

TOTEUTUSSUUNNITELMA Valmis

Opintojakso	Business Management in the Hospitality Field (A0196), 5.0
Toteutus	MHA1213: 1/2012-2013 (03.09.2012 - 21.12.2012)
Tyyppi	AMMATILLISEN OSAAMISEN MUODOSTUMINEN (A012)
Ryhmät	Ensisijainen: MHA11KN Muut:
Projektissa mukana	
Luennoitsijat	Alan osajia (Kongressi-, Catering-, Events- ja Myyntitoiminnoista)
Osallistujamäärät	Minimi: Maksimi:
Ilmoittautumisaika	21.05.2012 08:00 - 03.06.2012
Pääsääntöinen toteutusajankohta	
Soveltuvuus	Vaihto-opiskelijoille: Kyllä Vapaasti valittaviin: Ei Avoimen opisk: Ei Soveltuu virtuaali-AMK:n opintoihin: Kyllä
Opettajat	Lumio Anne (Vastuupettaja)
Kampus	Laurea Leppävaara
Pääsääntöinen toteutuspaikka	
Toteutustapa	Muu toteutustapa, Optimatoteutus/opiskelijaryhmä, Projekti/Hanke/T&K Kieli: englanti Virtuaalisuus: 2 op T&k-integraatio: 2 op
Toteutusluokka	
Painoalat	
Arviointi viimeistään	21.01.2013 Suoritusmateriaalin arkistointi päättyy: 21.12.2013
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 T: Introduction to management in the Hospitality Industry & List of sources to be given in class during the course
Arviointikriteerit ja arviointimenetelmät	Laurea's Criteria in Evaluation
Opiskelijan työmäärän jakautuminen	Lessons ca. 40 hours Group Work & Report ca. 50 hours Student's individual work ca. 45 hours Totally 135 hours = 5 Cr.

Oppimistapahtumat

Pvm	Klo	H	Aihe	Sisältö	Tila	Opettajat
03.09.2012	08.30-11	43	Start of course and schedule	Please note! The course starts from week 36 (3.9.2012) and the lessons are on Mondays from 08.30-11.45. 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	08.30-11	43	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
17.09.2012	08.30-11	43	Customers!	Who is paying your wages? = The		Anne Lumio



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				Customer! Making Customer Oiented Business... Searching for your potetnital Customer Statistics and managing your customers		
24.09.2012	08.30-11	43	Customers!	Who is your Customer and how to meet him/her/ them? Learning to know your customer through Customer Profiles How to understand the behavior of your Customer and his/her/their acts?		Anne Lumio
01.10.2012	08.30-11	43	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	08.30-11	43	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	08.30-11	43	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 Secreteary Services Letter of Invitation and other documents		Anne Lumio
22.10.2012	08.30-11	43	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	08.30-11	43	Catering and Personnel Restaurants	Catering service Personnel Restaurants Visitor: Antell Yhtiöt / Heli Silvennoinen		Anne Lumio
05.11.2012	08.30-11	45	Working in groups - no lessons	No morning lessons today - Groups work individually together with their Congress Task.		
12.11.2012	08.30-11	43	Profitability	ABC Counting and ABC Management		Anne Lumio



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			in Business	Revenue Management Some key Figures in the Hotel Business How to save money in the Restaurant and Catering Business		
19.11.2012	09-11	2	Visit to HFCB	Visit Helsinki City Tourist & Convention Bureau / Convention Unit / Ines Antti-Poiks/ They will meet you at: Vanha raatihuone, Aleksanterinkatu 20 (Helsinki City Centre) Please have questions ready to ask from the professionals there. Meet with your group afterwards and think through, what this meeting gave to your own Congress Team Work. Good luck! PLEASE INFORM YOUR TEACHER, IF YOU ARE ON THE LOB-CRUISE AND YOU ARE NOT ATTENDING THE INFO AT HCT!	Vanha Raatihuone, Helsinki	
26.11.2012	08.30-11	43	Groups work individually	Please note: 26.11.2012 ByWalking hours are cancelled. Please book another time if needed with your teacher in class. All grps will receive feedback into grp files during week 48. Please hand in the material at the latest on 26.11. Monday, thank you!		Anne Lumio
03.12.2012	08.30-11	43	Presentations 1 Compulsory!	Compulsory to attend! List of groups / schedule will be given later.		Anne Lumio
10.12.2012	08.30-11	43	Presentations 2 Compulsory!	Compulsory to attend! List of groups / schedule will be given later Feedback		Anne Lumio