



## Curriculum

AP degree programme in Service, Hospitality & Tourism Management

Business Academy Dania Randers

Valid from 01.08.2020



Curriculum for  
The Academy Profession Degree Programme at Business Academy Dania

Approved by the Rector on behalf of the Board.



Anders Graae Rasmussen

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## Introduction

The curriculum is a description of the Academy Profession Degree Programme consists of two parts (rule sets):

1. Part 1 – A National Part
2. Part 2 – An Institutional Part

The national part of the curriculum for the AP degree programme in Service, Hospitality & Tourism Management has been released in accordance with the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, provided by the individual institution that offers the programme.

After it has been approved by either the Board of Directors (or the Rectors) and after consultation with the institutions' Educational Committee and the External Examiners chairmanship for the specific programme, the educational network for the AP degree programme in Service, Hospitality & Tourism Management prepares the institutional part.

## Time related placement of the education's subject elements

Table 1: Time related placement of the education's subject elements

Placement	National subject elements	Local subject elements	ECTS	Internal/ External	Name of the exam
1 <sup>st</sup> semester	Theme 1: Service & Experiences		15	Internal	1 <sup>st</sup> internal exam part 1
	Theme 2: Cooperation & Relations		15	Internal	1 <sup>st</sup> internal exam part 2
2 <sup>nd</sup> semester		Local Course Element: Tourism Management or Hotel & Restaurant Management	10	Internal	2 <sup>nd</sup> internal exam
		<i>Elective 1 (see appendix 1)</i>	5	Internal	3 <sup>rd</sup> internal exam
	Theme 3: Business Understanding		15	Internal	1 <sup>st</sup> internal exam, part 3
3 <sup>rd</sup> semester		<i>Elective 2 (see appendix 2)</i>	5	Internal	4 <sup>th</sup> internal exam
	Theme 4: Business Development		25	External	1 <sup>st</sup> external exam
4 <sup>th</sup> semester	Internship		15	Internal	5 <sup>th</sup> internal exam
	Final examination project		15	External	2 <sup>nd</sup> external exam
ETCS points in total			120		

## Part 1 – The National section

### 1. The programme's goals for learning outcomes

Overall, the student must in a development-oriented situation within the service industry, acquire new knowledge and from this collaboration evaluate practice-oriented solutions for a service company on a tactical and operational level.

#### Knowledge

The educated provides knowledge of

- The terminology and concepts used by the service industry as well as its use of theory and method in practice, in Denmark as well as internationally
- The company's potential for cooperating with business partners and users in developing services and experiences
- Basic strategic concepts and tools of influence to the service company's choice of strategy and models
- Relevant sectors within business and holiday tourism, hotel and travel life as well as other service and experience industries, their structure, development and organisation as well as interdependence
- The potential for internationalisation through collaboration as well as understanding of the influence of the internationalisation process on the service company.

#### Skills

The students should be able to:

- Assess the conditions relating to costs for the service and experience company in order to perform financial calculations and budgeting
- Assess the connection between the company's service concept, supply system and competition system as well as assess relevant development trends for the company
- Apply knowledge about cultures in relation to sales and negotiation situations as well as set up and communicate practical possible solutions to business partners and users in Denmark and internationally
- Set up and select portfolio models to describe the products of the service and experience company
- Assess practical managerial situations in order to choose appropriate solutions.

#### Competences

The students should be able to:

- Handle different national and international development and sales situations within the

service and experience industry

- Acquire new knowledge, skills and competences in relation to the service and experience industry in a structured manner
- Participate in academic and interdisciplinary intercultural collaboration in the service and experience company at an operational and tactical level, including managerial functions and staff assignments.

## 2. The educational programme includes 4 national subject elements

### 2.1. Service & Experiences

#### Content

The Services and Experiences education element includes analyses of the hospitableness concept and the understanding guests including customer behaviour in relation to the company's services and experience offerings.

#### Learning outcomes for Services & Experiences

##### Knowledge

The student must:

- Have development-based knowledge of the service and experience industry's practice, development in supply and demand, as well as central applied theory and methods with focus on economically sustainable management of service and experience companies
- Understand what characterises service and experience offerings and be able to understand the industry's use of theory and methods within the development of hospitableness and guest understanding.

