Academy Profession degree (AP) in Service, Hospitality and Tourism Management

Course curriculum
2010 - 2012

DANISH ACADEMY OF
BUSINESS AND TECHNOLOGY
2010

Course description for the AP Programme in Hospitality and Tourism at Danish Academy of Business and Technology, Minerva Randers.
Valid from September 1st 2010.

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1. Curriculum contents

The curriculum in question has been developed in compliance with the guidelines specified in Danish ministerial order no. 636 of 29/06/2009 on professional higher education and bachelor programmes, and is divided into two parts, i.e.:

- **a core national curriculum**, which is designed to be used by all education institutions, providing the programme in question,

  and

- **the institution's specific curriculum,** which specifies concrete guidelines and requirements set by each education provider. Some components of a specific curriculum can be developed independently or in collaboration between several education providers.

The document in question represents a core national curriculum and is developed in close collaboration between the institutions offering the Hospitality and Tourism Management programme.

According to the ministerial order, the following information should be included:

Core national curriculum:
1) Core subject areas:
- Content
- ECTS value
- Intended learning outcomes
2) Compulsory elements:
- Content
- ECTS value
- Intended learning outcomes
- Course distribution (semester-by-semester distribution)
3) Work placement:
- ECTS value
- Intended learning outcomes
- Course distribution (semester-by-semester distribution)

4) Description of internal and external examinations common to all education providers offering the programme.

Institution's specific curriculum:
1) Elective subjects
- Content
- ECTS value
- Intended learning outcomes

2) Course distribution (semester-by-semester distribution)
3) Work placement rules and regulations, including requirements, expectations and prerequisites of the parties involved.
4) Description of other internal and external examinations and compulsory progression assignments
5) Description of the courses, comprising the programme, which can be taken abroad.
6) Requirements to written assignments and projects as well as final year project.
7) Description of teaching and learning methods and working procedures.
8) Rules of differentiated teaching
9) Rules of credit transfer and information about cooperation agreements
10) Attendance regulations
11) Requirements with regard to the material written in a foreign language

2. Programme's aim and entry requirements

2.1 Programme's aim

The aim of the professional higher education programme in service, tourism and hotel management is to qualify students to independently perform work assignments relating to the development, planning, implementation and delivery of services at national and international levels in businesses and organisations operating in the fields of service, leisure and business tourism, as well as hotels and restaurants.

The student must be able to combine his/her knowledge of commercial, cultural and innovative aspects and principles of sustainable development with methodical considerations in the planning and organisation of services.

Furthermore, the student should be able to interact and collaborate in management teams and effectively and efficiently build customer relations with people from various educational, linguistic and cultural backgrounds.

2.2 Entry requirements

The following educational backgrounds give access to the programme; cf. Danish ministerial order no. 239 of 15/03/2010 on admission, enrolment and leave of absence on higher education programmes (Ministry of education's order on admission), and its later amendments:

1. Admission with an upper-secondary background (upper-secondary school leaving examination, higher commercial examination, higher technical examination, higher preparatory examination):

   Specific admission requirements:
   - Mathematics at level C or Business economics at level C

2. Admission with vocational education and training (VET):

One of the following:
- Vocational training in bakery (step 2)
- Vocational office administration training with specialisations
- Vocational training in butchery (step 2)
- Vocational training as event coordinator
- Vocational training in gastronomy with specialisations
- Gourmet (step 2)
- Vocational training in commerce with specializations
- Vocational training in pastry (step 2)
- Vocational training in office with specialisations
- Vocational training as a receptionist
- Vocational training as a waiter (step 2)

Each education provider is in a position to admit applicants to the programme in question with alternative qualifications (other relevant vocational training) provided there is evidence to show the capacity to pursue the course of study.

Entrance to the programme is merit based; those who are deemed to meet the entry requirements best will be accepted to the programme.

As part of the eligibility assessment process, applicants may be invited to an interview, an additional entry examination or both.

2.3 Programme's legal framework

The curriculum in question fully complies with the following laws, acts and orders, which are applicable to all education institutions offering the programme:

- Danish ministerial order on the professional higher education within service, tourism and hotel management (AP degree in Hospitality and Tourism Management) no. 700 of 03/07/2009
- Act no. 207 of 31/03/2008 on professional higher education and bachelor programmes, and its later amendments
- Act no. 850 of 12/09/2009 on academies of professional higher education offering tertiary education, and its later amendments
- Danish ministerial order no. 1016 of 24/08/2010 on tests and general examinations in professionally-oriented programmes
- Danish ministerial order no. 636 of 29/06/2009 on professional higher education and bachelor programmes , and its later amendments
- Danish ministerial order no. 239 of 15/03/2010 on admission, enrolment and leave of absence on higher education programmes (Ministry of education's order on admission), and its later amendments
- Danish ministerial order no. 262 of 20/03/2007 on grading scale and assessment, and its later amendments
- Danish ministerial order no. 684 of 27/06/2008 on accreditation and approval of professional higher education and bachelor programmes, and its later amendments

The above-mentioned documents constitute the legal framework of the programme in question, yet the list is incomplete. All accepted students must be familiar with these orders and acts. Other acts and orders, which are not on the list, i.e. Ministerial order on open learning scheme, may also be relevant.

The above-mentioned documents are available on the official homepage of the Danish ministry of education (www.uvm.dk or www.retsinfo.dk).

2.4 Education institutions offering the programme
The following education institutions are eligible to offer the Service, Hospitality and Tourism Management programme:

1. University College Northern Denmark, Sofiendalsvej 60, PO Box 740, 9100 Aalborg www.ucn.dk

2. Academy of Professional Higher Education Lillebælt www.eal.dk:
   - Tietgen Business College, Nonnebakken 9, 5000 Odense C
   - Kold College, Landbrugsvej 55, 5260 Odense S
   - Boulevarden 48, 7100 Vejle

3. Dania, Danish Academy of Business and Technology, www.eadania.dk
   - Tradium Randers, Minervavej 63, 8900 Randers
   - Skive Business school, Arvikavej 2, 7800 Skive

4. Business Academy Copenhagen Business, www.cphbusiness.dk
   - Business Academy Copenhagen North, Trongårdsvej 44, 2800 Kgs. Lyngby,
   - Copenhagen Hospitality College, Vigerslev Allé 18, 2500 Valby

5. Zealand Institute of Busines and Technology, www.easj.dk
   - Selandia College, Bredahlsgade 1, 4220 Slagelse
   - Koege Business Collage, Lyngvej 19, 4600 Køge

6. MidtVest Academy of Professional Higher Education, Valdemar Poulsens Vej 4,7500 Holstebro, www.eamv.dk

2.5 Title
The students who have successfully satisfied all requirements of the programme are awarded a professional title of an **AP Graduate in Service, Hospitality and Tourism Management.**

3. Duration, structure and contents of the programme

3.1 Programme duration and ECTS value

The programme in question is a short-cycle professional higher education full-time course of study and is equivalent to 2 years of full-time academic workload.

The education institutions offering the programme use the European Credit Transfer System awarding credits for programme's courses and activities. Each year students complete 60 credits according to European Credit Transfer System. The programme in total represents 120 ECTS credits. The programme represents 22 clips according to the Danish Students' Grants and Loans Scheme.

The student is required to participate in a number of tests within the programme's first year after commencement of study. These tests, however, must be passed before the end of the programme's second year after the commencement of the study period. In case of extraordinary circumstances, the institution may choose to grant exemption from this requirement.

3.2 Programme structure and contents

The programme comprises:

 1) Compulsory modules - 75 ECTS
 2) Work placement -15 ECTS
 3) Elective subject - 15 ECTS
 4) Final year project - 15 ECTS

The curriculum in question describes the intended learning outcomes through qualifications to be acquired by the students[1].

The intended learning outcomes are described in terms of "Knowledge and Understanding", "Skills" and "Competences".

The aim is to create a common platform for general understanding and fundamental concepts in the shortest period of time. That is why the first 10 ECTS credits are allocated for service industry competences, economics and methodology and research methods. It provides the students with a so called "tool box" of knowledge and skills, which they can effectively use in the course of study.

The core topic of the first semester is therefore "learning to learn", whereas the subsequent semesters focus more on developing the skills for independent learning, where the instructor only plays a supervising role.

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[1] The new Danish qualification frame in tertiary (higher) education describes the level of the learning aims and objectives (intended attainment).

Semester	1		2		3		4	
Methodology								
Methodology and research methods	2	1	2					
Service organisation								
Business economics	2	3	4			2	4	
Service management		3					2	
Macro economics	1	1	3					
Service industry competences	5							
Organisation								
Leadership		5	1				4	
Human resource management		1	4					
Planning								
Strategy and business development		2					3	
International marketing		2				3		
Communication								
English and cultural studies		1	4			3	2	
Customer relations		1	4					
Elective subject			8			7		
Work placement					15			
Final year project								15

Semester/ term calendar:

Semester 1	September - January inclusive
Semester 2	February – June inclusive
Semester 3	August - January inclusive
Semester 4	February – June inclusive

3.3 Work placement – aims and general framework

3.3.1 Aims and objectives

The aim of the work placement is to equip the students with the business competences by means of practical introduction to a business / industry. It should enable the student

to participate in development, planning and organisation, sale and delivery of services in a company.

Placement in a company:
- allows the students to acquire business competences
- ensures effective integration of theory into a practical business setting
- ensures further progress in the learning process
- ensures both academic and personal development of the interns

A work placement allows the students to acquire practice-oriented skills. The student, to a certain extent, will seek knowledge from various departments in an organisation. This could, for example be, personnel, sales, marketing, finance and customer service departments. Furthermore, the student can perform concrete practical tasks in the company during the placement period.

The placement is scheduled for the beginning of the third semester. This ensures the best possible integration between theory and practice; it also provides the students with better possibilities to collect data and define a research question for their final year project, which as a rule originates from the work placement practices.

