

DEGREE PROGRAMME IN FACILITY MANAGEMENT
BACHELOR OF HOSPITALITY MANAGEMENT

PROGRAMME DESCRIPTION

240 ECTS credits
Duration of studies 2012-2016

Approved 23.12.2011





DEGREE PROGRAMME	Degree programme in Facility Management
EXTENT OF DEGREE IN ECTS CREDITS	240
DEGREE PROGRAMME INSTRUCTION LANGUAGE	English
CODE	MFA12S1
QUALIFICATION AWARDED	Bachelor of Hospitality Management
LEVEL OF QUALIFICATION	The European Qualifications Framework (EQF) level 6. Bachelor's degree corresponds to a bachelor's degree at scientific university level. (Act 426/2005, 10 §.)
SPECIFIC ADMISSION REQUIREMENTS	Eligibility to apply for higher education studies can be obtained with general upper secondary school, vocational qualification, International Baccalaureate, Reifeprüfung or European Baccalaureate examination, a vocational college diploma or higher vocational diploma, a foreign degree/qualification which gives eligibility for higher education in the awarding country.
ACCREDITATION AND SPECIFIC ARRANGEMENTS FOR RECOGNITION OF PRIOR LEARNING	Accreditation methods are described in degree regulations and the Study Guide.
QUALIFICATION REQUIREMENTS AND REGULATIONS	There are no degree-specific qualification requirements and regulations.



PROFILE OF THE PROGRAMME

Degree programme in Facility Management is an innovative and international programme in the field of facility management. The studies emphasize entrepreneurial competence, consumer and customer competence. The programme creates competence in service systems, responsible real estate business, wellbeing management and facility related technology.

One distinct feature of the programme is an innovative personal development plan module which gives the student a possibility to build a platform for own business development. The programme encourages entrepreneurship through the operationalization of an entrepreneurial approach and action model. The assignments related to the competence areas, completed at different stages of the degree programme, are based on real needs of the working life.

KEY LEARNING OUTCOMES

After the completion of the degree programme, the Bachelor of Hospitality Management has the following competences:

Service Systems Competence

Service system competence consists of competences related to products, production systems, service culture, and quality. The Bachelors of Hospitality Management master the concepts related to service activities, know R&D methods, and can anticipate changes in customer needs.

The bachelors of Hospitality Management are able to operationalise research data in developing service systems based on the goals of the company/organisation. They can utilise the potential of technology and use effective tools for development work. They can build cost-effective and innovative service systems, which promote the wellbeing of customers, staff and other players of the network. They are able to conceptualise service systems into a duplicable form. They are able to work in target-oriented networks and build unbroken service chains.

Competence in Responsible Service Business

The Bachelors of Hospitality Management master and understand the economic process of service business and the significance of strategic planning and management. They understand that profitable business is a prerequisite for the continuation of business operations. They master pricing, marketing and sales in the field, all the dimensions of managerial competence, apply efficient methods, know jurisprudence and the technologies required for the activities. They have the knowledge and skills needed for entrepreneurship in service SMEs. Competence in responsible service business ensures the profitability of operations and consideration for the environment and social and cultural dimensions.

Wellbeing Management Competence

The Bachelors of Hospitality Management can promote the wellbeing of customers, consumers, employees, and organisations within the service sectors. They are able to develop products and services for customers and consumers, utilising the practice theory on wellbeing they have built during the education. In their leadership activities, they are able to apply and evaluate the methods and tools promoting employee and organisational wellbeing



and creating a sense of safety and a good profit-making culture. They understand the significance of the wellbeing of supervisors and management for the organisation, the entire work community and interest groups. They understand how important the profitability of a company and ethically sustainable business are for the promotion of wellbeing. They are able to utilise cultural capital and everyday creativity to develop the culture of the service sector.

Service-Sector-Related Technological Competence

The Bachelors of Hospitality Management can assess the opportunities provided by future technologies from the perspective of development in their field. In developing business activity, they take into account the utilisation of technology. Together with experts in technology, they can identify, choose and develop optimal systems for the companies of their field. They are fluent users of common computer systems and the main professional systems of their field.