##### Skills

The student should be able to:

- Apply academic key methods and tools and evaluate practice-oriented issues
- Collect and utilise data regarding customer satisfaction, customer behaviour and market conditions in relation to the companies' service offerings and experiences
- Apply key economic methods and tools to assess practice-oriented issues and apply creative techniques to set up and select service and experience offerings and the communication of these to business partners and users

##### Competences

The student must:

- Handle development-oriented situations in the service and experience industry with a focus on good hospitableness and the good experience
- Participate in professional and interdisciplinary collaboration for service and experience offerings
- In a structured context be able to acquire new knowledge, skills and competencies in

relation to the service and experience industry.

ECTS credits

The Services & Experiences educational element is worth 15 ECTS.

## 2.2. Cooperation & Relations

### Content

The Cooperation & Relations subject area includes communication and management forms in an intercultural perspective with focus on the interaction with the guest and the employee.

Focus is on analysis and data material as the basis of developing internal and external communication in a national and international perspective.

### Learning outcomes for Cooperation & Relations

#### Knowledge

The students should have acquired knowledge of:

- Have development-based knowledge in relation to the service companies' management and collaboration practices and the central applied theory and methods
- Be able to understand practice and central applied theory and methods when recruiting, hiring, retaining and dismissing employees and volunteers in service and experience companies and their application
- Be able to understand the applied practice regarding intercultural interaction and communication with the national as well as international guest, customer, employee, volunteers and others in service and experience companies and their application.

#### Skills

The students should be able to:

- Apply key methods, tools and data from service and experience companies to describe management challenges
- Apply key methods, tools and data regarding cultural understanding and apply skills associated with employment within service and experience companies in order to interact with guests, customers, employees and volunteers, etc.
- Evaluate close to practice cultural and communication issues in order to choose solution options at tactical and operational levels
- Communicate close to practice issues and solutions both verbally and in writing to partners, guests and colleagues in analogue and digital contexts.

#### Competences

The students should be able to:

- Handle development-oriented situations in the service and experience company at a tactical and operational level in relation to management, cooperation and cultural interaction
- Participate and communicate in a professional and interdisciplinary collaboration or network with internal and external partners in an intercultural environment with a professional approach



- In a structured context, acquire new knowledge, skills and competences in relation to management and communication within the service and experience industry's tactical and operational level.

**ECTS credits**

The Cooperation & Relations subject element is worth 15 ECTS.

## 2.3. Business Understanding

**Content**

The Business Understanding education element includes an analysis of the company's livelihood. Focus is on the internal and external situation in relation to developing the company's financial operations and creating a holistic understanding of the company's present situation.

**Learning outcomes for Services & Experiences****Knowledge**

The student must:

- Have development-based knowledge regarding the service and experience industry's corporate and organisational, market, competition forms and understanding of companies' vision, mission, goals and values
- Be able to understand the business and legal practice and central applied theory and methods in service and experience companies and their application.

**Skills**

The student should be able to:

- Apply key methods and tools from the service and experience industry to describe the service and experience company situation
- Evaluate practice-oriented challenges of service and experience companies including the financial conditions for setting up and choosing solutions at tactical and operational levels
- Communicate service and experience companies' practice-oriented issues and solutions to collaborators, guests, customers, employees, volunteers and others at a tactical and operational level.

**Competences**

The student must:

- Handle development-oriented situations in the service and experience company at a tactical and operational level
- Participate in professional and interdisciplinary collaboration in the service and experience company's tactical and operational management
- In a structured context be able to acquire new knowledge, skills and competencies in relation to the operation of service and experience companies at tactical and operational levels.

**ECTS credits**

The Business Understanding educational element is worth 15 ECTS.



## 2.4. Business Development

### Contents

The Business Development educational includes strategic planning, innovation, intrapreneurship and entrepreneurship in respect of developing existing companies as well as new products and services. Focus is on analysing the growth potential including assessment of the financial and organisational consequences of development activities.

### Knowledge

The student must have knowledge of:

- Have development-based knowledge in relation to central applied theory and methods regarding megatrends, trends and tendencies which have particular significance for the service and experience industries
- Understand central strategic planning tools and models and the application of the legal, economic and organisational practices in connection with development and change in service and experience companies
- Understand central applied theory and methods within business development, innovation and intra/entrepreneurship and their use in service and experience companies.