3.3.2 General framework
Work placement lasts 13 weeks and is scheduled for the beginning of the third semester, in the period from August to October.

Working within a service organisation during placement gives the student an opportunity to apply recently acquired theoretical knowledge to a business setting, which in its turn reinforces their business competences and ensures further progress in their learning process in relation to the general aim and objectives of the programme.

The education provider assumes overall responsibility for ensuring that the placement meets the requirements of the programme and it keeps the right to approve a work placement company. In collaboration with the student the company develops an action plan and identifies focus areas - the concrete tasks and projects - the students will be responsible for while in the company.

On completion of a work placement, the student has to develop a work placement project, focusing on the topics agreed upon with the company.

A work placement is not designed as a rigorous on-the-job training, but should be seen as an insight into the realities and work practices of the management and employees of a service enterprise.

4. Assessments and examinations

The student's work will be assessed through examinations, internal assessments, various tests (coursework) and compulsory progression assignments, described in the institution's specific curriculum.

4.1 General assessment and examination regulations

For successful completion of the programme each student must take and pass <u>three examinations and three internal assessments</u>.

Additionally a set of internal assessments and compulsory progression assignments can be introduced, provided it complies with the institution's specific curriculum.

There exist two forms of assessments, according to the core national curriculum:

1. <u>External assessment – examination</u> – assessed by the examiner and designated external examiners
2. <u>Internal assessments</u> - assessed by the course lecturer or by a group of lecturers

All examinations and tests take place during the examination sessions following the completion of tuition in each semester.

A minimum mark of 02 must be obtained to pass an examination/test/ assignment.

In an institution's specific curriculum each education provider may further specify other internal assessments and a set of compulsory progression assignments, assessed by the course lecturer or a group of lecturers.

The following rules and regulations apply to examinations, tests and compulsory progression assignments:

- All first year internal assessments (with an exception of internal assessment in Customer relations and Cultural studies) and compulsory progression assignments must be passed in order for the student to be able to sit a first year interdisciplinary examination.

- The student can only take an internal assessment in their chosen elective subject, if the first year interdisciplinary examination, internal assessment in Customer relations and Cultural studies, and other internal assessments and compulsory progression assignments have been passed.

- All examinations, internal assessments and compulsory progression assignments must be passed in order to sit the final year project examination

The student is allowed a maximum number of three attempts per examination and internal assessment in order to pass.

4.2 Assessments and examinations distribution

The section in question further specifies assessments and examinations of each semester, their aim, form and marking process.

4.2.1 Internal assessments of the first semester

4.2.1.1 Pilot project

In the first semester the students develop a group project, based on the knowledge and skills aquired in the Methodology course. The purpose of the project is to enable the students to demonstrate that they have developed methodological competences in research question definition, research and analysis. The students should also demonstrate their ability to critically evaluate work of other groups and present their opinions both orally and in writing.

Working in groups, the students are expected to define a research question, which can be industry-specific or of a more general nature. The project should reflect the knowledge of the courses delivered in the first semester.

The education institution (lecturer) must approve the title of the project, its research question as well as provide project supervision.

The students' performance will be measured against specified criteria, i.e.:

- Successful completion of a group assignment with an independently chosen topic
- Critical evaluation of work of another groups project
- Oral presentation and defence of the project (to be followed by an individual assessment)

The project is assessed on a pass/fail basis and numerical mark is not awarded.

The whole process including examiners' evaluation of the project and the presentation is limited to 45 minutes.

4.2.2 Examination and internal assessments of the second semester

4.2.2.1 First year interdisciplinary examination

During the examination in question, the student should demonstrate their ability to apply professional theoretical knowledge in practice, present this in writing as well as demonstrate their ability to utilize a **cross-disciplinary** perspective.

The examination will take place at the end of May / beginning of June. This assessment takes the form of a six-hour written examination. 24 hours prior to the examination, the students are introduced to the exam topic (business case).

The case may be discussed among the students, but neither staff, nor lecturers can answer any questions related to it.

A single overall mark will be given to each student according to the 7-point grading scale.

The business case (exam topic) is based on the content of the core disciplines of the 1st and 2nd semesters, with economics as a compulsory element.

4.2.2.2 Internal assessment in Customer relations and Cultural studies
This assessment takes the form of an oral examination, which takes place in the ultimo May / beginning of June.

The oral component (aka the student's answer) and the examiners' evaluation are limited to 20 minutes, preceded by a 40-minute preparation.

The examination is based on a written question(s) related to Customer relations (inclusive the law areas) and Cultural studies, however, other subject areas can be reflected in the examination, if relevant. The question(s) must be answered orally.

A single mark will be given to each student according to the 7-point grade scale, this is given to the student as part of the examination.

4.2.3 Internal assessments and other types of assessments of the third semester

4.2.3.1 Work placement project
Work placement gives 15 ECTS credits and takes place at the beginning of the third semester.

As a rule, the students have to develop and submit an action plan, describing the intended learning outcomes, prior to or by the end of the first **fortnight** after placement **commencement**. This is to be approved by the allocated supervisor.

The work placement culminates with a written report to be developed by the students both during and after the placement period itself. The report should be based on an independently formulated research question and should include analysis of the achieved outcomes.

The examination, i.e. a written work placement report (project) with a subsequent oral defence (a.k.a. the oral examination), takes place after completion of the work placement. Its purpose is to examine whether the student has developed academically and personally during the period of the placement.

The oral component of the examination lasts 30 minutes and it should include a presentation and the student's suggestions on how to put the project / report findings into perspective.

Where applicable, the work placement should partially reflect the knowledge acquired in the core compulsory modules.

The work placement is assessed on a pass/fail basis and the result is to be announced on completion of the exam.

If the examination is failed, the student must undertake additional work and **re-write** the **project** under supervision. The maximum number of assessment attempts normally allowed for a student is three.

4.2.3.2 Examination in elective element

The examination in elective element, i.e. a written project, is designed to evaluate the **students' abilities** to demonstrate the knowledge obtained during the elective course as well as knowledge of some areas of the compulsory modules. It should reflect the students' skills and competences, required in their chosen elective.

The project's topic and content should be relative to the objectives of the compulsory and elective modules listed in the curriculum.

The examination in question is scheduled for the end of the third semester and takes the form of an individual written project aimed at deepening the students' knowledge within their chosen elective. An oral individual defence will then follow.

The education institution (appointed supervisor) should approve a research question (project title).

The student is not allowed to use the same project title (research question) as in work the placement project and final year project.

The title of the project should determine the problem to be solved in the project.

The examination should include:

- Presentation of the written project with further elaboration on the research question and the process and strategy for student reflection.
- Oral defence of the project

The students' performance will be measured against specified criteria, i.e.:

- The project's academic and methodological level
- The student's ability to present and reflect upon their work
- The student's oral defence

The examination and the examiners' evaluation are limited to 45 minutes per student.

Understanding of the elective module, as well as compulsory subject areas, which are relevant to the subject matter of the project, will be examined during this assessment.

An overall single mark will be given to each student according to the 7-point grading scale.

In case of failure the student must write a new project in order to achieve a pass mark for the assessment. The student is allowed to keep the same project title, but the research question should differ from the one, previously used.

Project writing requirements:
A satisfactory project should be based on desk research. It should focus on the theories from the elective subject. The student should also justify and elaborate the research question, using their own professional experience and examples from service organizations.

Using field work and data collection (field research) is optional; the student may choose to present their findings in a project, provided they comply with the chosen research question.

A student is not allowed to base the project solely on their practical experience and examples from their work placement.

4.2.4 Examinations and assessments of the fourth semester

4.2.4.1 English – internal assessment
The aim of the internal assessment is to document the student's ability to communicate professionally in English in a business-related context.

The internal assessment is placed during the fourth semester in which the student is to participate in an internal assessment with the main emphasis on English as a subject area. The internal assessment is individual and will be assessed as passed/failed.

If the internal assessment is divided into two or more parts, the assessment will be assessed in its entirety as passed/failed.

4.2.4.2 Business plan – internal assessment
At the end of the fourth semester, the student must produce a project consisting of a business plan. The aim of the project is to train the student's ability to demonstrate an understanding of as well as an ability to work with development-oriented problem solving. In addition, the student must also demonstrate his/her ability to work across disciplines/subject areas and in a holistic fashion.

The project is to be written in a group which is responsible for coming up with a project topic as well as a thesis within the area. The project will be concluded with an individual assessment.

The institution is to approve topic and thesis as well as assigning a group supervisor.

Participation in the project includes:

- Participation in solving a group project
- The individual assessment

The Internal Assessment will be assessed in total as passed/failed.

4.2.4.3 Final year project

The project is designed to show the student's ability to methodologically develop and define a research question and, based on it, to design a concrete project for a work placement organisation[2].

Firstly, this project should show the student's understanding and breadth of awareness of the subject areas combined with elective modules of the programme in question. Secondly, it should show the student's ability to apply these to a practical issue/ situation in a service organisation. The project is based on information, facts and ideas originating from Denmark or abroad and should demonstrate that the student can process, analyse and evaluate the selected material and can combine it with the relevant theories and methodology of the programme.

It is therefore required that the student uses detailed field and desk research to form the basis of the project in question.

The final year project completes the course of study and normally takes place at the end of the fourth semester.

Essentially, the starting point of the final year project is the understanding of the core subject areas, elective modules and the economic perspective on the chosen subject matter. The student, the education institution (project supervisor) and the work placement organisation should agree the project's title (topic), since the project is an academic report aimed at solving a practical problem of the given organisation. The education provider must approve the project research question.

The project as a rule is developed individually, as it is written primarily for the company where the student has completed their work placement. However, permission can be granted to develop a project with a group of up to three students, if a more sector-related subject matter is chosen or the research question has been designed for a different organisation, nevertheless, one operating within the area of the student's elective.

