

Course Curriculum
Dania Academy – University of Applied Sciences
2017-2019

Bachelor of International Hospitality Management

BA IHM

Dania Academy – University of Applied Sciences
Campus Randers

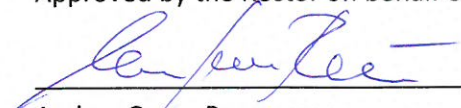


September 2017

Curriculum for the Bachelor's Degree Programme in International Hospitality Management

Curriculum for the Bachelor's Degree Programme in International Hospitality Management at Dania Academy - University of Applied Sciences

Approved by the Rector on behalf of the Board.



Anders Graae Rasmussen

1 September 2017

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1. Introduction

This curriculum is a description of the programme in Curriculum for the Bachelor's Degree Programme in International Hospitality Management offered at Dania Academy - University of Applied Sciences within the context of Danish legislation.

The curriculum is designed to give the student information about the learning outcomes of the programme, its content and the requirements that apply for enrolment, completion and assessment. The rules also appear from current legislation.

The knowledge base of the programme is business, profession and development-related. This means that the programme is based on new knowledge of key trends in the trade as well as new knowledge from experimental and development work and research fields relevant to the core areas of the programme. The programme includes theory and practice.

Some elements of the curriculum were prepared jointly by Danish business academies approved as suppliers of the programme and represented by the nationwide programme network.

The curriculum is therefore divided into two parts:

A national part: The national part contains the objectives for the learning outcome defined as knowledge, skills and competencies in accordance with the type description in the Danish qualifications framework for higher education.

In addition, there is a description of the national course elements within the programme's academic areas in terms of learning objectives, ECTS, content and number of exams. The same applies to internships and the final exam project.

The rules on credit transfer as far as the national course elements are concerned.

The institutional part: The institutional part contains the programme's objectives for local course elements, their timing, exams and other local guidelines for the course of the study programme.

1.1. Start date 1 September 2017

The curriculum comes into force as stated on the front page of the curriculum and applies to all students starting their studies on that date or later.

The latest edition of the curriculum is available on www.eadania.dk under the name of the programme.

1.2. Transitional schemes

For students who started before the commencement of this curriculum, the curriculum of August 2016 will apply.

1.3. Legislation

The curriculum was prepared in accordance with the guidelines of the Ministerial Order on Professional Bachelor's Degree Programmes, Order no. 1047 of 30/06/2016.

In addition, the following special ministerial orders and laws apply:

- Ministerial order no. 1147 of 23/10/2014:
The Law on Professional Academy Programmes and Professional Bachelor's Degree Programmes, The Law on The Academies
- Ministerial Order no. 935 of 25/08/2014
The Law on Business Academies of Higher Education Programmes
- Ministerial Order no. 85 of 26/01/2016:
Ministerial Order on Admission to Business Academy Programmes and Professional Bachelor's Degree Programmes
- Ministerial Order no. 1500 of 02/12/2016
Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes
- Ministerial Order no. 114 of 03/02/2015:
Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes

We refer to the Ministry of Higher Education and Science's website www.ufm.dk as well as the website www.retsinfo.dk (only in Danish) for additional information on applicable ministerial orders and laws on Business Academy Programmes.

1.4. The duration of the programme

The programme is a short-term, further-education business academy programme with a duration of [X years]. It is a full-time programme weighted 90 ECTS in accordance with the European Credit Transfer System. ECTS are used for the standard length of the full study time and for distribution on the individual programme elements. 60 ECTS is equivalent to one year of full-time study. The programme is step 6 in the qualifications framework for lifelong learning.

The programme must be completed within a number of years equivalent to the standard duration plus two years. The educational institution may exempt students from the latest date of completion of the programme, when this is founded in exceptional circumstances.

1.5. Graduate's title

The Business Academy Programme Bachelor's Degree Programme in International Hospitality Management gives the graduate the right to use the title Professions bachelor I International Hospitality Management. The English title is Professional Bachelor in International Hospitality Management.

1.6. Admission requirements

Admission to the programme is in accordance with the current rules and regulations set out in the ministerial order on admission and enrolment referred to in 1.3.

Entry to the programme requires a passed academy profession (AP) programme Service, Hospitality & Tourism Management, Marketing Management or other relevant programmes with at least 120 ECTS credits. There are no area- or programme-specific entry requirements, cf. appendix to the Admission Order. At least the grade 4 in Economics and the final project.

An applicant with another background than stipulated in the admission requirements may be admitted to the programme if they are estimated to have professional skills equivalent to the standard admission requirements, and if they are likely to complete the programme. Admission may be conditional on an applicant passing a qualifying exam or documentation of qualifications through another type of individual assessment no later than at the start of study.

1.7. Criteria for the selection of applicants

If admission to the programme is limited, please refer to Dania Academy - University of Applied Sciences website www.eadania.dk, where the current criteria have been described.

2. The national part

2.1. The programme's objectives for the learning outcome

The objective of the Professional Bachelor's Degree Programme in International Hospitality Management is to qualify the graduates to independently analyse, assess and reflect on problems and issues as well as manage practice-related and complex assignments related to operations, development, administration and management within the hospitality trade.

