



Bachelor of Hospitality Management

Degree Programme	Bachelor of Hospitality Management Bachelor's Degree Programme in Service Experience Management Spring 2027
Number of Credits	210 ECTS credits
Training Duration	3.5 years
Tuition Fee	<ul style="list-style-type: none"> • EUR 9,500 / year • To start the residence permit application process, students must pay the first year's tuition in full • From the second year, tuition can be paid per semester and scholarships are available (15%- 30%)
Location	The university's campus(es) in the Helsinki Metropolitan area
Study Places	Not limited like in the Joint Application
Application Timeline	<ul style="list-style-type: none"> • Studyinfo Application period: 14/9 - 09/10/2026 • In-person Exam in Vietnam: 31/10 - 04/11/2026 • Start studies: Spring 2027
Selection Process	<p>Students are selected by Entrance Exam, organized in Vietnam.</p> <ul style="list-style-type: none"> • Eligible candidates (eligibility described in the next section) will be invited to the Entrance Exam held in Ho Chi Minh City, Vietnam. • Get results in 1 week. • Exam structure includes Written exams and Interview/Group Interview. • All applicants who pass the entrance exam will receive the study place. There are NO limits in study places.
Eligibility	<p>Candidates must fulfill the requirements below to be able to join the Separate Entrance Exam in Vietnam:</p> <ul style="list-style-type: none"> • At least 18 years old or will turn 18 years old at their arrival time in Finland. • High School graduate or higher. Current 12th-grade students can still apply; unofficial/interim transcripts are requested. • IELTS Academic 6.0 / PTE Academic 55 / Duolingo 105 or equivalent international certificates (TOEFL, Cambridge, etc.). Students who have completed a High School, Vocational, College, or University programs entirely in English will be considered for an exemption from the international English certificate requirement on a case-by-case basis. • Clean Criminal Record. • Candidates must be able to take the in-person exams in Vietnam. There is no online exam possibility.

Program content

Bachelor's Degree Programme in Service Experience Management at Laurea University of Applied Sciences

- In addition to field-specific studies, the new curriculum includes Laurea-level joint studies, where students meet and study with other international Laurea students from various departments. This collaborative environment boosts cross-cultural connections, language integration, and your global career prospects.
- The new curriculum also builds a strong foundation in applied research that blends academic theory with practical application. Graduates can innovate business services or seamlessly transition into post-graduate studies.
- Students have daytime studies in the vibrant capital region and test service innovations in cutting-edge simulation spaces (Bar Laurea, Bar Room, Event Lab) alongside an extensive network of corporate partners.

PROGRAM STRUCTURE (210 ECTS):

Core Competences (150 ECTS):

- Developing Professional and Communicative Competence
- National Languages
- Business Competence
- Customer-Oriented Services in the Tourism, Restaurant and Event Industry
- Experiences as Business
- Creating a Sustainable Future
- Professional Practice in the Workplace

Complementary Competences (60 ECTS): Individuals may construct study paths according to personal ambitions and subjects of interest:

- Tourism Business
- Event Business
- Food & Beverage Business
- International Co-operation
- Other Complementary Competence

With early engagement in practical projects from semester 1, students immerse themselves and get a sense of working life in the service and hospitality world. In which it is beneficial to deepen their complementary studies to the specific career goals.

The studies include 2 professional work placements (15 ECTS per placement), equivalent to 5 months (800 hours) of practical work at a company. Students are also required to complete a real-world (R&D) thesis project aimed at solving specific organizational challenges.

Diverse Career Prospects

Career prospects extend far beyond traditional hospitality into various service sectors such as retail, entertainment, tourism, and technology. With a comprehensive skill set combining business acumen, applied research, and data analytics, graduates can flexibly transition into tech companies, retail corporations, travel agencies, or global event organizations.

A graduate can be employed as a Customer Experience (CX) Manager, Multidisciplinary Service Designer, Business Analyst, Hotel / Restaurant Manager, International Event Organizer, Tourism & F&B Developer, Project Manager, Strategic Consultant, or Entrepreneur.

RAB Consulting Company Limited (RAB Academy) is Laurea's Official Marketing Partner and Co-Organizer of all Laurea Exams in Vietnam. Please contact RAB via:

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