The institution's specific curriculum specifies the rules and regulations on the submission dates and general requirements for the individual and group assessment.[3] The education provider must approve the final year project's title and research question, and must appoint a project supervisor.

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[2] A written notice must be submitted to the education provider, if the student chooses to base his/her project on a different topic.

[3] It should also specify the amount of time allotted to supervision per each student.

An executive summary forms an integral part of the final year project and therefore it will also be assessed during the examination.

The oral examination (project defence) takes place after the written project has been handed in, and lasts 60 minutes including the examiners' evaluation. An overall single mark will be given to each student for both written and oral components of the final year project examination.

The student's **ability** to write without grammatical errors, to verbally **express themselves in** a clear, precise and focused manner, and to accurately use relevant terminology will be assessed and this assessment will comprise 10 % of the final mark.

In case of pass is not achieved for the assessment, the student must write a new project. The research question of a new project should differ from the one, which was previously used. The same rules apply to cases of withdrawal from the examination, when the student is unable to submit their project in due time.

4.3 General rules and regulations for examinations and assessments

4.3.1 Rules for external examinations and internal assessments
All students are automatically registered for the standard external examinations and internal assessments.

These are:
- Pilot project – internal assessment
- First year interdisciplinary examination – external examination
- Internal assessment in Customer relations and Cultural studies
- Work placement project – internal assessment
- Examination in elective element – internal assessment
- English – internal assessment
- Business plan – internal assessment
- Final year project – external examination

In case a pass mark is not achieved or the student withdraws from the examination (assessment) because of illness, the student is allowed to re-sit their exams as a first attempt. In the case of illness the student must notify the education provider with a documented explanation, i.e a full medical certificate from the doctor.

As active participants of the programme in question, students must sit/ take all the standard examinations and assessments.

If a student misses the examination/ assessment without good reason, the student is recorded as absent and as having used their first attempt. A student is then only allowed to sit their missed exams during the scheduled exam session in the following year.

If a student wants to withdraw from the standard examinations/assessments, they must provide a written explanation at least a fortnight prior to the date of the exam[4]. The student is then only allowed to sit their missed exams during the scheduled exam session in the following year.

If a student wants to withdraw from the final year project, they must notify their education training institution in writing at least one month prior to the date of the project submission.

4.3.2 Standard format for written assignments (projects)

All written assignment must conform to the standard format regulations and MUST NOT exceed the allotted length, which is specified by the allowed number of characters.

One standard A4 page should not contain more than 2100 characters.

The total character count for the original paper, including figure legends and tables and excluding front page, table of contents, list of references (bibliography) and appendices, should comply with the following:

Examination/ assessment	Allowed number of characters
Pilot project	maximum 84 000 characters
First year interdisciplinary examination	-
Work placement project	maximum 35 700 characters
Elective element (specialisation) project	maximum 42 000 characters
English	-
Business plan	-
Final year project	
If written by one student	maximum 115 500 characters
If written by two students	maximum 189 000 characters
If written by three students	maximum 231 000 characters

In the event that a student fails to conform to the existing standard format and exceeds the allowed length, the assignment will be assessed only until the specified number of characters has been reached.

Written work that amounts to less than 50% of the specified number of characters is rejected, and the re-examination cannot take place until the next scheduled examination session.

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[4] Dates when examination material is to be handed out

The exact character count <u>SHALL</u> be printed on the front page of every written assignment[5]. If the student fails to conform to the above rule, the written assignment is rejected and the re-examination cannot take place until the next scheduled examination session[6].

The above rules are applicable to ALL written assignments (projects/ coursework).

4.3.3 Group size
The optimal group size for all group activities is 3-5 students. This rule, however, does not apply to the final year project.

Changes to this rule may apply in the case of acute and serious illness (injury), death of a close relative or on other compassionate grounds.

4.3.4 Results of examinations and tests
At oral examinations the student will be informed of the result of the examination directly after the examination

For other examinations clear guidance on the result publication date will be given to the students, when the examination material is handed out.

The institutions seek to finish the process so that students receive marks and feedback within a fortnight from the date of examination.

The results of written examinations will be published in the form of a formal exam result letter specifying the mark, or an electronic notice will be available (with the examination number) from the relevant department at the education institution. Results cannot be issued over the phone.

4.3.5 Examination and assessment schedule
For students enrolled on a programme in September 2010 the following examination schedule applies (subject to possible amendments):

Examination sessions 2010-2012			
	To be submitted/handed out/approved	To be submitted	Examination dates
Pilot project (internal assessment)			At the end of the 1st semester 2010 (date to be announced by each education institution)
Pilot project re-sit			To be scheduled by each

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[6] In case a project supervisor/examiner(s) are in doubt about the number of characters, he/she/ they keep the right to request an electronic version of a written assignment. The students then must submit the requested file saved on a memory device or a CD-rom within 24 hours.

			training institution
Internal assessment in Customer relations and Cultural studies - Oral		**Ultimo May / beginning of June 2011**	**To be scheduled by each institution**
Internal assessment in Customer relations and Cultural studies Re-sit - Oral		To be scheduled by each institution	
First year interdisciplinary examination Written	**7 June 2011 - case is handed out at 09.00**	**8. June 2011 9.00 – 15.00 Written examination**	
First year interdisciplinary examination re-sit Written	7 November 2011 Handed out at 09.00	8 November 2011 9.00 – 15.00	
Work placement project Internal assessment			**Autumn 2011 (To be scheduled by each institution)**
Work placement (report) project Re-sit			To be scheduled by each institution
Elective module (specialisation) Internal assessment	**To be approved on Friday, 16 December 2010 at the latest**	**To be submitted on 9 January 2012**	**Oral defence in week 4 or 5, 2012**
Elective module (specialisation) Re-sit	To be approved on Monday, 5 March 2012 at the latest	To be submitted on Thursday, 15 March 2012	Oral defence in week 13, 14 or 15, 2012
English – internal assessment			**4.semester - to be scheduled by each institution**
English – internal assessment			To be scheduled by each institution
Business plan – internal assessment			**Middle 4. Semester[7] - to be scheduled by each institution**
Business plan – internal assessment			To be scheduled by each institution
Final year project	**Official start Monday, 2. April 2012**	**To be submitted on Tuesday 31 May 2012**	**Oral exam takes place in June ((To be scheduled by each institution)**
Final year project Re-sit	Official start Wednesday, 15 August 2012	To be submitted on Monday 22 October 2012	Oral defence - at the end of October (To be scheduled by each institution)

The following deadlines apply:

- Examination material (e.g. business case, introduction to the exam, exam description) is handed out at 9.00 on the announced date
- Submission of the written work (e.g. coursework, written assignment, project or report) must take place at 12.00 at the latest on the announced date

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[7] The exam are to be placed before the

4.3.6 Examination appeals Procedure

According to the Danish Executive order no. 782 on Examination regulations, Chapter 10 and 11, a student may initiate a formal procedure of examination appeal and submit a written statement within two weeks of receiving their mark / feedback. The statement must clearly demonstrate prima facia evidence.

4.3.7 Use of textbooks, study aids and other devices during the examination

During written examinations, students are allowed to use textbooks and material provided during the lectures. The same applies to revision material / notes, supporting material and memory devices with the necessary documents saved on them.

The following is not allowed in the examination room under any circumstances:

- Use of Internet
- Use of Intranet
- Bluetooth
- Mobile phones
- Other electronic means of communication

If a student is caught in possession of / or using any unauthorized equipment, the student's participation in the examination will be suspended.

4.3.8 Conduct with regard to written assignments

When developing a written assignment a student is expected to support their discussion topics by referring to relevant sources. The source(s) of any map, photograph, illustrations, Internet publications, tables, statements and testimonials or similar must be clearly indicated. A student is also allowed to present ideas from a textbooks by means of paraphrasing.

That means that the student MUST refer appropriately to the work of others and give the sources of information and ideas.

The number of quotations should be limited and the student is only allowed to use a quote, where the length of the quote amounts to 2-3 lines – it should be as brief as possible to make the point and demonstrate relevance to the subject matter.

When quoting, the student must remember to:
• place quotes between quotation marks
• indicate the title and page of the book
• indicate the author's name

Unacknowledged use of other people's work is considered "cheating" and is called plagiarism. When instances of plagiarism are detected, the written assignment is rejected and the student is expelled from the programme.

When the student submits his / her written assignment, the student MUST **sign** it on the last page, **declaring** the work to be his / her own, except where they have acknowledged the use of others ideas.

4.3.9 Non-appearance / withdrawal regulations

If a student is unable to participate in the examinations described above (If the candidates wish to withdraw from any of the examinations described above), a written request must be sent to the institution. Permission will be granted only if the education institution considers that the cause of absence from the examination is relevant.

5. Description of compulsory subjects comprising core subject areas

This chapter provides a description of the compulsory courses comprising the five core subject areas. The subjects are described in terms of "Knowledge and understanding", "Skills" and "Competences".

5.1 METHODOLOGY – 5 ECTS

5.1.1 Methodology and research methods
Value: 5 ECTS
Course distribution (semester-by-semester distribution): Semesters 1 and 2

Aim:

This subject should equip the student with the skills and knowledge required to effectively apply relevant methods to identify and define a research question and develop solution proposals applicable to a service organisation. Additionally, the student should be able to select and apply various methods of data collection as well as methods for the presentation of their findings.

The student must be knowledgeable about:
- Various types of research questions
- Scope of research/ delimitation
- Qualitative) and quantitative) data, including operationalisation of a research question.
- Strategies for filtering and selecting relevant source material and the critical review of this material.
- Methods of field research; interview techniques, development of questionnaires and observation.
- Selection of respondents and the scale / size of random samples.
- Qualitative and quantitative processing and analysis of date.
- Report writing and the presentation and communication of data.
- The ways of gaining access to and establishing a co-operative relationship with a service organisation.