### Skills

The student must be able to:

- Apply the service industry's key methods and tools at operational and tactical levels in a development and change situation
- Assess close to practice economic and organisational challenges related to development and change activities to set up and select solutions
- Communicate close to practice challenges at the tactical and operational level to business partners and colleagues within service and experience companies as a basis for decision-making at the strategic level in both Danish and international contexts

### Competences

The student must be able to:

- Handle development-oriented situations in relation to business development of service and experience companies at the tactical and operational level with a focus on creating sustainable growth
- Participate in professional and interdisciplinary collaboration in order to create sustainable operations and development of the service and experience company
- In a structured context be able to acquire new knowledge, skills and competencies regarding the development and management of economically sustainable service and experience companies at tactical and operational levels.

### ECTS credits

The subject element Business development has a scope of 25 ECTS points.

## 2.5. Number of exams in the national subject elements

The 1<sup>st</sup> year exam is worth 45 ECTS credits. They are made up of the examinations that are the first year examination.

In addition, there is one exam in the other national educational elements as well as one exam in the final examination project. For the number of exams in the internship, please refer to section 3.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national educational elements described in this curriculum can be examined together with the educational elements specified in the institutional part of the curriculum.

## 3. Internship

### Internship learning outcomes

#### Knowledge

The students should have acquired knowledge of:

- an understanding of the internship company's business and of the internship's application of theory and method in practice
- development-based knowledge of the service and experience company's possibilities including corporate, organisational, market, and competition forms as well an understanding of company's vision, mission, goals and values

#### Skills

The students should be able to:

- Apply key methods and tools from the service and experience industry to collect data and describe chosen challenges in the internship company
- Assess practice-related challenges and gather knowledge to solve work assignments and functions
- Communicate close to practice challenges and solutions to the internship company on tactical and operational levels.

#### Competences

The students should be able to:

- Take part in the management of the internship company as well as handle development-oriented situations in a professional and interdisciplinary collaboration
- Prepare a project based on a close to practice problem or issue in a structured manner, where new knowledge, skills and competencies related to the profession are included
- Consider the achievement of academic and personal goals during the internship.

#### ECTS credits

The internship subject element is worth 15 ECTS

#### Number of exams

The internship is completed with one exam.

## 4. Final examination project requirements

The final examination project must document the student's understanding of practice and centrally applied theory and method in relation to a practical problem based on a specific assignment within the area of the study programme. The problem statement and research question, which must be key to the programme and the industry, has to be formulated by the students, possibly in cooperation with a private or public company. The educational institution must approve the problem statement and research question.

The final examination project is based on gathered information, and its purpose is to demonstrate that the students can process, analyse and evaluate the gathered information and combine the knowledge acquired with programme theories and methods.

Financial considerations and elements are to be included as a natural part of the basis for choosing the solution(s).<sup>1</sup> It is required that the students use a high degree of field and desk research in their final examination project.

### Examination form

The exam is an oral and written examination with an external examiner with a duration of 45 minutes, including deliberations. One overall individual grade is given based on the 7-point grading scale for the written project and the oral performance.

### Final examination project exam

The final examination project completes the study programme in the last semester when all previous exams have been passed.

### ECTS credits

The final examination project subject element is worth 15 ECTS.

## 5. Rules on credit transfer

Passed educational components are equivalent to the corresponding educational components offered by other educational institutions that offer the programme.

The students must provide information on completed educational components from another Danish or international further education and on employment assumed to result in credit transfer.

The educational institution will grant transfer credit in each individual case based on completed/ passed educational components and occupations that match course units, parts of the study programme or parts of the work placement.

The decision is based on a professional assessment.

Upon pre-approval of a study visit in Denmark or abroad the students must, after conclusion of their study visit, document the completed educational components of the approved study visit.

In connection with the pre-approval the students must give their consent to the institution obtaining the necessary information following completed study visit.

Upon approval according to the above, the educational component is considered completed if it is passed in accordance with the regulations applying to the study programme.

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<sup>1</sup> Financial considerations can be included through various budgets (cash budgets, operating budgets, start-up budgets, etc.), accounts analysis, financing, investment, calculations or wholly or partly quantitative cost-benefit analyses.