2.2. National course elements

Content

Semester	Exam	ECTS	Assessment	Grading	Weight
1 semester	Economics	15	Internal	7-point grading scale	2
1 semester	Cultural awareness and customer relation	10	External	7-point grading scale	2
1 semester	Philosophy of Science	5	Internal	Approved/not approved	1
2 semester	Leadership	15	Internal	7-point grading scale	2
2 semester	Elective educational component	5	Internal	7-point grading scale	1

2 semester	Strategy	10	External	7-point grading scale	2
3 semester	Internship	15	Internal	7-point grading scale	1
3 semester	Final exam project	15	External	7-point grading scale	4

As a prerequisite for completing the study programme, students must attend and pass educational components equivalent to a total workload of 90 ECTS credits. A full-time semester consists of educational components, including internship, corresponding to 30 ECTS credits.

The programme comprises compulsory educational components worth 55 ECTS credits, electives worth 5 ECTS credits, an internship worth 15 ECTS credits and a bachelor project worth 15 ECTS credits.

The sum of all educational components and other study activities may not exceed the prescribed 90 ECTS credits.

All educational components, including the bachelor project, are evaluated and assessed. The educational component is considered passed when students get the grade 02 as a minimum.

The programme's core areas are made up of compulsory educational components worth 55 ECTS and consist of the below components.

Core area: Economics

15 ECTS credits

Test of academic level – 1 ECTS

Financial management through key figures and annual report – 3 ECTS

Costs and cost-related pricing – 3 ECTS credits

Forecasting and revenue management – 4 ECTS

Budget (the three budgets) and budget control – 4 ECTS

Learning outcomes

Knowledge

- The students should have acquired knowledge about fundamental accounting principles, enabling students to understand budgets and accounts and reflect on analysis of the corporate key figures;
- establishment of a company from an economical perspective
- various calculation method principles and their application within the industry;
- central concepts of forecasting, yield and revenue management in an international hospitality context, and the practice of the international hospitality industry concerning mixed costs and
- direct/indirect costs and methods for the distribution of these.

Skills

The students should be able to

- develop department and activity budgets as well as set up accounts for further analysis;
- prepare cost calculations according to recognised methods in the industry as well as calculations for specific industry key figures;
- use different methods for the distribution of mixed and indirect costs;
- evaluate internal control systems and justify relevant solution opportunities
- substantiate mixed costs and the cost structure within the international hospitality industry; and
- apply forecasting, yield and revenue management, enabling students to give input for improving the turnover of the company on both the short and long term.

Competences

The students should be able to

- independently develop budget proposals and key figures as part of the company's financial management, based on inputs from the company's various departments and activities; and
- Independently analyse the company's situation as well as make different proposals for optimising its operations based on forecasting.

Core area: **Leadership**

15 ECTS credits

Organisational structures – 2 ECTS

HR/competence development – 3 ECTS

Leadership – 5 ECTS

Personnel law – 5 ECTS

Learning outcomes:

Knowledge

The students will be able to demonstrate knowledge of:

- the role of the various types of organisations and organizational structures in competency development and management
- The company's objectives and how to control structure and organize activities pertaining to the objectives.
- The legal framework of the industry, including individual and collective labour law in an international context
- The needs of the company for structural and managerial actions in relation to internal and external changes affecting the company
- The methods and theories used to prevent and manage conflicts between groups of employees and between employees and management
- Work-related stress, work-life balance, and managerial challenges associated herewith

- The company's social, environmental, and economic responsibilities (CSR), including the Law on Work Environment
- Various approaches to change management

Skills

The students should be able to

- Evaluating and assessing practical and theoretical methods for identifying the organisation's competence gap on a strategic departmental, and individual level with the objective of making reasoned decisions
- Evaluating one own's leadership on the basis of both theoretical and practical problem statement as well as making a reasoned selection of relevant management styles.
- Acting within the existing framework of personnel law, including being able to make independent assessments of labour-related legal issues and assessing the need for and selecting relevant collaborators.
- Assessing management's role and impact on the service company's work environment and general organizational culture.
- Assessing the appropriateness of the service company's structure and its relation to management styles in relation to the company's vision, mission, goals and values.
- Evaluating and defining a strategy for change in relation to the company's needs.
- Recommending methods for the prevention and management of conflicts between groups of employees and between employees and management
- The ability to search for relevant legal sources

Competences

The students should be able to

- Managing complex types of organisations' impact on competency development and one's own management style.
- Independently developing a competency development plan for the organization as a group and individual level in accordance with professional ethics.
- Identifying one's own development needs and developing one's own competences in relation to the company's strategy and one's own area of activity.
- Contributing to the development and implementation of organizational change projects.
- Managing the company in a way that satisfies the company's CSR-related responsibilities

Core area: **Philosophy of science and methodology**

5 ECTS credits

Theories of science

Methodology

Data (primary and secondary)

Case studies

Learning outcomes:

Knowledge

- The students should have acquired knowledge about important perspectives on knowledge, insight and recognition;

- the definition of knowledge in a socio-scientific context;
- fundamental schools and problem areas within theory of science, in a socio-scientific perspective;
- methodological approaches that support the generation of knowledge;
- central paradigms within the socio-scientific disciplines; and
- the international hospitality management industry's application of theory and method.