The student must have the skills to:
- Define a problem research question related to a service organisation.

- Select relevant analysis methods within the framework of project work.
- Prepare and perform data collection, including desk and field research.
- Carry out a critical review and assessment of available literature and other research findings.
- Enter into a productive cooperation with a service organisation.
- Evaluate and carry out field and desk research in connection with market analysis; using and assessing various methods of data collection.

The student must have the competences to:
- Effectively participate in market analyses.

5.2 SERVICE ORGANISATION – 30 ECTS

Aim:
This subject should equip the students with skills and knowledge of the macroeconomic state of affairs and their subsequent influence on the service industry. Similarly, the student should gain an insight into relevant industries within the areas of business and leisure tourism, hotel management, travelling and other service industries in order to understand and assess the strategies and potential development of the service company.

In this context, the student must be able to make an assessment of the service business' strategy through an analysis of the concept, supply system, quality and economy of the service company in question.

The student is to achieve a holistic understanding of the processes, quality and innovative ability of the service company in order to suggest specific suggestions for the company's future development.

5.2.1 Business economics
Value: 15 ECTS
Course distribution (semester-by-semester distribution): Semesters 1, 2, 3 and 4

Aim:
The course should equip the students with the knowledge and skills required to assess the cost components in a service organise and apply those to the financial calculations, i.e.: price setting, profit and loss, liquidity and balance sheet budgets and follow-up on these calculations..
Furthermore, the student must be able to carry out annual accounts analysis. Finally, the student must be able to apply basic methods for investment calculation and assessment together with various forms of financing.
The student is expected to gain an understanding of the spreadsheet's functions when it comes to presentation and simulation of problems occurring in a service organisation.

The student must be knowledgeable about:

- The principles of double-entry bookkeeping, allowing the student to gain a basic knowledge of accounting.
- The various principles of pre- and post calculations.
- Fixed and variable costs and to what extent they influence operations of a service organization.
- Methods of financial analysis used allowing the student to reflect on the use of these in the service industry.
- Accounting in tourism seen from an international perspective
- Various budgets, i.e. activity, departmental and liquidity budgets and how these can be used.
- The use of logistics in a service organisation.
- Yield and revenue management.
- Key economic figures in a service organisation and their application.
- Fundamental financing and investment possibilities with regard to daily operation and various types of ownership
- Non-financial reports.
- Components of a spreadsheet, spreadsheet based methods and their application in a service organisation.

The student must have the skills to:
- Develop cash reports
- Analyse and interpret accounts to provide solution proposals.
- Make Pre- and post calculation as well as communicating the results of price setting (pricing/price determination) to management and colleagues.
- Assess which fixed costs should be treated as / turned into variable costs for budgeting.
- Assist in the development of activity, departmental and liquidity budgets.
- Develop activity-based costing (ABC) in order to optimise earnings.
- Assess practical problems and make sound proposals for yield and revenue management systems.
- Identify relevant key figures for a service organisation.
- Assess alternative ways of financing.
- Assess simple investment calculations.
- Assess how alternative (non-financial) forms of reporting become a part of the management system in a service organisation.
- Assess how alternative forms of reporting support various aspects of management's strategic initiatives.
- Use various alternative forms of reporting, e.g.: The Balanced Scorecard, the Triple Bottom Line, EFQM and similar.
- Assess practical problems and select solutions in form of simple or advanced functions and formulas in Excel.

The student must have the competences to:
- Evaluate which fixed costs can be turned into /calculated as variable costs and communicate this information to those involved in budgeting.
- Effectively participate in the preparation of accounts analysis, both departmental and company's accounts.
- Effectively participate in price setting for a service organisation.
- Effectively participate in the development of activity, departmental and liquidity budgets.

- Identify relevant key figures for a service organisation.
- Effectively participate in the identification of alternative forms of financing for a service organisation.
- Effectively contribute to the development of alternative forms of reporting and cross-disciplinary (departmental) interaction on that.

5.2.2 Service management
Value: 5 ECTS
Course distribution (semester-by-semester distribution): semesters 1 and 4

Aim:
This subject should equip the students with the skills and knowledge required to appreciate and effectively assess the link between the service philosophy, service concept and service delivery system and to identify relevant development directions for a service organisation, based on the analysis of its service philosophy and external factors. Together with this the course should teach the student to evaluate service management systems, their use and the role they play in gaining competitive advantage.

It is expected that the student gains a holistic view of the quality concept in a service organisation and innovation in services.

The student must be knowledgeable about:
- Service management systems and the service concept: the student should be able to reflect on the theory and methodologies in question as well as describe the service delivery system and service package.
- Service strategy, quality control and the service level and how these can be applied in practice in a service organisation.
- Work processes in a service organisation, including development and importance of customer as co-producer of services
- Various quality principles and other related concepts and methodologies: the students should display a general understanding and reflect on how these concepts can be used in a service organisation.

The student must have the skills to:
- Analyse a service concept and service management systems in order to to produce an estimate of the customers' expectations of the service product and hereby put forward solution suggestions for a service organisation.
- Assess the development of processes in a service delivery system including the design of the service experience space in order for the optimal service encounter
- Analyse and compare various quality management methods and provide services to a customer built on ethically sustainable practices.
- Employ various tools to measure service quality; analyse quality-related problems and develop problem-solving solutions.

- Communicate a company's quality policies to partners (stakeholders) and customers.
- Employee creative processes to solve practical problems in a service organisation.
- Apply various tools to streamline creative processes as well as reflect and manage innovation in a company.

The student must have the competences to:
- Obtain new knowledge within service, service concepts, technological tools and facilities with an eye to the improvement of a service management system and the service delivery system.
- Make suggestions for new service strategies enabling them to contribute to development-oriented situations.
- Participating in professional and cross-disciplinary cooperation employing a professional approach to quality management.
- Handle the development of quality systems as well as the effective contribution to quality assurance in a service organisation.
- Manage innovative tools and efficiently participate in the creative processes in a service organisation.

5.2.3 Macro economics
Value: 5 ECTS
Course distribution (semester-by-semester distribution): semesters 1 and 2

Aim:
The course should equip the student with knowledge and skills rooted in economic principles so that they can understand, differentiate and reflect on economic models and theories. The student should also obtain knowledge of political, legal, financial, demographic, social, technological and environmental issues and their role in the service sector as well as the connection between the company's overall strategies and macro-economic factors. The student should also get an insight into the relevant branches, i.e. within business and leisure tourism, hotel management, etc, their culture, developmental trends, organisation and how they interact. Additionally, the student will learn the principles of supply and demand in the service sector, key markets, and product categories and will be able to apply relevant terminology and conceptual frameworks.

The student must be knowledgeable about:
- The service sector, its structures and general organisation; definition of a service concept and the area of responsibility of service operation managers.
- The importance of the service industry, here under the operational levels importance for the service economy as well as economic evolution towards the service economy.
- The service sector's areas of interest and demand and supply for services.
- Terminology and concepts used in a service organization.
- The attributes of the experience economy, the importance of authenticity, and the differences between service and the experience economy.

The student must have the skills to:
- Evaluate the role the global economy plays in national and regional societal development.
- Evaluate mechanisms and instruments behind market conditions, currency and money markets.
- Evaluate various market structures and competition policies (competition and market structure).

The student must have the competences to:
- Effectively participate in the development of an analysis of macro environmetal forces on a company and carry out the subsequent evaluation of the consequences.

5.2.4 Service industry competences
Value: 5 ECTS
Course distribution (semester-by-semester distribution): semester 1

Aim:
This subject should equip the student with fundamental knowledge of the service industry, its definitions and terminology as seen in real-life settings. The student should get an insight into the practices and social conventions, ethics and codes of conduct in a typical service organisation. To achieve this the student will be introduced to the elective elements, included on the programme.

It is expected that the student will also get an understanding of how presentation programmes (applications) can be used to introduce and present relevant problems and assignments in a service organisation.

The student must be knowledgeable about:
- The role the service industry plays in our society, including its impact on employment, economic development, work relationships and its contribution to export activity.
- Key definitions and concepts of the service industry.
- The elective elements of the programme.
- Presentation tools (programmes/applications); their use as well as key terms and definitions.

The student must have the skills to:
- Understand fundamental norms and values of the service industry.
- Conduct themselves in a professional manner.
- Perform industry-related tasks in a selected service organization.
- Use relevant service-oriented working procedures / production.
- Interpret and communicate practical problems and problem-solving proposals to partners (stakeholders) and customers.

5.3 Organisation – 15 ECTS

Aim:
This subject should equip the student with the knowledge and skills required to effectively take part in cross-disciplinary (departmental) interaction on development and adjustment of organisational and managerial functions of a service organisation in relation to internal and external factors. This also includes development and adjustments in relation to personnel.

The subject should give an overview of the most common project management tools, enabling the student to select appropriate tools under given circumstances. The student should acquire knowledge of fundamental phases, tools and models, which are used in contemporary project management, particularly in the experience industry.

The student must be able to enter into a cross-disciplinary (departmental) interaction relating to development and adjustment of the tasks which are related to the working environment.

The aim for the student is to be knowledgeable about the legislation which specifically regulates the conditions for service companies. The student must also be able to independently identify the rules and regulations of the Sale of Goods Act and the Marketing Practices Act as well as the industrial regulations, hence preventing, minimizing or avoiding conflicts.

5.3.1 Leadership
Value: 10 ECTS
Course distribution (semester-by-semester distribution): semesters 1, 2 and 4

Aim:
This subject should equip the student with the knowledge and skills required to effectively take part in cross-disciplinary (departmental) interaction on development and adjustment of organisational functions of a service organisation in relation to internal and external factors. They should also be able to develop and adopt the firm's HR practices and tasks.