## Part 2 – Institutional section

### 6. The program contains local subject elements, including electives

In addition to the national subject elements, the program also includes local subject elements that total 20 ECTS. The local subject elements give the student the opportunity to qualify in study and business competence through elective subjects, toning and perspective within topics that are broadly related to the education area's employment area.

Each year the program offers a number of local subject elements, among other things in the form of electives, which are described in annexes to this curriculum. The institution is not obliged to carry out all offered electives, but an appropriate number is carried out following a professional and capacity-based assessment.

#### 6.1. Tourism Management

##### Content

The local subject element Tourism must provide the students with an understanding of the tourism practice, with the destination as the central element, including an understanding of the role of each tourism business in the tourism system.

##### Learning objectives for Tourism

##### Knowledge

The student must have knowledge of:

- Tourism's practice, development and strategy in public-private interaction including tourism supply and demand - Incoming and Outgoing
- What characterizes tourism products, tendencies within travel-life and its target groups

##### Skills

The student must be able to:

- Collect and process data to prepare a destination analysis
- Identify tourism distribution and marketing channels
- Transform strategy into practice with involvement of relevant business partners within the service and experience economy industry related to travel

##### Competences

The student must be able to:

- Participate in planning and development of destinations, including a destination analysis
- Participate in the planning and development of new and existing tourism products
- Apply the tourism distribution and marketing channels

##### ECTS Scope

The subject element tourism has an extent of 10 ECTS points.

## 6.2. Hotel & Restaurant Management

### Contents

Understanding of the hotel and restaurant industry's practice with the guest as the central element, including an understanding of the role of the individual hotel and restaurant business in the industry.

### Knowledge

The student must have knowledge of:

- The hotel and restaurant industry's practice and development, including owner structures, the hotels organization and operations as well as the interaction between the various internal and external partners
- Characteristics of hotel and restaurant services, including international and Danish concepts including international and Danish classification systems within the industry

### Skills

The student must be able to:

- Apply the hotel and restaurant industry's terminology within economics, including applying industry standard numbers and key figures to set up and simulate solution options
- Identify and use the hotel and restaurant industry's distribution channels
- Evaluate digital opportunities and set a solution proposal in digital marketing
- Identify critical control areas in production and draw up plans for self-monitoring

### Competences

The student must be able to:

- Identify and participate in development and changes of processes and deliveries in relation to the service concept
- Participate in pricing of the hotel and restaurant services

### ECTS Scope

The local subject element: Hotel & Restaurant management has a scope of 10 ECTS points.

## 6.3. Electives

Learning objectives for electives are described in the appendix to this curriculum.

Appendix 1: Elective subjects, The Academy Profession Degree Programme, year 2019-21, 2<sup>nd</sup> Semester

Appendix 2: Elective Subjects, The Academy Profession Degree Programme, year 2019-21, 3<sup>rd</sup> Semester

## 6.4. 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 the examiner and one or more external examiners
- Internal examination: Assessed by the examiner and where the oral exams are concerned, an external examiner appointed by the business academy

When a student begins a subject element semester, the student is simultaneously enrolled for the ordinary test. The educational institution sets a deadline for each examination for when the registration can take place. In the curriculum, the educational institution may stipulate that fulfilment of participation obligations and the submission of assignments and projects, etc. is a prerequisite for participation in a test. For all or part of the programs in the curriculum, the institution may stipulate that cancellation cannot take place.

See the section on study activity for information on the requirements for study activity and submission of assignments, projects, etc. in order to register for exams in the study programme.

The student must acquaint themselves and comply with the business 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 be registered 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.

With written exams, one standard page is equal to 2,400 characters including spaces.

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

NB: The national and the local subject elements may be tested during the same examination.

For more information, see *Bekendtgørelse om prøver i erhvervsrettede videregående uddannelser* (The executive order on examination regulations), *Bekendtgørelse om karakterskala og anden bedømmelse ved uddannelser på Uddannelses-og Forskningsministeriets område* (The executive order on marking regulations), as well as **Dania Academy's Rules of Examinations**.