Foresight, Innovation and Networking Competence

The Bachelors of Hospitality Management are future-oriented and able to create an innovation system and culture which produces new service and business innovations. They master the tools needed in the innovation process, can utilise the staff's competence and innovation skills, consumer/client information, foresight information, research data, and the methods used in producing ideas and in evaluation. They are able to use policies and technologies promoting networking, direct their activities towards networks in compliance with company strategies, and utilise the opportunities networks offer for business activity.

PROFESSIONAL GROWTH AND KNOW-HOW

The development of competence of the Bachelor of Hospitality Management studying in the Degree Programme in Facility Management is described as follows:

Competence	Description of the Competence Area	Development
Transferable skills		Basic level
Business Environment Competence in Service Companies	The students can evaluate the behaviour of man as individual, consumer, customer, and member of work community, and can apply this knowledge to the production of wellness services and development of business activity. They can identify regional, national and global factors influencing the business environment of service companies, as well as being able to analyse the central dynamics of Finnish service companies. They know the structure, significance, challenges and opportunities of their chosen branch, and understand the social responsibility of companies within the branch.	



Managing Business in Service Companies	The students can responsibly implement, manage and develop business processes in SMEs, taking into account the conditions and success factors of the business environment and the competitive environment. They apply technological tools to accounting, marketing and managerial processes to ensure the company's constant profit. They can create personnel plans in accordance with the SME's goals and utilize the personnel as a resource to ensure the success of the SME. They innovatively utilize client and foresight information in planning the operations of the SME. They critically follow the change of the international and national business environment and recognize future risks and opportunities in creating goals and objectives. They understand the benefits of networking and can operate in different enterprise and development networks.	
Process Management in Facility Services	The students understand the service system as a whole, can identify its components, and utilize their competence to develop a service company. They deploy process thinking as a tool of business management and can develop process user-orientation, profitability and operational quality. They apply the opportunities of technology to manage service and production processes, based on a customer-oriented approach. They can create innovative service and production processes utilizing partner networks. They can utilize the additional value of service design when developing processes.	Intermediate level
Managing Innovation in Service Company	The students analyze the needs to develop new products in a tourism company, utilizing follow-up and customer management data, and looking for customer-oriented development ideas in foresight information. They utilize the tools of innovation chains in accordance with company strategies in product development work. They apply research data to product development and produce necessary new knowledge. They apply creative operating models in ideation teams, evaluate the usability of ideas, their customer orientation, profitability, and risks. They build experiential and ethically sustainable service packages based on the ideas, fulfilling the quality requirements of international customers, as well as service production systems and processes optimizing their earnings logic. They strengthen the brand of the tourism company through their development work. They use service design to build entities and plan, in expert cooperation, marketing communication for the service packages. They also choose efficient sales channels with regard to different customer segments.	
Personal Development Plan	The student plans and implements his/her individual development plan. The purpose of the personal development plan is to give a student individual choice to tailor the third year of studies to gain those professional skills that are required by the chosen field. This will include activities like industry based study/research projects, studies abroad, suitable courses offered by JAMK	



Research and Development Competence	The students actively follow national and international information sources of the field and deploy their results in work-related foresight, innovation and development work. They know the principles of project work and actively operate as leaders or members of a project group. They understand the main phases of the R&D process and utilize their competence in business management. They plan, implement, execute, and evaluate R&D projects.	Advanced level
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First and second year of studies are reserved for creating solid basis of basic business and managerial skills including the special features of facility management. All the students complete communication and management modules. They will also learn to manage processes and innovations in facility services and develop the service systems of the field. The programme familiarises the students with the planning, management and development of facility services of different companies / business areas.

Facility Management is a diverse discipline. For that reason on the third year of studies students will implement a Personal Development Plan, which they tailor to their needs. This will be a combination of studies at JAMK, company projects, minor research projects and exchange studies abroad. Based on Personal Development Plan students can build themselves an individually tailored degree.

The fourth year is the graduation year during which students will complete practical training, bachelor's thesis and elective studies.

In every stage of the programme, learning includes familiarization with phenomena through real-life-assignments in the industry. The assignments are designed to suit each learning stage and include analyzing and utilization of appropriate methods and tools.