Skills

The students should be able to

- critically assess empirical-analytical studies, including be able to communicate what knowledge is, how it is generated, and how it connects to practice;
- reflect on and take part in discussions on the generation of knowledge;
- work on problem areas within theory of science and methodology and integrate the understanding of scientific work and methodology with academic professionalism in project writing;
- collate, adapt and interpret quantitative and qualitative data along with relating critically the existing or new data materials, including having knowledge about measuring scales, as well as able to judge the relevance, topicality, validity, reliability and scope for generalisation of data;
- make a problem analysis and problem definition, prepare a problem statement and hypotheses as well as make considerations about methods and substantiate the choice of survey methods; and structure and analyse following the principles of academic work.

Competences

The students should be able to independently

- use scientific and methodological approaches in addressing practical problems and issues;
- prepare science-based reports and projects, including communicate research results and suggested solutions, etc., in a clear and easy-to-read report which contains a clear formulation of the problem and methodological consideration along with an assessment of the reliability and validity of the results and prerequisites; and
- take part in an interdisciplinary collaboration on the development of a study based on scientific principles, including an assessment of the strengths and weaknesses of alternative survey methods.

Core area: **Strategy**

10 ECTS credits

Strategic analysis – 3 ECTS

Strategy, concept and product development – 5 ECTS

Strategic implementation and management – 2 ECTS

Learning outcomes

Knowledge

- The students should have acquired knowledge about models and theories for strategic analysis;
- strategic models and tools within the international hospitality management sector;

- development and implementation of strategies; and
- strategic management.

Skills

The students should be able to

- analyse the strategic challenges of the company;
- develop strategies for new and existing markets;
- develop and assess practice-oriented concepts and substantiate the chosen solution models;
- analyse the company's strategic leadership perspective; and
- communicate a plan for the implementation of the company's strategy.

Competences

The students should be able to

- handling critical success factors for the individual company or organisation as well as communicating the company's strategy with the goal of developing the company or organisation;
- being part of a professional cooperation with management and staff members about the strategic challenges of the company;

Core area: **Cultural awareness and customer relations**

10 ECTS credits

The concept of culture and the hospitality industry – 2 ECTS

Guest/customer behaviour – 3 ECTS

Organisational culture – 3 ECTS

Negotiation technique – 2 ECTS

Learning outcomes:

Knowledge

The students should have acquired knowledge about

- how the organisational context is manifested in practice in the hospitality industry. This will include specific company culture, professional culture, functional culture, and department culture;
- concepts, theories, and models for cultural understanding and their application within the hospitality industry; and
- communication techniques used with guests, customers, suppliers, other stakeholders, etc.

Skills

- The students should have acquired knowledge about
- applying the knowledge of culture in comparative studies of national cultures;
- applying and assessing cultural models and concepts as well as ideas for management and development within a hospitality company or organisation; and
- applying and assessing rhetorical patterns as well as verbal and non-verbal communication.

Competences

- The students should be able to
- carry out and apply relevant cultural analyses in relation to company development; and
- communicate and negotiate with people, companies and organisations across cultures while dealing with economic, managerial and legal aspects as well as ethical considerations.

2.3. Internship

The internship is a full-time internship with a workload of 30 hours a week, exclusive of internship paper/ log. The aim of the internship is that, upon completion of the internship period, the students should be able to assess and include theories for solving practice-oriented problems that are relevant to the programme and the final bachelor project. Students who begin the top-up programme will normally already have gone through a compulsory internship period of three months, worth 15 ECTS credits, as part of their qualifying exam (AP programme). An internship of another three months (15 ECTS credits) thus still remains to be completed in the top-up programme. During the internship, students work with professionally relevant issues and acquire knowledge of relevant job functions. The students will be associated with one or more companies during the internship. As a rule, the internship is unpaid. The students themselves must actively apply for internships.

On completion of the internship – no matter the intended goals for the internship – the students are expected to have acquired the following knowledge, skills and competences:

Knowledge:

The students should have acquired knowledge about

- how to reflect on the company's methods and practice with respect to the theory introduced through the programme.

Skills:

The students should be able to

- collect data and choose relevant solutions to the work tasks; and
- communicate professional issues and solutions to colleagues and business partners.

Competences

- The students should be able to
- independently address complex development-oriented tasks;
- independently take part in professional and interdisciplinary cooperation in the company; and
- identify their own professional and personal goals during the internship.

The internship is concluded with an exam.

The internship is worth 15 ECTS credits.

Requirements of the parties involved

The internship company provides a contact person who must be at the student's disposal for the duration of the internship. The contact person and the student together draw up an internship agreement which states the student's tasks and assignments during his/her internship period. The tasks and assignments should meet the learning outcomes of the internship.

The internship should be planned so as to take the student's prior knowledge, training and qualifications into consideration.

The internship agreement is to be submitted to the educational institution for approval.