The subject should give an overview of the most common project management tools, enabling the student to select appropriate tools under given circumstances. The student should acquire knowledge of fundamental phases, tools and models, which are used in contemporary project management, particularly in the experience industry.

The student must be knowledgeable about:
- Various motivational theories.
- Various leadership theories.
- Various organisational development theories / models.
- How various theories and models can be applied to the service organisation taking the service industry's core attributes into consideration.

- Relevant traditional and contemporary organisational principles
- The factors affecting organisational design.
- Various organisational culture models.
- Group dynamics.
- How theories and models are used in adjusting and developing concrete service organisations.
- Basic methods of project planning, including software tools.
- The attributes of project-based activities as an organisational form and demands to the project management.

The student must have the skills to:
- Apply motivational theories and analyse how motivation affects productivity in the work place in a service organisation.
- Apply motivational theories in order to analyse the factors affecting one's own work as well as group projects.
- Assess the applicability of various leadership theories, taking into consideration both external and internal factors.
- Assess the applicability of various organisation developmental theories as well as analyse the restraining and conducive factors in relation to change in organizations.
- Assess the applicability of various theories / models in practical management situations and ensure appropriate management practices.
- Analyse managerial and cultural problems in a organisation and communicate their importance to an organization.
- Evaluate the relationship between the company's culture and philosophy and the service management system.
- Apply group dynamics models in evaluation of working group performance and identification of solutions for working groups.
- Asses how various theories and models can contribute and improve practices related to organisational structure, culture and group dynamics.
- Select appropriate project planning methods and assess when the use of software tools may prove to be the most useful.
- Assess the applicability of various project management forms with regards to the company's internal and external environments, stakeholders, project assignments and the specific time frame.

The student must have the competences to:
- Handle managerial assignments and participate in cross-departmental interaction focused on development and adjustment of management functions in a service organization.
- Handle managerial assignments in one's own area of responsibility and select a form of management that ensures effectiveness and work satisfaction.
- Effectively participate in cross-departmental interaction on the development of formal and informal practices in a service organization.
- Effectively participate and contribute to the work of cross-departmental working groups.

- Employ a holistic approach to managing structural and cultural issues in a service organization.
- Apply concrete methods and applications in project management.
- Carrying out a cost-benefit analysis in order to evaluate the relevance of adapting IT based project management tools.
- Design an efficient project group.
- Define the aims and objectives for a project group.

5.3.2 Human resource management
Value: 5 ECTS
Course distribution (semester-by-semester distribution): semesters 1 and 2

Aim:
The course should equip the student with the knowledge and skills required to effectively take part in cross-departmental assignments focused on the development and adjustment of working environment practices in a service organisation.
The student should obtain knowledge of the legal aspects governing relations within a service organisation. They should be able to independently identify the rights with regards to the Sales of Goods Act and marketing law. Additionally, the course teaches them how to prevent, avoid or minimize conflicts.

The student must be knowledgeable about:
- Factors affecting the **physical and psychological** aspects of the workplace.
- The application of various methods and theories into work environment practices in a service organization.
- The methodologies behind recruitment, selection, training and development of personnel
- Contracts and agreements.
- Working legislation, in particular related to recruitment and dismissal of employees in a service organization.
- Salaried employee definition, employment contract, health information policies and equal opportunity policies.
- Rules which regulate the recruitment of foreign workers.
- The application of the service directive in practice.

The student must have the skills to:
- Develop employment contracts complying with the relevant employment laws and acts.
- Use correct dismissal procedures.
- Evaluate the practical personnel-related problems and propose possible solutions.
- Assess the applicability of various theories / methodologies to the personnel-related problem-solving process.
- Evaluate the practical work environment problems and propose possible solutions.

- Assess the applicability of various theories / methodologies with regards to practical work environment issues.

The student must have the competences to:
- Effectively participate in cooperation focused on improving and developing the work environment.
- Effectively participate in cooperation focused on general HR issues and HR development.

5.4 PLANNING – 10 ECTS

Aim:
The course should equip the student with the knowledge and skills required to effectively take part in the planning, organization and carrying out of the marketing of the service company.

The student must be able to assess the strategic initiatives of the service company as well as the demands which development and learning make on the strategic work of the service company.

The student should be able to acquire skills and recent knowledge of the industry, ensuring that the student is able to handle the future development of the service company.

5.4.1 Strategic planning and organisational development
Value: 5 ECTS
Course distribution (semester-by-semester distribution): semester 1 and 4

Aim:
This course should equip the student with the knowledge and skills required to effectively assess a company's strategic initiatives and which requirements should be met with regard to organisational development and learning. It is intended that the student acquire skills and knowledge of the service sector to ensure their ability to manage developmental processes in a service organisation.

The student must be knowledgeable about:
- Fundamental strategic concepts and tools, contributing to a service organisation's choice of strategy.
- Various business plan models and their application.

The student must have the skills to:
- Assess and apply portfolio models in order to describe the product mix of a service organization.

- Compare various growth strategies as well as selecting and recommending them.
- Apply generic competitive strategies.
- Develop and use a business plan, designed for a service organisation, and assess its practical problems from economic and sustainable perspectives

The student must have the competences to:
- Effectively participate in the development of a situation analysis and determine the objectives and strategy for a service organization.
- Put forward strategic models for the service companies future business conditions together with the acquisition of new knowledge and skills so that the student is capable of adapting the service company's mission and goals in a strategic perspective.
- Develop a business plan for a service organisation with the help of relevant methods and theories.

5.4.2 International marketing
Value: 5 ECTS
Course distribution (semester-by-semester distribution): semesters 1 and 3

Aim:
The course should enable the students to participate in planning, organisation and implementation of marketing in a service organisation.

The student must be knowledgeable about:
- General marketing concepts and insight into purchasing behaviour within both B-t-C and B-t-B markets.
- Market segmentation and target market selection.
- Competition among service organisations and the effects of the marketing mix.
- The possibilities for internationalisation through co operational relations and how internationalisation affects a service organization.

The student must have the skills to:
- Evaluate problems relating to purchasing behaviour.
- Apply segmentation techniques.
- Evaluate practical problems, also economic, affecting marketing mix optimization.
- Evaluate development trends of on the international market.

The student must have the competences to:
- Develop a marketing plan for a service organisation and effectively participate in the process of assessing the effects of the marketing plan.
- Acquire skills and new knowledge about the service organizations international market position and communication.

5.5 COMMUNICATION – 15 ECTS

Aim:
This module aims to provide the student with knowledge and skills required to enable the student to interact with people from various socio-cultural and national backgrounds. It should also teach the student to reflect on cultural considerations in a service organisation.

The student should be able to participate in and carry out a professional and business-related act of communication in English, both orally and in writing.

The student must achieve an understanding of the service company's possibilities for interacting with a customer in relation to the development of services.

The aim is that the student should be knowledgeable about the legislation, which specifically regulates the conditions of service companies, thus enabling the student to independently identify the regulations of the Sale of Goods Act and the Marketing Practices Act. This should further enable to student to develop the relation to the customer, hence preventing, avoiding or minimizing conflicts.

5.5.1 English and Cultural studies
Value: 10 ECTS
Course distribution (semester-by-semester distribution): semester 1, 2, 3 and 4

Aim:
This module aims to provide the student with knowledge and skills required to effectively communicate, both verbally and in writing, in English in a business setting. It should enable the student to interact with people from various socio-cultural and national backgrounds. It should also teach the student to reflect on cultural considerations in a service organisation.

The student must be knowledgeable about:
- English business grammar.
- Relevant professional/vocational terminology.
- Relevant presentation techniques.
- Negotiation techniques.
- Various national and international sources of information.
- Various cultural terms, concepts and definitions.
- Tools of cultural analysis.
- The role culture plays in the production and delivery of services.
- The impact of globalization on national culture.
- "Consumer culture" – mass culture theory.

The student must have the skills to:
- Apply presentation techniques.

- Produce effective written business communication.
- Using relevant professional/ vocational terminology
- Produce business communications in writing.
- Produce a Business letter.
- Produce a CV and covering letter.
- Apply knowledge of cultural barriers to negotiation situations.
- Apply knowledge of cultural theory to the company's internal and external environments.
- Suggest solution for cross-cultural meetings.
- Suggest solutions for cross-cultural conflicts.
- Apply the knowledge of global tendencies to the development of a service organization.

The student must have the competences to:
- Independently adjustment the communication form to a given situational context.
- Analyse various negotiation situations and apply the relevant negotiation techniques.
- Correctly analyse and interpret secondary sources of information, including their presentation, both in writing and orally.
- Effectively and professionally present both theirs and other ideas.
- Produce a report (minutes) or similar documents.
- Analyse various work situations seen from a cultural perspective.

5.5.2 Customer relations
Value: 5 ECTS
Course distribution (semester-by-semester distribution): semester 1 and 2

Aim:
The module should give the student the understanding of how organisations interact with customers when developing and producing services. It allows the student to acquire knowledge of the legal regulations governing relations in a service organisation. The student should be able to independently display customer relations policies in service delivery and advertising which in turn should eliminate or minimize possible customer dissatisfaction.

The student must be knowledgeable about:

- Customer types, customers' demands, and psychological factors influencing interaction between personnel and customers.
- Complaint handling tools.
- Conflict handling tools.
- Customer relationship management and its philosophy.
- Sales psychology.
- Various sales techniques.

- Key account management.
- The ways of creating loyal customers.
- Marketing legislation for a service organisation.
- Contract agreements and principal agreements.

The student must have the skills to:
- Involve psychological factors into the interaction between service personnel and customers and provide suggestions on how to improve this.
- Use various tools during the service encounter with customers.
- Enter into customer-oriented adjustment of the service in cooperation with customer.
- Effectively participate in the optimisation and development of experiences as a product.
- Effectively participate in the process of customer relation optimisation in a company.
- Evaluate complaints and offer solutions for effective customer complaint management.