OCCUPATIONAL PROFILES OF GRADUATES WITH EXAMPLES

The programme qualifies students for positions involving design, development and management of facility services. The graduates can work in different business environments, for instance in congress centers, enterprise parks, hotels and tourism enterprises. They can be in charge of the user and facility services produced in the premises, as well as developing new customer-oriented service products. The professional title may be service manager, facilities coordinator, real estate manager, customer service manager, event coordinator, sales manager, programme coordinator and property manager.

ACCESS TO FURTHER STUDIES

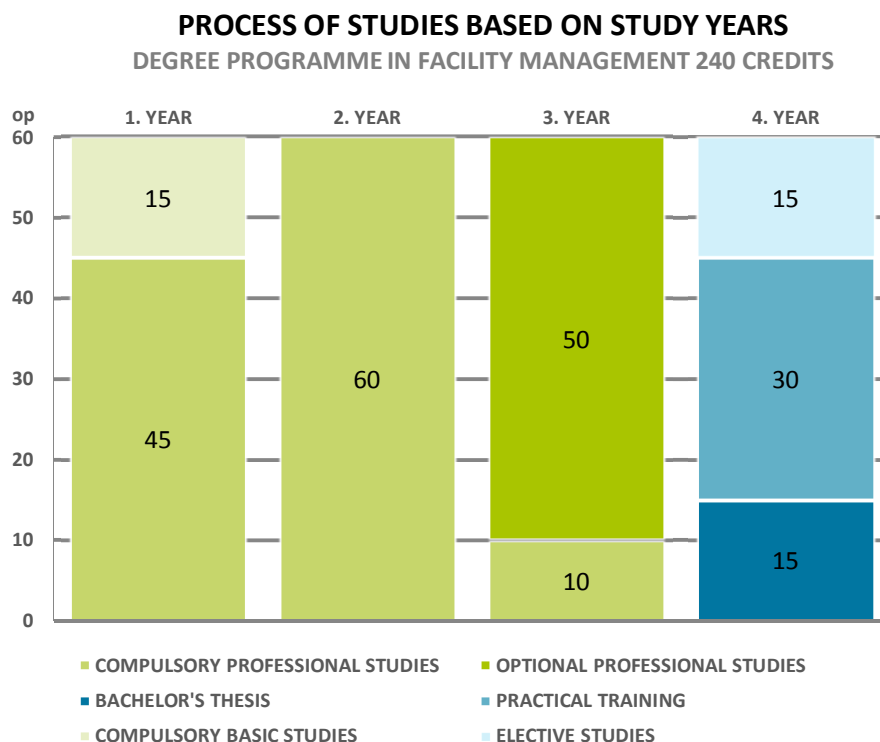
Upon graduation and approximately 3 years after the workplace phase, the student may continue their studies in a university of applied sciences' degree programme leading to a Master's degree. A Master's degree earned at a university of applied sciences is equivalent to a Master's degree earned at university. Studies may also be continued by applying to, for example, university Master's degree programmes or equivalent. After earning a Bachelor's degree at JAMK, it is also possible to continue studying in Master's degree programmes at foreign universities.

JAMK also offers opportunities for continuing education in professional specialisation studies, higher education level apprenticeship training and professional development studies. If the student earns a Master's degree, they may be given the opportunity to enrol



in academic or artistic post-graduate studies at university (Section 37 of the Universities Act 558/2009). Students must apply for post-graduate studies separately.

COURSE STRUCTURE DIAGRAM



EXAMINATION REGULATIONS, ASSESSMENT AND GRADING

Studies are comprised of courses and broader competence areas. Courses are taken during one academic year. However, they must be completed by no later than the end of the autumn term for the following academic year. If a course remains incomplete, the student must take it over again during the following academic year. Exceptions to this include theses, internships and special workplace-based project studies.

In the first classroom session, the course's key learning objectives and content as well as its various assignments and assessment criteria are gone over, possible examination dates are discussed (main examination) and the end date of the course, after which no more assignments are accepted, is announced. The student is given a total of three chances to complete a given course: the main examination of the course or two separately specified re-examinations.

Learning outcomes are assessed in accordance with course's key learning objectives. If not mentioned otherwise in the programme description, a grading scale of 5 to 1 (5 Excellent, 4 Very Good, 3 Good, 2 Satisfactory, 1 Sufficient) is used. The students have the right to know how the assessment criteria have been applied to them. In special cases, a pass/fail scale may be used. The completion of a course will be entered in the record of credits within a month from the given end date of the course, and always before the end of the academic year.