The student draws up a written internship paper/write on a blog, stating how the learning outcomes of the internship have been met.

The educational institution has appointed a number of internship supervisors for International Hospitality Management who will be discussion partners for the students during the entire internship period, and who will also act as examiners for the internship.

Upon completion of the internship period, both the student and the internship company will have to participate in an evaluation of the internship period. The students must participate in this evaluation in order to sit the internship exam.

Roles and responsibilities of the parties involved

Student	Company	The individual institution
Applies for an internship	Provides a contact person for the intern	Ensures satisfactory internship settings Appoints internship supervisor
The student and internship company together draw up an internship agreement that takes the learning outcomes into account		Discusses the internship agreement with the students Approves submitted internship agreements that meet demands
The student and the internship company cooperate during the internship		
Prepares a written paper that reflects on the fulfilment of the learning outcomes	The contact person and the internship supervisor support the students for the duration of the internship	
Sits the exam		Conducts the exam

Please find more information in the guidelines for Work Placement/ Internship provided at the academy.

2.4. Final exam project

The objective of the bachelor's degree project is to document the students' understanding of practice as well as centrally applied theory and method in relation to a practical problem or issue based on a specific assignment within the field of the programme.

The problem or issue, which must be central to the study programme and the profession, must be formulated by the students in the problem statement and research question, possibly in collaboration with a private or public company.

The bachelor project must be interdisciplinary and based on field research together with the requirements that the project must contain financial scenarios for the consequences of the suggested solutions to the problem or issue. Dania Academy - University of Applied Sciences must approve the problem statement and research question.

The bachelor project exam is conducted as an external examination, which, together with the internship exam and other programme examinations, should document that the programme's learning outcomes have been achieved.

The exam is made up of a project and an oral examination. The results of the two will be combined to provide the student with a single grade. The exam will not take place until the students have passed the internship exam as well as the other exams of the programme.

Learning outcomes for the final exam project:

Knowledge

The students should have acquired knowledge about

- the general trends in the industry; and
- theory, methodology and practice within the international hospitality industry.

Skills

The students should be able to

- assess practice-oriented problems and issues and set up economic scenarios for the consequences of suggested solutions; and
- communicate professional issues and solution models to colleagues and business partners.

Competences

The students should be able to

- independently take part in interdisciplinary collaborations with colleagues and business partners;
- be part of complex development-oriented practice-based problems or issues; and
- develop the company and its organisation based on its strategic challenges.

Bachelor report requirements

The final exam project may NOT exceed the maximum number of characters stipulated below.

The number of characters are inclusive of figures and tables, etc., but exclusive of cover page, table of contents, reference list and appendices.

Characters are including spaces.

Appendices may be enclosed to substantiate projects. However, they are not included in the assessment of the assignment, which means that lecturer and examiner are not under an obligation to read them.

Writing and spelling skills as well as the ability to use the correct technical terms form part of the assessment (weight 10 percent).

The exact character count MUST be printed on the cover page of the project. If the number of characters is not indicated, the assignment is rejected, and the exam may not take place until the next scheduled exam.¹

¹ When submitting written assignments, the students are expected to hand in an electronic version of the assignment as well. The rules on this are stipulated in the institutional section of this Curriculum.

The final examination project report must amount to between 75 % and 100 % of the maximum number of characters. Assignments that total less than 75 % of the number of characters laid down or which exceed the maximum, will be rejected, and the students must register for exam again.

Scope of final exam project:

Final exam project	Maximum number of characters in the exam paper, including spaces
One student:	100,000 characters
Two students:	150,000 characters

2.5. Credit transfer rules

Transfer to a partner institution in Denmark

The institutions expect to establish common credit transfer agreements for the programme. However, such agreements are not available at present.

Credit transfer for educational components

It is possible to apply for credit transfer for exams based on completed and passed educational components from other programmes that match up to subjects, educational components and internship components in the International Hospitality Management programme.

The credit transfer application is assessed individually by the individual institution, based on a professional assessment of whether the learning outcomes of the educational component match up to the learning outcomes of the International Hospitality Management programme.

3. The institutional part:

The institutional part describes the local course elements and provides a comprehensive overview of the programme, the exams as well as other frameworks for the study programme.

3.1. Local course elements

The programme also includes local course elements 6th semester, weighted a total 5 ECTS. The local course elements offer the student an opportunity to qualify their academic and professional competence through specialisation and from the perspective of topics broadly related to the area of the programme.

Elective module

Value: 5 ECTS

In the 6th semester the student is to elect and participate in an elective module.

The subjects are chosen from an elective catalogue, which the institution publicises in the end of the 5th semester.

In the elective catalogue the exact topic, knowledge, skill, and competence for the module are described.

3.2. Overview of the course elements of the study programme

Below is an overview of the programme, with an indication of national and institutional (local) course elements and their timing.

