurant units Sales Personnel Sales Office Functions The Individual Task of the Functions of the Sales Offices is opened / Deadline 18.11.2012		Anne Lumio
15.10.2012	12.30-16.00	Congresses, Conventions, Meetings and Incentives	Role of the MCI's and other professionals Arranging a large Occasion or Event Pre-and Post Tours Accommodation, Food and Beverage Services and Logistics Interpretation and Secretary Services Letter of Invitation and other documents		Anne Lumio
22.10.2012	12.30-16.00	By Walking for Group Task	Please book your time to your guidance in Optima and have the required material ready by Midnight (at 00.03) 18.-19.10.2012 for your lecturer to read before the Monday meeting.		Anne Lumio
29.10.2012	12.30-16.00	Catering and Personnel Restaurants	Catering Services Personnel Restaurants Visitor::Katri Antell Yhtiöt / Heli Silvennoinen		Anne Lumio
05.11.2012	12.30-16.00	Profitability in Business	ABC Counting and ABC Management Revenue Management Some key Figures in the Hotel Business How to save money in the Restaurant and Catering Business		Anne Lumio



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12.11.2012	12.30-16.00		By Walking for Group Task	Please book your time to your guidance in Optima and have the required material ready by Midnight (at 00.03) 8.-9.11.2012 for your lecturer to read before the Monday meeting.		Anne Lumio
19.11.2012	12.30-14.30		Visit to MCC and GM Hotel	Visit to Marina Congress Center and Hotel Grand Marina/ Niina Knoops presenting the premises to you. Please think about possible questions to her in advance. Pick up information and ideas to your own Congress Task (your group). Meet with your group afterwards and think through, what this meeting gave to your own Congress Team Work. Good luck! PLEASE LET YOUR TEACHER KNOW IMMEDIATELY IF YOU ARE ON THE LOB-CRUISE AND ARE NOT ATTENDING THE INFO AT MCC AND GRAND MARINA!	Katajanokka, Helsinki	
26.11.2012	13.00-16.00		Presentations 1 Compulsory!	<u>PLEASE NOTE THE CHANGE IN STARTING TIME!</u> Compulsory to attend! List of groups / schedule will be given later.		Anne Lumio
03.12.2012	12.30-16.00		No contact lessons today	This is due to the fact that more than ½ of the class is attending the trip to Lapland 3.-9.12.2012		Anne Lumio
10.12.2012	12.30-16.00		Presentations 2 Compulsory!	Compulsory to attend! List of groups / schedule will be given later Feedback		Anne Lumio