## 6.5. Exams on the Programme certificate

The exam below will appear on the certificate of the program:

Place-ment	Exam	Subject elements	ECTS	Assessment	Grade	Weight of mark
1. seme-ster	1st internal exam	1st year exam, part 1 - Theme 1: Services & Experiences	15	Internal	7 – point scale	0.33
		1st year exam, part 2 - Theme 2: Cooperation & Relations	15			0.33
		1st year exam, part 3 - Theme 3: Business Understanding	15			0.33
2. seme-ster	2nd internal exam	Local course element: Hotel & Restaurant Management or Tourism Management	10	Internal	7 – point scale	0.5
		3rd internal exam	Elective 1 (see appendix 1)			
	3. Seme-ster	4th internal exam	Elective 2 (see appendix 2)	5	Internal	7 – point scale
1st external exam		Theme 4: Business Development	25	External	7 – point scale	1
4. Seme-ster	5th internal exam	Internship	15	Internal	7 – point scale	1
	2nd external exam	Final examination project	15	External	7 – point scale	2
		<b>Total ECTS</b>	<b>120</b>			



## 6.6. Description of Exams

### 1 year exam, part 1 – Theme 1, Service & Experience

Prerequisites	<p><i>The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers</i></p> <p>Prerequisite assignments in groups:</p> <ul style="list-style-type: none"> <li>• Desk research (sources, source criticism, correct citation use)</li> <li>• Field research: Observations at a service company</li> <li>• Approval of the written assignment's problem statement</li> </ul> <p>If the student fails to hand-in one or more of the above prerequisite assignments, they will be required to participate in and pass a substitute assignment defined by the teachers.</p>
Form	<p>The exam is an individual assessments and consists of the following:</p> <ul style="list-style-type: none"> <li>• Handing-in a written report based upon work done with a service company/organization</li> </ul> <p>Based on a company / organization the students prepare a written report of minimum 11,000 keystrokes and maximum 14,000 keystrokes not including the cover page, table of contents, bibliography and appendices.</p> <p>The report must be submitted in time on WiseFlow</p>
Placement	<p>The exam is an internal exam and is held in the first semester. The exam is 1/3 of the total 1st year exam, covering a total of 45 ECTS.</p>
Total ECTS	15 ECTS
Contents	The learning objectives are described in the curriculum's national part.
Description of Exam	<p>The student prepares a written report based upon the chosen problem statement. The problem statement has to be approved by the lecturer. The report is written individually.</p> <p>The report is based upon a service company / organization and in relation to the learning objectives within Subject Element 1 Service and Experiences.</p> <p>An individual grade is given.</p>
Duration	The written report is handed-in at end of the course element
Content Scope (Formalities)	<p>See under "Form" and "Description"</p> <p>A citation standard must be chosen regarding knowledge sources</p>
Evaluation	<i>The grade for the exam is individual and is given as an assessment of:</i>

	<ul style="list-style-type: none"> <li>• <i>The written report</i></li> </ul> <p>The exam is evaluated according to the 7 step scale</p>
Assessment Criteria	Assessment criteria is identical to the learning objectives for Theme 1 - Service & Experiences and can be found in the national part of the curriculum
Formulation and Spelling Ability	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Prerequisite for participation in exam	See prerequisites. <b>Consequence of failing the exam:</b> If the student does not pass the exam, the student must participate in the re-examination. Upon re-examination, the student is to prepare a new report based upon a new problem statement approved by the lecturer.
Deadline for cancellation	See Business Academy Danias Examination Regulations

### **1 year exam, part 2 – Theme 2, Cooperation and Relations**

Prerequisites	<p>The student must have been active in study, including having participated actively in the teaching. The student must have handed in the assignments defined by the teachers.</p> <p>Prerequisite assignments – individual or in groups:</p> <ol style="list-style-type: none"> <li>1. Multiple choice test (individual)</li> <li>2. Qualitative interview (in groups) where 3-5 minutes transcript including the interview guide are to be submitted</li> </ol> <p>If the student fails to hand-in one or more of the above prerequisite assignments, they will be required to participate in and pass a substitute assignment defined by the teachers.</p>
Form	<p>The exam is in groups with individual evaluations:</p> <p>A specific task is asked of the teacher, which the students then have 48 hours to work on in groups.</p> <p>The end product of the work is a synopsis. The synopsis must be 1 standard page per student in the group - plus / minus 10% not including the cover page, table of contents, bibliography and appendices. One standard page is equal to 2,400 characters including spaces.</p> <p>The synopsis must be submitted in good time to both the teacher and an opponent group.</p> <p>The synopsis does not count towards the grade. The synopsis is the group's access to the exam.</p> <p>Teachers are not available for guidance during the 48 hours.</p>