Timing	National course elements	Local course elements
1 semester	Economics	
1 semester	Cultural Awareness and Customer Relation	
1 semester	Philosophy of Science	
2 semester	Leadership	Elective
2 semester	Strategy	
3 semester	Internship	
3 semester	Final bachelor project	

3.3. Exams

The purpose of the exams is to assess the extent to which students meet the academic objectives set for the programme and its elements. The curriculum distinguishes between two different examination forms:

- **External examination:** Assessed by an examiner and one or more appointed co-examiners
- **Internal examination:** Assessed by an examiner and, where the oral exams are concerned, a co-examiner appointed by the business academy

We refer to the section on student activity for information on the requirements for participation, submission of assignments, projects, etc. that must be met in order to register for exams in the study programme.

The student must acquaint themselves and comply with the academy's rules for organising exams. When the requirements for active participation have been fulfilled and assignments/projects, etc. have been submitted, the student will automatically register for the exams in the study programme. If students can opt out of an exam, the relevant time limits for doing so will appear in the description of the individual exam.

If a student at Dania Academy of Higher Education fails one of the ordinary exams, they will automatically register for a new examination, unless otherwise agreed. For further information, see the study programme's rules and regulations for examinations.

Non-participation in an exam means that the student will have used one examination attempt. This does not apply, however, if the student was unable to attend due to documented illness. The student is entitled to three examination attempts for each exam.

All exams must be passed. Passed exams cannot be retaken.

Sick and re-examination

A student who has been prevented from taking part in an exam, due to documented illness or another unforeseeable reason, will be given the opportunity to attend a second exam as soon as possible. Illness must be documented by means of a doctor's note. The doctor's note must have been received by the academy no later than three days after the exam. If a student gets ill during an exam, the academy may ask them for a doctor's note.

If such documentation cannot be obtained, the student will have used one examination attempt. The student will pay the cost of obtaining a doctor's note.

Special exam conditions

Students may, where this is justified by physical or mental disabilities, apply for additional examination time or special exam conditions. This application must be submitted to the academy no later than four weeks before the exam. This deadline can be dispensed with in case of sudden health problems.

The application must be documented by means of a doctor's note, statements from e.g. speech, hearing, dyslexic or blind institutions or other evidence of a medical condition or relevant specific disability.

Special exam conditions may be agreed for the entire course of the programme.

Complaints

Students may complain about an exam in relation to:

1. The basis of the exam, including exam questions, assignments and similar
2. The exam procedure
3. The assessment

In accordance with the ministerial order on examinations in professional programmes, the complaint must be in writing, reasoned and submitted no later than two weeks after assessment at the examination in question was communicated.

Exemption

In accordance with the existing order on examination in professional programmes, the academy may give an individual student exemption from meeting the deadlines for passing an exam if this is due to illness, maternity leave or unusual circumstances.

Cheating and disruptive behaviour during exams

Documented cheating, providing or obtaining improper assistance in completing an assignment or the use of assistance which is not allowed will cause the student to be expelled from the exam. Under particularly aggravated circumstances, the academy may decide to expel the student for a shorter or longer period of time. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme. Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

If a student exhibits disruptive behaviour during an exam, the business academy can expel the student from the exam. In less severe cases, the academy will only give a warning.

Use of own and others' work – plagiarism

Plagiarism is where a written assignment wholly or in part:

1. constitutes identical or virtually identical reproduction of someone else's formulations or work without the use of quotation marks, italics, indentation or similar clear indication and reference to the source.
2. reproduces their own already assessed material without observing the formalities of point 1

Plagiarism is also when an individual, written assignment contains a word-by-word reproduction of textual passages worded by a group of students together and appearing identically worded in several assignments.

Examinations abroad

The student may, where special circumstances justify this, get permission to sit an exam abroad, cf. the current ministerial order. The exam may be conducted via Skype, for instance, or any other approved video conferencing systems.

The academy appoints or approves an invigilator, who is to be with the student during the examination. Any costs involved will be paid by the student, who must confirm in writing and before taking the exam that they accept to pay the expenses connected with the exam.

3.3.1 Exams on the diploma

The following exams will appear from the diploma: see overview – 3.2

3.3.2 Description of exams

For the student enrolled on a programme in August 2017 the following examination schedule, including the schedule for re-sits, will apply (subject to possible amendments).

The following time deadlines apply:

Examination material (e.g. business case, introduction to the examination, task description) is to be distributed on Wiseflow at 9.00 am on the announced date

Submission of the written work (e.g. coursework, written assignment, project report) must take place at 12.00 am at the latest on the announced date.

3.3.2.1 Exams

Plan for examinations 2017-18			
Leadership	Assignment is announced	Deadline for submission	Examination
Internal Examination			
1. Attempt week 14 2018	2 March 2018	4 March 2018	5 March 2018
2. Attempt week 15 2018	9 April 2018	11 April 2018	13 April 2017
3. attempt	August 2018	August 2018	August 2018
Economics	Assignment is announced	Deadline for submission	Examination
Internal Examination			
1. Attempt	1 November 2017	Group registration: 9 October 2017 Hand in assignment: 3 November	Week 45 – 2017
2. Attempt	27 November 2017	Group registration: 15 November 2017 Hand in assignment: 29 November 2017	1 December 2017
3. Attempt	2018	2018	2018
Dates pending			
Philosophy of science and Methodology	Assignment is announced / To be approved	Deadline for submission	Examination
Internal Examination			
1. Attempt	8 January 2018	12 January 2018	Oral feedback