GRADUATION REQUIREMENTS A prerequisite for receiving a Bachelor's degree is that the student completes the studies (courses, internship, thesis and maturity exam) in their degree programme, within the period of their right to study, in accordance with their personal study plan.

MODE OF STUDY Face-to-face learning

The programme is mainly carried out by face to face learning but studies are also implemented virtually. In every stage of the programme , learning includes familiarization with phenomena through real-life assignments in the industry. The assignments are designed to suit each learning stage and include analyzing and utilization of appropriate methods and tools.

HEAD OF THE DEGREE PROGRAMME Head of Department Minna Hiekkataipale, +358 400 698 174
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PROGRAMME PLANNING PROCESS Curriculum work in the Degree Programme in Facility Management is based on the information provided by close interaction with working life, continuous anticipation, evaluation of the degree programme, extensive R&D activity, and cooperation in national and international networks. Curriculum planning has been mainly based on

- The pedagogical principles of JAMK
- The cross-evaluation of the Degree Programme in Service Management. 2004
- The cross-evaluation of the Degree Programme in Facility Management 2008
- The international evaluation of the Degree Programme in Service Management. 2006
- The generic competences of graduates from universities of applied sciences. 2006
- The programme-specific competences of Tourism and Hospitality Management. Marata-verkosto (Marata network) 2006.
- Services 2020. Competences in the International Service Society. 2006.
- Marata Vision 2015. (28.3.2007)
- Myyryläinen, S. & Norola, K: 2008 Viewpoints Regarding the Future Competences and Skills of Students Graduated from the Degree Programme in Services Management. Bachelor's Thesis, 1/2008
- Aalto, A, & Haapaniemi, S. 2007 Toimitilajohtaminen; kokemuksia koulutuksesta ja työelämästä. Bachelor's Thesis
- Ala-Jääski, M. & Kurki, H. 2008 Working Life Correspondence of the Curriculum in the Degree Programme in Facility Management. Bachelor's Thesis
- Locus 4/2007, 5/2007 & 1/2008, Articles related to facility systems and management.

The close interaction with the working life organizations during the studies as well as the RDI-projects provide continuously relevant information for development purposes. In addition, an extensive operational environment analysis was carried out during the spring 2011 concerning the future trends in the field of hospitality management. School of Business



and Services Management has also an active advisory board which systematically produces information for developing and focusing the education to better correspond to the working life needs.

In the year 2010, three Bachelor's Theses were done in order to improve the degree programme in Facility Management; Heidi Paananen's and Maria Rochdi's "Developing Ideas for the Curriculum in Facility Management: Competences and Future Prospects", Sanna Lindberg's "Working in the Field of Facility Management" and Kristiina Mähönen's and Irene Anastasidis's thesis "Experiencing European Facility Management Conference 2010, The Search of the Current Facility Management Topics".

During the autumn 2011, a Bachelor's thesis "Future of Facility Management in Finland" will be finalized (student Ernest Boateng).

SCHOOL

JAMK University of Applied Sciences,
School of Business and Services Management, Degree Programme in Facility Management
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FURTHER INFORMATION

QUALITY MANAGEMENT

JAMK's quality system is audited by the Finnish Higher Education Evaluation Council (FINHEEC). Quality management consists of four elements: 1) planning, 2) action, 3) follow-up and evaluation and 4) quality improvement. The most important elements of quality management in education are

- **PLANNING:** JAMK strategy, Pedagogical principles, RDI principles, Performance agreement, OPS & HOPS
- **ACTION:** Education processes, Degree regulations, Study guide
- **FOLLOW-UP AND EVALUATION:** Course feedback, Student feedback, Follow-up surveys, External evaluations
- **QUALITY IMPROVEMENT:** Making use of follow-up and evaluations, Daily improvement

For more information, see JAMK's Quality Manual.

PEDAGOGICAL PRINCIPLES

The Degree Programme is implemented in compliance with the pedagogical principles approved by the Board of JAMK University of Applied Sciences.

ETHICAL PRINCIPLES

The students and staff of JAMK act in compliance with the ethical principles approved by the Board of JAMK University of Applied Sciences on 15 December 2010.

LAST UPDATE

21.12.2011