	Groups must be between 3 and 5 students.
Placement	The exam is an internal exam and is held in the first semester. The exam is 1/3 of the total 1st year exam, covering a total of 45 ECTS.
Total ECTS	15 ECTS
Contents	The learning objectives are described in the curriculum's national part.
Description of Exam	At the examination, there are two groups present at a time. The groups must oppose each other's synopsis and the oral presentation.  The teacher identifies which groups should oppose each other.  Firstly, a group should spend approx. 1/3 of his time (except the time of assessment) to present their synopsis. Then the opponent group has approx. 1/3 of the time to oppose. Finally, the teacher has approx. 1/3 of the time to ask in-depth questions.  Then the groups change roles.  An individual grade is given and it is the group's own responsibility that all group members receive the contribution right in the presentation, the defence and the opponents' speech.
Duration	Groups of 3 students: total examination time exclusive of grading: 40 minutes Groups of 4 students: total examination time exclusive of grading: 50 minutes Groups of 5 students: total examination time exclusive of grading: 60 minutes
Contents Scope (formalities)	See under "form" and "description" All members of the group are responsible for all parts of the synopsis, and questions can therefore be asked in all parts of it, as well as in all relevant parts of the curriculum for Theme 2.
Assessment	The grade for the exam is individual and is given as an overall assessment of: <ul style="list-style-type: none"> <li>• The oral presentation of the synopsis</li> <li>• Defence against the opponent group's questions</li> <li>• Questions asked in the role of opponent group</li> </ul> The exam is evaluated according to the 7 step scale
Assessment Criteria	The assessment criteria is identical to the learning objectives of Theme 2: Cooperation & Relations. The learning objectives are stated in the national part of the curriculum.
Formulation and Spelling	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used.
Prerequisite for participation in exam	See prerequisites. <b>Consequence of failing the exam:</b> If the student does not pass the exam, the student must participate in the re-examination. Upon re-examination, the student is given a new case.
Deadline for Cancellation	See Business Academy Dania's Examination Regulations

**1 year exam, part 3 – Business Understanding**

Prerequisites	<p>The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers. In groups the following prerequisite assignments are to be submitted:</p> <ul style="list-style-type: none"> <li>• Three financial reports based upon the group's hotel operations in the RevSIM-simulation game</li> </ul> <p>If the student fails to hand-in one or more of the above prerequisite assignments, they will be required to participate in and pass a substitute assignment defined by the teachers.</p>
Form	The examination is a 30 minute individual verbal exam.
Placement	<p>The exam is an internal exam and is held in the second semester.</p> <p>The exam is 1/3 of the total 1st year exam, covering a total of 45 ECTS.</p>
Total ECTS	15 ECTS
Contents	The learning objectives are described in the curriculum's national part.
Description of Exam	The student participates individually in an oral exam, where the student makes a presentation based upon the group prerequisite reports including different perspectives in relation to the course learning goals for Theme 3 Business understanding (The learning goals are described in the curriculum's national part).
Duration	<p>30 minutes are allocated for the oral examination per individual student:</p> <p>The time is used as follows:</p> <ul style="list-style-type: none"> <li>• The student's presentation: approx. 10 minutes</li> <li>• Dialogue with the examiner: approx. 15 minutes</li> <li>• Grading: approx. 5 minutes.</li> </ul>
Content Scope (formalities)	See under Form or Description
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> <li>• the individual performance at the exam</li> </ul> <p>The exam is evaluated according to the 7 step scale</p>
Assessment Criteria	The assessment criteria is identical to the learning objectives for element 2 Business Understanding. The learning objectives are stated in the national part of the curriculum
Formulation and Spelling	Ingen
Language	English

Aids	All aids can be used
Prerequisite for participation in exam	See prerequisites. <b>Consequence of failing the exam:</b> If the student does not pass the exam, the student must participate in a 30 minute verbal re-examination.
Deadline for cancellation	See Business Academy Dania's Examination Regulations