			Week 3 2018
2. Attempt	22 January 2018	26 January 2018	Oral feedback Week 6 2018
3. Attempt Dates pending	2018	2018	2018
Elective Module Internal Examination	Assignment is announced / To be approved	Deadline for submission	Examination
1. Attempt	Pending	Pending	Pending
2. Attempt	Pending	Pending	Pending
3. Attempt	Pending	Pending	Pending
Cultural awareness and customer relations External Examination	Assignment is announced / To be approved	Deadline for submission	Examination - oral
1. Attempt	None	None	Week 48 2017
2. Attempt	None	None	Week 50 2017
3. Attempt	None	None	Pending
Strategy External Examination	Assignment is announced / To be approved	Deadline for submission	Examination

1. Attempt	Assignment is available: 22 May 2018 Approval of problem statement: 25 May 2018	Group registration: 15 May 2018 Hand in assignment: 12 June 2018	Week 25 2018
2. Attempt	Assignment is available: 22 June 2018 Approval of problem statement: 27 June 2018	Hand in assignment: 6 July 2018	Week 32 - 2018
3. Attempt Dates pending			
Work placement project Internal Examination	Assignment is announced / To be approved	Deadline for submission	Examination
1. Attempt		6. November 2018 Milestone 4	13 November 2017
2. Attempt		27 November 2018	3 December 2018
3. Attempt		11 December 2019	2 January 2019
Bachelor project External Examination	Assignment is announced / To be approved	Deadline for submission	Examination
1. attempt	Hand in topic: 1 October 2018 Approval of problem statement: 23 October 2018	22 January 2019	Week 6 - 2019

2. attempt	Hand in topic: 26 February 2019 Approval of problem statement: 11 March 2019	10 June 2019	Week 26 2019
3. attempt	Hand in topic: 14 May 2019 Approval of problem statement: 27 May 2019	6 August 2019	Week 32 - 2019

Exams must be conducted in understandable Danish/English. In connection to the international modules at 6th semester the examination language will be English for all.

Students whose mother tongue is not Danish/English may apply for an exemption from the requirement that spelling and writing skills form part of the assessment criteria for the professional bachelor degree project or the academy profession degree project as well as exams in which such skills are stated in this curriculum to be part of the assessment criteria.

The application must be submitted to the programme not later than 4 weeks before the exam is to take place.

Students whose mother tongue is not English may apply for permission to bring dictionaries to exams. Applications for permission to bring other study aids must be submitted to the programme not later than 4 weeks before the exam is to be held.

3.3.2.2 Economics – 15 ECTS

Written and oral examination

A written assignment is handed out, and the students in groups of 3-5 have 48 hours to work with the case/assignment. The assignment combines essential areas of the different subjects covered in Economics, and is a reflection of the content and work methods of the subject.

Maximum keystrokes: 12.000.

The oral examination is individual and 30 minutes. The student should bring a presentation to the oral exam, which is produced on the basis of the submitted project report and further reflections.

The assignment is available electronically.

Internal assessment according to the 7-point marking scale

Weight: written part 30%, Oral part 70%

3.2.2.3 Leadership – 15 ECTS

Combined oral and written individual assessment

A written assignment is handed out, and the student has 48 hours to work with the case/assignment in groups and hand in a synopsis. The assignment combines essential areas of the different subjects covered in Leadership, and is a reflection of the content and work methods of the subject.

Maximum keystrokes: 10.000.

The oral examination is a group exam and 30 minutes. The students should bring a presentation to the oral exam, which is produced on the basis of the submitted project report and further reflections. As a part of the oral exam, an opponent group of students from the class will participate. Grades will be individual. The presentation has a weight of 3/4 the performance as opponents ¼.

Internal assessment according to the 7-point marking scale

3.2.2.4 Philosophy of Science and Methodology

Individual written assessment

A written assignment is handed out, and the students individually has 5 days to work with the assignment and hand in a paper. The assignment combines essential areas of the different subjects covered in Philosophy of Science and Methodology, and is a reflection of the content and work methods of the subject.

Maximum key strokes 12.000. Internal assessment according to the 7-point marking scale

Weight: written 1.0. After the assessment of the paper the student will receive an oral feedback of 15 minutes.

3.2.2.5 Strategy

Strategy project

A written assignment is handed out, and the students in groups of 3-5 have 2 weeks to work with the case/assignment and hand in a report. The assignment combines essential areas of the different subjects covered in Strategy, and is a reflection of the content and work methods of the subject.

Max keystrokes: 105.000

A written approval of the problem statement is a mandatory part of this exam.

The oral examination is individual and 30 minutes. The student should bring a presentation to the oral exam, which is produced on the basis of the submitted project report and further reflections.

External assessment according to the 7-point marking scale

Weight: written 0,5 – oral 0,5

3.2.2.6 Cultural awareness and Customer Relations

Individual oral exam

The student draws a random question connected to the essential areas of the different subjects covered in Cultural Awareness and customer relations. The student is required to reflect of the content and work methods of the subject.