The student must have the competences to:
- Manage various sales situations.
- Build effective relationships between a company and its customers.

5.7 ELECTIVE ELEMENTS – 15 ECTS

This section presents the elective elements as described in the core national curriculum for the programme in question.

An institution specific curriculum provides a full description of each elective element, as it is being taught by the education institution in question.

ECTS distribution according to the core national curriculum:

- Hotel and restaurant management – 15 ECTS
- Tourism management – 15 ECTS
- Service 5 ECTS

Additional 10 ECTS are added to the service specialisation by each training institution offering the programme.

5.7.1 Specialisation – Hotel and restaurant management
Value: 15 ECTS
Course distribution (semester-by-semester): semesters 2 and 3

The goal is that the student:

Is qualified to independently plan and carry out significant management related and specialized work tasks in hotel, conference and restaurant companies and or is qualified for further education. The student should obtain a deeper understanding of the industry and therefore the skills to put the guest at the forefront as well as evaluate the business methods and revenue generation skills in a given hotel, conference and or restaurant company. There should be a focus on the holistic understanding of the central working processes that take place in and between the hotel and restaurants different departments, furthermore the student should develop knowledge of national as well as hotel and restaurant concepts. The hotel specialization is based on service management, the experience economy and related theories and therefore is built upon the interplay with the obligatory subjects of the education.

The student must be knowledgeable about:
- The traditions and trends that are occurring in the industry and can account for the historical development within the hotel, conference and restaurant industry together with an understanding of how society's development influences the industry
- Hotel, conference and restaurant related classification systems, certification and ownership forms
- And can distinguish between the different phases the guest goes through whilst in a hotel
- And have understanding of the different work tasks within the different departments so that there are positive relations between the departments
- And understanding of the central management tasks in the housekeeping and maintenance departments in a hotel or for a restaurant and together can make a comparison between having an in-house department or employing an external cleaning company
- "The flow of goods throughout the house", internal control, as well as being able to demonstrate processes as a tool
- The central management tasks in the security department of a hotel or for a restaurant or conference centre, together with how preventative efforts in security can be optimised

The student must have the skills to:
- Evaluate the legislation and legal relationship there are in connection with hotel, conference and restaurant operations
- And can use food to people. Introduction to the central work tasks in food and beverage departments by overall explaining the service production process from identification of the customers' needs to buying goods, preparation, serving and account settlement
- Independently give suggestions to environmental improvements

The student must have the competences to:
- Develop and use tools, in order to set the guest at the forefront

- Evaluate and optimise the hotel, restaurant or conferences income based upon yield management, up selling, and key indicators / figures as well as analysing the effectiveness and price optimization of the cleaning tasks
- Work independently and goal oriented with all aspects of meeting and conference management
- Work professionally and cross disciplinarily with "food to people"
- Put forward suggestions and present their own ideas and in that way participate in development oriented situations
- To acquire new knowledge in relation to the industry

5.7.2 Elective – Tourism management
Value: 15 ECTS
Course distribution (semester-by-semester): semesters 2 and 3

Aim:

The student must have knowledge about and participate in management coordinated and innovative functions in tourism companies and organizations from a holistic understanding of both incoming and outgoing tourism including an understanding of the company's / organisation's role in the tourism system.

The student must have knowledge about:
- The fundamental concept of incoming tourism and the different forms of tourism.
- The fundamental concept of outgoing tourism.

The student must have the skills to:
- Use the appropriate terminology and concepts within incoming and outgoing tourism.
- Evaluate tourism concepts such as authenticity and the hosts' importance for the company / organisation together with the ability to put forward suggested solutions for the use of these.
- Evaluate practical problems in connection with the company / organisations placement in a destination together with their dependence of other tourism stakeholders.
- Use and evaluate the concepts of Leisure and Business Tourism.
- Evaluate the importance of the public / private interaction in the development of tourism at destination level.
- Evaluate and use the concept of sustainability in tourism planning together with the ability to put forward suggested solutions for the implementation of sustainable principals.
- Use industry specific law concerning travel.
- Use and evaluate tourism trends.
- Use and evaluate existing tourism analyses and statistics.

- Evaluate practical problems within companies and organisations using innovation principals.
- Evaluate different distribution channels for incoming and outgoing tourism together with putting forward possible suggestions for the choice of channels.
- Evaluate the relationship between incoming and outgoing tourism together with its mutual dependence.

The student must have competences to:
- Participate in the preparation of a destination analysis.
- Participate in the preparation of a tourism plan with reference to tourism planning models at national, regional and local levels and with reference to sustainable principals.
- Make use of principals within the experience economy in company's / organisations together with a destination plan.
- To manage the use of trends in the development of a company / organisation together on a destination level.
- Participate in the preparation of a plan for internet or electronic marketing in a tourism company /organization.
- Participate in the preparation of a marketing plan for a destination.

5.7.3 Elective – Service management
Value: 15 ECTS
Course distribution (semester-by-semester): semesters 2 and 3

The service management elective consists of a 5ECTS subject that is the same across all institutions offering the education together with a 10ECTS subject that institution specific and developed by the individual institution.

5.7.3 .1 Shared part – Service Management
Value: 5 ECTS
Course distribution: semester 2

Aim:

The student should be knowledgeable about, and have the **necessary skills to** coordinate and give advice regarding tasks in relation to the following subjects: Product and concept development, project management, development and implementation of solutions within different service areas.

The student should understand the consultant/adviser term in relation to an internal and external service delivery to a client/customer.

The student should be able to define clear strategic targets for an event and be able to secure the realisation of the defined targets through the event management process.

Furthermore, the student should be able to participate in the development, planning, implementation and evaluation of an event – from smaller one day events to larger events.

The student should be able to analyse and understand the characteristics of event management that are essential for the professional management of such events by an organisation.

The student must have knowledge about:
- The theoretical frameworks and the tools which characterise the work of the consultant and to understand how different consulting roles and methods can influence the development and daily business in a service company.
- Strategic event management and which role events and event management plays in both a regional and global context.
- The event management planning process.

The student must have the skills to:
- To evaluate the different roles of the consultant and the use of these roles in a client-consultant cooperation both internally and externally.
- To set up goals for an event.
- Evaluate, analyse, and facilitate product and concept development techniques in strategic event management with reference to the connection between this development and the organisations strategic planning.
- Use an event planning process model in connection with the execution of a specific event.
- Analyse, evaluate and facilitate supply chain strategies in order to secure optimal supply chain management when staging an event.

The student must have competences to:
- Understand the consultant/adviser term in relation to an internal and external service delivery to a client/customer.
- Develop events built upon the relevant theoretical planning models.
- Use product and concept development in connection to the development of events.
- Acquire new skills and knowledge about event management through structured preparation and groundwork in connection with the execution of events.
- Develop supply chains in connection with the execution of events.

6. Temporary provisions - progression regulations
The students, who took a sabbatical after their first year of studies whilst following the previous curriculum, would need to complete the course of the second year of studies according to the curriculum in question.

In case of examination/ assessment re-sits, the student must complete full the requirements for the examinations and other assessments of the new curriculum. However, the student may apply for an exemption from the above regulation (in order

to be given permission to sit their examinations under the old curriculum), provided a written application is submitted to the education institution no later than 4 months prior to the date of examination.

7. Credit and qualification transfer

7.1. Horizontal route

The curriculum of the programme in question allows the student to get access to another education institution, provided they have passed the examinations and assessments of the first year of studies.

Transfer should always take place before 1 June, i.e. before work placement commencement.

The decision to change one's current education provider rests solely with the student, and it is his/her responsibility to notify both education institutions about the transfer in writing.[8].

The student can be exempt from the above regulations, provided there is a good reson for it. A written application must be forwarded to the training institution, at which the student wishes to be enrolled.

7.2. Vertical route

7.2.1 Transfer to a partner institution in Denmark

At the present time, below top-up programmes are directly accessible:

- A Professional Bachelor's Degree in International Hospitality Management (1½ year)
- A Professional Bachelor's Degree in Sport Management (1½ year)

Furthermore, there have been established the following agreements with Danish Universities:

With Roskilde University:
- a B.Sc in Economics and Business Administration can be obtained within 1 ½ years
- One-year credit transfer to the Social Science Basic Studies education.

With Copenhagen Business School (CBS):
- (for all Hospitality and Tourism Management students) A B.Sc. in Business Administration and Service management can be obtained within 2 years. .

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[8] The student must notify the education institution about his/her withdrawal from the programme in writing.

In addition there is also an agreement for a 1½ years top up on the University of Southern Denmark.

7.2.2. Transfer to a partner institution abroad
For the students with a Hotel and restaurant management specialisation: credit transfer to a BSc degree at Oxford Brookes University is possible.

For the students with a Tourism management specialisation: credit transfer to a BSc degree at Plymouth University is possible.

Agreements with the following education institutions exist:

- Harstad University College, Norway
- School of Hotel Management, Stavanger, Norway
- Hawaii Pacific University, Honolulu, USA
- International College of Hotel Management, Adelaide, Australia (via HRS / NOEA)
- School of Hotel Management, Switzerland
- NHTV Breda University of Professional Education
- CHN University, Stenden University Leeuwarden, the Netherlands

8. The open learning scheme
The rules are to be further specified by the Danish ministry of education.

9. Possibility for discretionary exemption
Being awarded an exemption, i.e. that you are not required to take a particular course/subject of this degree, is possible, yet each case (application for exemption) is evaluated on an individual basis. Exemption from the participation in one or several examinations/ compulsory-for-progression assignments/ internal assessments is not possible.

B. Institutional part

10. The content of the institutional part

The institutional part of the course description for the AP degree programme in Service, Hospitality and Tourism Management describes the requirements, rules and regulations applicable for the planning and execution of the programme at Minerva Randers.

As will appear from the national core description, there are some of the areas under the institutional part, which the institution offering the programme has chosen to form in cooperation, and thereby make mandatory for all institutions.

This institutional part describes the areas where the requirements and rules are specific for the programme at Minerva Randers.

11. Elective elements - only service management

The elective service management has, as described in chap. 5.7, a shared part of 5 ECTS and an institution specific part of 10 ECTS.

At Minerva Randers the Service Management specific part contains to specialities
- Sport & Event Management
- Fitness & Wellness Management

Both electives are not taught in English on this take.

11.1. Elective element – Sport & Event Management

Value: 10 ECTS
Placement: 2. and 3. Semester

Not taught in English on this intake.

11.2 Elective element – Fitness & Wellness Management

Value: 10 ECTS
Placement: 2. and 3. Semester

Not taught in English on this intake.

12. Rules for the internship

During their studies at the AP degree programme, the students have to participate in 13 weeks (3 months) work placement in a relevant company within the business. As a mail rule, the placement company's area of business follows the elective chosen by the student.

The work placement can take place in Denmark or abroad.

If the student wishes to take the work placement in another EU country, the international office will assist in seeking founding from the Erasmus programme. In some cases it will also be possible to seek founding to work placement in countries outside EU.

After the work placement, the student has to have achieved the following learning objectives:

The student must have knowledge about:
- the company's organisation (structure, culture etc.) (e.g. rotation to different departments)
- how legislation influences the company (e.g. through introduction to the HR-and marketing function)
- the company's financial management (e.g. introduction to control systems and management)
- the company's communication and marketing (e.g. introduction to marketing function)
- the company's key processes (e.g. through observation and participation in key processes (e.g. customer service functions, handling of orders)
    - Process 1_____
    - Process 2_____

The student must have skills and competences to:
- the student shall be able to participate constructively in relations with customers
- the student shall be able to participate constructively in relations with the company's employees (achieved through concrete working relations and cooperation)
- the student shall be able to identify and collect relevant information in the company, in preparation for conducting an analysis. This can be achieved through conduction an analysis or assignments concerning
    - customers
    - competitors
    - the external environment
    - an internal analysis, e.g. employee satisfaction, key factors, delivery systems etc.
    - communication and marketing
    - viability of activities and products
- The student shall be able to independently solve limited problems e.g.
    1. _____
    2. _____

- The student shall be able to identify a concrete problem area, analyse the problem and formulate a solution of the problem. (work placement project)

The students choice of objective and statement of problem is individually formulated, which means that the Academy is flexible in its approval. It is though the Academy's responsibility, that the approved objective and statement of problem reflects the goals for the work placement.

The core subjects are incorporated when relevant.

13. Further internal and external assignments and compulsory projects.[9]

13.1 Exams and Assessments 1st Semester

13.1.1 Compulsory project (1) – career platform

In the beginning of 1st Semester the student must in groups and individually prepare a compulsory project covering the compulsory modules of the 1st semester, with the focus on methodology, service sector and professional qualifications.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts to prepare an assignment for approval.

13.1.2 Compulsory project (2) – Interdisciplinary case

In the middle of the 1st semester, students must in groups or individually prepare a compulsory project (case) covering the compulsory modules of the 1st semester, with the focus on service management and business economics.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts to prepare an assignment for approval.

13.1.3 Internal test – pilot project

See the national core curriculum chapter 4.2.1.1.

13.1.4 Compulsory project (3) - Semester test

In connections with the rules regarding attendance (chapter 10), students with to high an absent rate must participate and pass a 2 hrs. written semester test. The test is interdisciplinary and covers all the compulsory modules of the 1st semester.

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[9] A full overview over the exams, assignments etc. in both national and institutional part can be found in enclosure 2.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts to prepare an assignment for approval.

13.1.5 Compulsory project (4) - Innovation cup

In connection with the focus on innovation and entrepreneurship week 4 is reserved a compulsory innovation week at all Dania Academies – covering all the different educations first year students at the business academies in east Jutland. It is compulsory to participate; conditions will emerge in the instruction to the week.

13.2. Exams and Assessments 2nd Semester

13.2.1 Compulsory project (5) – Interdisciplinary case

On 2nd semester, students must in groups or individually prepare a compulsory project covering the compulsory modules of the 1st and 2nd semester, with the focus on business economics.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project? Students have 2 attempts to prepare an assignment for approval.

13.2.2 Compulsory project (6) – elective

In the middle of the 2nd semester, students must participate in a compulsory elective/speciality arrangement. The aim of the compulsory project is to explore specific areas of the speciality.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts to prepare an assignment for approval.

Students that are absent will have to prepare a written assignment, which has to be approved, instead.

13.2.3 Compulsory project (7) – Trial exam

Ultimo 2nd semester students must individually prepare a compulsory project in form of a trial exam, to prepare the students to the ordinary exam. The exam covers the compulsory modules of the 1st and 2nd semesters

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project.

13.2.4 Compulsory project (8) – Semester test

In connections with the rules regarding attendance (chapter 10), students with to high an absent rate must participate and pass a 2 hrs. written semester test. The test is interdisciplinary and covers all the compulsory modules on 1st and 2nd semester.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts to prepare an assignment for approval.

13.2.5 1st Year External exam – Interdisciplinary Exam

See the national core curriculum chapter 4.2.2.1.

13.2.6 Internal exam – oral exam in customer relations and cultural understanding

See the national core curriculum chapter 4.2.2.2.

13.3 Exams and Assessments 3rd Semester

13.3.1 Internal exam – work placement project

See the national core curriculum chapter 4.2.3.1.

13.3.2 Internal exam – elective

See the national core curriculum chapter 4.2.3.2.

13.3.3 Compulsory project (9) – semester test

In connections with the rules regarding attendance (chapter 10), students with to high an absent rate must participate and pass a 2 hrs. written semester test. The test is interdisciplinary and covers all the compulsory modules on the semester.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts to prepare an assignment for approval.

13.3.4 Compulsory project (10) - English

On 4th semester, the student must individually take part in a compulsory exam (both written and oral) focusing on English language. The examination in the English takes place in the 4th semester and is jointly marked passed/not passed and is oral/written.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts for joint approval.

13.4 Exams and Assessments 4th Semester

13.4.1 Compulsory project (11) - Business plan

During the 3rd and 4th semester, students must individually or in groups prepare a compulsory project based on the compulsory modules of the 1st, 2nd, 3rd and 4th semesters and related to the area of specialisation (elective).

The academy must approve the topic chosen and provides some supervision

The objective of the project is to develop a business plan for a new company or a new business area of an existing company. At the middle of the 4th semester, students must hand in a written business plan and make an oral presentation as part of the evaluation of the project.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project? Students have 2 attempts to prepare an assignment for approval.

13.4.2 Compulsory project (12) – individual written test

The exam takes place in mid-March in the 4th semester and is in the form of a six-hour case-based written interdisciplinary examination with 24 hours of preparation. The exam is based on the compulsory subjects of the programme, and the problem in the exam case must therefore broadly cover the compulsory subjects.

The exam is marked according to the "7 scale marking system" and the exam must be passed with a minimum grade of 2.

The exam must prove the ability of the student to present material in writing, to use competences within the compulsory subjects, as well as the student's ability to work in an interdisciplinary and holistic manner.

If the compulsory project is assessed to be "not approved" students must – under supervision - improve the project. Students have 2 attempts to prepare an assignment for approval.

13.4.3 The Final Exam Project

See the national core curriculum chapter 4.2.4.1.

14. Parts of the educations which can be taken abroad

The Academy supports the student in finding relevant educational offers abroad at foreign educational institutions, which is equivalent to the learning objectives for the education / semester taken abroad.

The Academy can approve, that elements taken and passed at another institution, equivalent to specific elements of the programme, is approved. As a starting, it is therefore possible to take all semesters abroad.

The Work placement can, as a separate element, be taken abroad.

15. Requirements for Written Assignments and Projects

The requirements, rules and regulations concerning assignments, projects, compulsory projects etc. is described in chap. 4 and 13.

In connection with each activity, further requirements will be listed in the guidelines, which the student can collect from the intranet. The guidelines will clarify the requirements and give further guidelines and advises.

16. Applied Instruction and Work Types

The academy structures the programme in accordance with the national core curriculum and the institutional part.

The Academy is obliged to secure that there are a national merit between 2nd and 3rd semester, so that students wishing to change to another institution offering the programme, can do this. Students who wishes to change institution, must do this before 3rd semester starts.

The instruction is amongst other things, concentrated around relevant business practice and applied theory. Business practice is broadly understood as problems and focus areas in service functions in public and private held companies, as well as companies within production with a large amount of incorporated service.

During the 1st semester, the students get a thorough introduction to the industry. The introduction will, amongst other things, contain participation from the industry.

The student's choice of elective will form the basis for the themes and subjects presented in the instruction/lessons e.g., it is thus important to notice that the core elements imply that students get a broad knowledge within the service industry.

The instruction and learning methods contain, class room teaching, lectures, dialogue teaching, exercises, mentoring, workshops, fieldwork, case work, presentations, seminars, guest lecturers, projects, and internship. All methods giving the students qualifications and skills within cooperation and innovation, and making students able to work independently.

17. Guidelines for Differentiated Instruction

The teaching is not differentiated, as a starting point, which means that the teaching the all students receive is the same. In the subjects, lectures will thus differentiate in the daily teaching when needed.

18. Rules on Transfer of Credit

All rules regarding transfer of credit has been made on a national level – see chap. 7.

19. Rules on the Students' Obligation to Participate in the Instruction

At the Danish Academy of Business and Technology it is a prerequisite (compulsory) for being an active student that: you participate in all lectures, take all the ordinary tests, exams, compulsory tests, and activities relevant to your studies.

This means that we keep status for participation in lectures. Attendance for all lectures is in itself a compulsory test.