The student will have 30 minutes of preparation to answer the question. The oral exam is 30 minutes.

External assessment according to the 7-point marking scale

Weight: viva 1,0

3.3.2.3 Internship exam

Combined viva and written individual exam

In co-operation with the work placement enterprise, the candidate identifies and defines the learning goals for the work placement period.

During the work placement the student maintains a learning journal. The learning journal should include a description and illustration of the activities accomplished and the areas of responsibility held by the student during the work placement combined with the student's reflection on the learning goals and learning outcomes of the placement.

This paper/blog becomes the basis of the viva in work placement.

Internal assessment according to the 7-point marking scale

Weight: written 2/3, oral 1/3

Combination written (blog) and 30 minutes oral assessment

3.3.2.4 Exam for the final exam project

Bachelor Project Combined oral and written exam

The student produces a bachelor project based on the chosen problem statement (research question). The project then are used as starting point for the oral examination.

The exam has the following distribution:

1/4 for the oral presentation

2/4 for the examination questions/discussion

1/4 for the voting and feedback to the student

The bachelor project is normally produced on an individual basis. However, by exception, the students may send application for special consideration if they wish to write a group bachelor project to the Institution. Since the written project is combined with a oral exam of 60 minutes per student, the project does not have to be individualized. No more than two students can participate in the group project.

A written approval of the problem statement is a mandatory part of this exam.

Number of characters:

1 person: number of characters: Maximum 100,000-inkl spacing but ekskl annex.

2 person: number of characters: maximum 150,000 incl. spacing but excl. annex.

Oral exam: 60 min per student

One overall mark is given according to the 7-point marking scale

Weight: written 2/3, oral 1/3.

3.4. Study activity

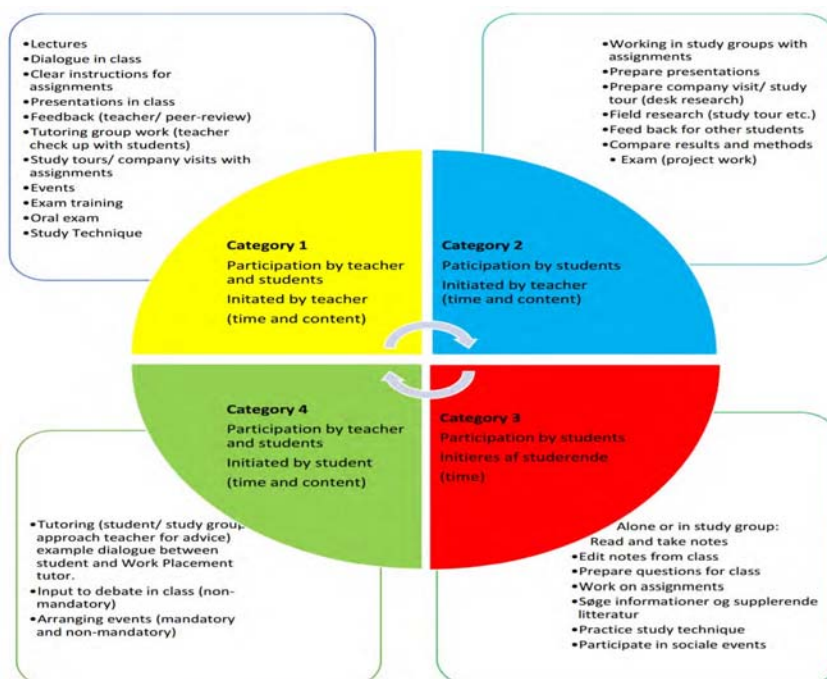
Study activity is measured by the student's participation and their submission of all compulsory assignments/projects. Once this requirement has been met, the student can register for the programme exams. Study activity is a prerequisite for receiving student grants (SU).

3.4.1 Study activity model

When enrolling at Dania Academy - University of Applied Sciences, students will come across activities and study planning which may differ from what they have previously encountered. They are expected to put in efforts equivalent to a full-time job. The programme is practice-oriented, which means that in addition to the internship, there will be other meetings with the trade during the study programme.

A study programme includes many kinds of activities. Some of them will be initiated by the students themselves, while others will have been planned by the programme. Some of them are performed by the students, alone or with fellow students; others are performed by the student together with the instructors on the programme, and finally, some are performed together with companies, as part of the internship, a company visit, projects, etc.

Teaching at Dania Academy - University of Applied Sciences is organised on the basis of the following study activity model, in which the activities are divided into four categories:



3.4.2 Active attendance

At Dania Academy - University of Applied Sciences, we follow our students' participation in the programme activities.

Participation in a study group and attending the coaching sessions and individual meetings with the programme coordinator is mandatory.

3.5. Teaching and work methods

The teaching is based on the latest knowledge and results from national and international research, experimental and development work from the disciplines associated with the profession. Furthermore, practical experience and knowledge from key trends within the profession will be included in the teaching as well as methods for developing the trade and carrying out quality and development work.