If students are absent because of illness, they must personally inform the administration office or coordinator on the same day.

If students ask for leave because of job interviews, work placement interview etc., students must hand in proof of this or the lecturer must be informed and this will be noted in the school register.

If a student has been absent several times, he or she will be called in for an interview, where the study activity is evaluated. If the attendance does not improve after this, the student will not be regarded as an active student, and relevant authorities will be informed.

From a starting point, the consequence of not confirming to the rules of attendance will result in a mandatory written interdisciplinary assignment (compulsory test) in the semester subjects, that has to be approved, for the student to be able to continue his/her studies.

Ultimately the student may be expelled from the Academy.

The academy must, by law, inform the Immigration Authorities if non-EU students are not active students, and the consequence may be that the residence permit is revoked and the student must leave the country.

20. Regulations on materials in foreign language

In connection with the programme, the main rule is that all compulsory projects, tests and exam is held in the language in which the classes and subjects has been held.

As student, one shall expect that the literature completely or partly is in English. The student is obliged to buy the necessary dictionaries.

21. Operation date

This course description for the AP Programme in Service, Hospitality and Tourism Management at Dania, Tradium Randers is valid from September 1st 2010

Mai Britt Pilkjær Jacobsen
programme manager

Enclosure 1. Plan of assessment and diploma

Diploma transcripts contain information on the course and units studied, and degree award. Transcripts include the following information:

Assessment title	Assessment form	What is examined	Weight	Overall assessment
Pilot project internal assessment	Project with an oral defence and opposition to an opposing groups report	Written component Oral – defence Oral – Opposing to another group	0,5 0,25 0,25	1 overall pass or fail mark
First year interdisciplinary examination, written examination	Project	Written	1,0	One overall mark
Internal assessment – Customer relations and Cultural studies	Oral exam	Oral	1,0	One mark
Work placement project – internal assessment	Project	Written component Oral – defence	0,75 0,25	1 overall pass or fail mark
Elective module (specialisation) – examination	Project	Written component Oral component	0,5 0,5	1 mark
Internal assessment – English	S/M	S/M	1,0	1 overall pass or fail mark
Internal assessment – Business plan	Project Individual written	S/M (50/50) S	0,5 0,5	1 overall pass or fail mark
Final year project	Project	Written component Oral component	0,6 0,4	1 (mark) double weighted

Transcript of the academic activity records

Diploma transcripts contain information on the course and units studied, and degree award. Transcripts include the following information:

Type of assessment	ECTS	Mark	Weight
Pilot project – internal assessment	15	Pass	
First year interdisciplinary examination, written examination	**30**	**Mark awarded**	**1**
Customer relations and Cultural studies - internal assessment	7	Mark awarded	1
Work placement project – internal assessment	15	Pass	
Elective module (specialisation) – examination	**15**	**Mark awarded**	**1**
Internal assessment – English	8	Pass	
Internal assessment – business plan	15	Pass	
Final year project, external examination	**15**	**Mark awarded**	**2**

Enclosure 2. Joint overview over compulsory projects, exams and assignments during the programme

All exams, compulsory projects (CP), assignments e.g. that the student has to pass during the programme are listed in the table below. The exact date and time for each activity can be found in the annual programme.

Assignment - form	Theme	Content	Structure	Size	Guidance	Evaluation
1st year						
CP 1.	Career platform	Description of a line of business within the elective (speciality) and a vision for the students future within the business	Group project (3-5 students) and a individual part, handed in separately before the individual interview on 1. semester 1 week	Max. 21.000 characters (10 normal pages) Max. 4200 characters (2 normal pages)	Yes	Oral response
CP 2.	Economics	Written assignment in economics equivalent to a 4 hrs. written exam	Individual 1,5 day	Se assignment instructions	No	Approved / Not approved - Oral reading on class
Internal test	Pilot project	Independently formulated statement of purpose • Methodology • Elements from 1st semester	Group project 3-5 students. Written and oral 6 weeks	Max. 84.000 characters (40 normal pages)	Yes	Oppose – oral response.
CP 3.	Semester test – student activity	Interdisciplinary test • Curriculum 1st semester	Individually 4 timers written assignment	-	No	Approved / Not approved
CP 4.	Innovation cup	Innovative project • innovation • cooperation in interdisciplinary (educational) groups	Group project – all Dania students across educations 1½ week	See the instructions for the week	Yes	Oral response
CP 5.	Interdisciplinary case	Interdisciplinary case	Individual or group project (3-5 students) 1 week	Max. 52.500 characters (25 normal pages)	Yes, ½hrs. for each group	Oral response
CP 6.	Economics	Written assignment in economics equivalent to a 4 hrs. written exam	Individual 1,5 day	Se assignment instructions	No	Approved / Not approved - Oral reading on class
CP 7.	Trial exam	Exam in all the core subjects	Individually 24-hrs preparation - case 6-hrs written exam	Max. 31.500 characters (15 normal pages)	No	Oral response on class – and written individual response
CP 8.	Semester test – student activity	Interdisciplinary test • Curriculum 2nd semester	Individually 4 timers written assignment		No	Approved / Not approved
Exam	1st year interdisciplinary exam	Exam in all the core subjects	Individually 24-hrs preparation - case 6-hrs written exam		No	Grade
Internal	Oral exam in	Analysis and examination in a case based problem	Individually	-	No	Oral response

test	customer relations and cultural understanding	area within culture and customer relations (law)		20 minutes oral examination – 40 minutes preparation		
2nd year						
Internal test	Work placement project	The student solves a concrete problem for the work placement company, all subjects on 1st year	Individually	Max. 35.700 characters (17 normal pages)	Ja	Oral response
Exam	Exam elective element	Projects with the purpose of absorption in a specific area of the elective	Individually	Max. 42.000 characters (20 normal pages)	No	Oral exam
CP 9	English written	English written assignment	Written assignment 2 days	See assignment	No	Approved / Not approved
CP 10	Semester test – student activity	Interdisciplinary test • Curriculum 3rd semester	Individually 4 timers written assignment	-	No	Approved / Not approved
CP 11	Economics	Written assignment in economics equivalent to a 4 hrs. written exam	Individual 2 days	Se assignment instructions	No	Approved / Not approved - Oral reading on class
Internal test	Business plan	Development of a business plan for a new og existing company	Individual or group project (3-5 students)	-	Yes	Oral response
Internal test	English – oral	English oral examination on the basis of a written assignment	Individual presentation for groups of students	See assignment	No	Approved / Not approved
CP 12	Semester test – student activity	Interdisciplinary test • Curriculum 4th semester	Individually 4 timers written assignment	-	No	Approved / Not approved
Exam	Final thesis	The student formulates, for the work placement company, a problem within an area of interest • all subjects	Individually		Yes	Oral response - grade

Enclosure 3. Overview over compulsory projects, exams and assignments – failing to complete or not passing

All exams, compulsory projects (CP), assignments e.g. that the student has to pass during the programme are listed in the table below.

As a student at the programme, it is mandatory to participate in all CP, Internal tests and exams. The consequences of not participating, failing, admitting insufficient attempt (50%-rule) are listed below.

If one, as student, attain a not passed / not approved grade at more than one Compulsory Project – it is mandatory to participate in the semester test for the year (cp8 / cp12) for student activity and pass it.

Assignment - form	Theme	Consequence – not handing in / participating[10] / applying to the 50% rule	Consequence not approved / not passed
CP 1.	Career platform	Not approved 1. semester , it is not possible to continue at the programme	Counts as 1 missing approved/passed compulsory project in connection with CP 8
CP 2.	Economics	Not approved 1. semester , it is not possible to continue at the programme	Counts as 1 missing approved/passed compulsory project in connection with CP 8
Internal test	Pilot project	Not approved 1. semester , it is not possible to continue at the programme	Re-test – improvement of project
CP 3.	Semester test – student activity	Not approved 1. semester , it is not possible to continue at the programme	Re-exam
CP 4.	Innovation cup	Not approved 1. semester , it is not possible to continue at the programme (assignment of participation)	Re-exam – improvement of project
CP 5.	Interdisciplinary case	Not approved 2. semester , it is not possible to continue at the programme	Counts as 1 missing approved/passed compulsory project in connection with CP 8
CP 6.	Economics	Not approved 2. semester , it is not possible to continue at the programme	Counts as 1 missing approved/passed compulsory project in connection with CP 8
CP 7.	Trial exam	Not approved 2. semester , it is not possible to continue at the programme	Participation is mandatory – passing is not
CP 8.	Semester test – student activity	Not approved 2. semester , it is not possible to continue at the programme	Re-exam
Exam	1st year interdisciplinary exam	Participation in next year's ordinary exam	Re-exam
Internal test	Oral exam in customer relations and cultural understanding	Participation in next year's ordinary exam	Re-exam

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[10] in connection with absence / failing to hand in the only valid reason is documented illness e.g. Not attending will be considered as withdrawal from the programme

Internal test	Work placement project	Participation in next year's ordinary exam – new work placement next year	Re-exam – improvement of the project
Exam	Exam elective element	Participation in next year's ordinary exam	Re-exam
CP 9	English written	Not approved 3. semester , it is not possible to continue at the programme	Re-exam
CP 10	Semester test – student activity	Not approved 3. semester , it is not possible to continue at the programme	Re-exam
CP 11	Economics	Not approved 3. semester , it is not possible to continue at the programme	Counts as 1 missing approved/passed compulsory project in connection with CP 12
Internal test	Business plan	Participation in next year's ordinary exam	Re-exam – improvement of the project
Internal test	English – oral	Not approved 4. semester , it is not possible to continue at the programme	Counts as 1 missing approved/passed compulsory project in connection with CP 12
CP 12	Semester test – student activity	Not approved 4. semester , it is not possible to continue at the programme	Re-exam
Exam	Final thesis	Participation in next year's ordinary exam - June	Re-exam in fall