The teaching is a combination of lectures, teaching in class, dialogues, exercises, presentations, case studies, seminars, visiting instructors from at home and abroad, projects and internships.

The instructor's role

It is the policy at Dania Academy - University of Applied Sciences that the instructor organises and conducts teaching based on:

- Dania Academy - University of Applied Sciences values: We are **Curious**, **Dynamic** and **Visionary**
- The Study Activity Model
- Interdisciplinary integration in the study programme
- A variety of learning types
- A process-oriented approach to learning
- A close cooperation between the programme and the profession
- The integration of innovation in the programme
- An expectation of student independence, motivation and active participation
- The use of relevant IT tools

Reading texts in foreign languages

All classes and activities will be in English. An exception is the lessons in Economics. The students are given the opportunity to attend a Danish spoken class.

3.6. Rules for the internship

Requirements of the parties involved

The internship company provides a contact person who must be at the student's disposal for the duration of the internship. The contact person and the student together draw up an internship agreement which

states the student's tasks and assignments during his/her internship period. The tasks and assignments should meet the learning outcomes of the internship.

The internship should be planned so as to take the student's prior knowledge, training and qualifications into consideration.

The internship agreement is to be submitted to the educational institution for approval.

The student draws up a written internship paper/write on a blog, stating how the learning outcomes of the internship have been met.

The educational institution has appointed a number of internship supervisors for International Hospitality Management who will be discussion partners for the students during the entire internship period, and who will also act as examiners for the internship.

Upon completion of the internship period, both the student and the internship company will have to participate in an evaluation of the internship period. The students must participate in this evaluation in order to sit the internship exam.

Roles and responsibilities of the parties involved

Student	Company	The individual institution
Applies for an internship	Provides a contact person for the intern	Ensures satisfactory internship settings Appoints internship supervisor
The student and internship company together draw up an internship agreement that takes the learning outcomes into account		Discusses the internship agreement with the students Approves submitted internship agreements that meet demands
The student and the internship company cooperate during the internship		
Prepares a written paper that reflects on the fulfilment of the learning outcomes	The contact person and the internship supervisor support the students for the duration of the internship	
Sits the exam		Conducts the exam

Please find more information in the guidelines for Work Placement/ Internship provided at the academy. Introduction to the internship, please see "Framework for internship at Dania Academy of Higher Education" and the planned Internship workshops.

Internship contract

A contract is signed by the student and the internship company and approved by the internship coordinator in order to ensure a professionally relevant content of the internship.

The contract contains the following:

- Duration of the internship and working hours

- Learning objectives
- Information about insurance conditions
- Other information about employment conditions, if possible as an appendix
- Examination

Working time and pay

The internship is equivalent to a full-time job with the demands on working time, effort, commitment and flexibility that graduates are likely to face in their first job. The working time will be agreed individually between the student and the company. The company has no financial obligations to the trainee, who is entitled to receive state grants (SU).

3.7. Internationalisation

In the Business Academy programmes, the international dimension is reflected in the teaching.

The programme has been organised to allow the student to take a semester abroad. Dania Academy - University of Applied Sciences must approve the foreign educational institution and the professional content of the study programme in question. Upon completing their studies abroad, students must document the programme elements completed with the foreign educational institution. In connection with the preliminary approval, the student must also give the institution permission to obtain the necessary information after completion.

The internship may also take place abroad. The internship company is approved in accordance with the general rules on internships.

3.8. Credit transfer

See the description of credit transfer at Dania Academy - University of Applied Sciences' website.

3.8.1 Credit transfer of programme elements in this programme

The institution approves programme elements passed in the same study programme at other institutions. The student must inform the institution about any programme elements completed at another Danish or foreign institution of further education and about any occupation presumed to qualify for credit transfer.

The Academy may approve that programme elements passed at another institution are equivalent to corresponding programme elements or parts thereof in this curriculum. If the programme element in question was assessed according to the 7-point scale at the institution where the exam was taken and is equivalent to a complete subject in this curriculum, the mark will be transferred. In all other cases, the assessment will be transferred as "passed" and will not form part of the calculation of the student's average mark.

Credit transfer requires that the student submits a written application with the relevant annexes to the educational institution. This also applies to Erasmus students. The decision is based on an academic evaluation.

3.8.2 Credit transfer and admission to successive study programmes

The student is advised to contact a student counsellor for up-to-date information, as new opportunities may have come up.

Students may also choose to continue their studies abroad. With a top-up programme of one to two years' duration, students can acquire an international bachelor's degree, which is normally a 3-year study programme. Read more on:

<http://ufm.dk/uddannelse-og-institutioner/videregaende-uddannelse/erhvervsakademier/faq-om-uddannelse/meritd4c0bd762d0c4180b072c625b708b402>

3.9. Leave of absence

A student can get leave of absence from the programme on personal grounds. Further information of leave and provisions for students on leave can be found in Decree No. 1486 of 16 December 2013 on admission to business academy programmes and professional bachelor's degree programmes.

3.10. Exemption

The educational institution may choose to dispense with what has been stated in the institutional curriculum if this is justified by exceptional circumstances. The institutions cooperate on the establishment of a homogeneous dispensation policy.