### Exam in the Local Course Element

Prerequisites	<p>The student has participated in one of the following local course elements:</p> <ul style="list-style-type: none"> <li>• Tourism Management</li> <li>• Hotel &amp; Restaurant Management</li> </ul> <p>The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers</p>
Form	<p>The exam is individual and consists of:</p> <ol style="list-style-type: none"> <li>1. A written report</li> </ol> <p>At the end of the local course element, each student must prepare a project of minimum 24,000 keystrokes – maximum 28,800 keystrokes including spaces., but not including the cover page, table of contents, bibliography and appendices.</p>
Placement	The exam is an internal exam and is held in the second semester.
Total ECTS	10 ECTS
Contents	The learning objectives are described in the curriculum's institutional part.
Description of Exam	<p>At the end of the local course element, each student must prepare a project of minimum 24,000 keystrokes – maximum 28,800 keystrokes including spaces., but not including the cover page, table of contents, bibliography and appendices.</p> <p>The project must demonstrate the student's knowledge, skills and competencies within relevant subjects in the joint local course element.</p> <p>In connection with the exam, the student will be assigned a supervisor. The subject matter that the student chooses for the project must be based on a practical problem within the joint local course element. The problem formulation is approved by the supervisor. The project must involve desk research. In addition, it is a requirement that additional literature should be included to support the project's problem formulation. The student is not required to carry out field research in connection with the project, but they are welcome to include individual field research if this is called for by the problem formulation.</p>
Duration	The written report is handed-in at end of the course element
Content Scope (formalities)	See under Form or Description

	A citation standard must be chosen regarding knowledge sources
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> <li>the written report's professional and methodical content</li> </ul> <p>The exam is evaluated according to the 7 step scale</p>
Assessment Criteria	The assessment criteria is identical to the learning objectives for the element. The learning objectives are stated in the institutional part of the curriculum
Formulation and Spelling	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Prerequisite for participation in exam	<p><b>Consequence of failure:</b></p> <p>If the student does not pass the exam, the student must participate in the re-examination.</p> <p>Upon re-examination, the student is to hand in a new project based upon a new problem statement approved by the lecturer..</p>
Deadline for cancellation	See Business Academy Danias Examination Regulations

#### Exam in Theme 4: Business Development

Prerequisites	The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers
Form	<p>The exam is in groups with individual evaluation and consists of two parts:</p> <ol style="list-style-type: none"> <li>Four milestone meetings in connection with the teaching</li> <li>A joint business plan followed by a joint oral exam</li> </ol> <p>Re 1) Subject Area 4 is built around the preparation of a business plan for a company/organisation of the students' own choosing.</p> <p>The students work together in groups of 3 to 5. The students form their own groups.</p> <p>Along the way, four milestone meetings are conducted, each group presenting to the assigned supervisor the status, achievements, challenges and plan until the next milestone meeting.</p> <p>Three days before the milestone meetings, each group uploads a number of partial analyses as well as a summary of them. The partial analyses and summaries must be included in the final joint business plan.</p> <p>For each milestone meeting, the following applies:</p>

	<ul style="list-style-type: none"> <li>• Each group must submit max. 3 standard pages of partial analysis and a summary of max. 1 standard page 3 days before the milestone meetings which are based on these hand-ins.</li> <li>• Each group and group member must be able to explain and argue for what has been included and excluded in the partial analyses and the summaries.</li> <li>• Each milestone meeting lasts no more than 30 minutes per group. If the advisor can- not approve the work produced, a follow-up milestone meeting will be held.</li> <li>• The students are under an obligation to attend these meetings, which form part of the tabled time.</li> </ul> <p>Re 2) Field research must be included I connection with testing ideas, prototypes and strategies. As part of the oral exam each group must show a project-video of a maximum 60 seconds.</p>
Placement	<i>The exam is an external exam and is held in the fourth semester.</i>
Total ECTS	25 ECTS
Contents	<i>The learning objectives are described in the curriculum's national part.</i>
Description of Exam	<p>In order to be able to take part in the exam, the group must submit an <b>overall</b> business plan, which is a summary of the 4 preceding milestone meetings.</p> <p>The business plan must make up a report of minimum 19,200 keystrokes and no more than 24,000 keystrokes including spaces, not including the cover page, table of contents, bibliography and appendices.</p> <p>The business plan must include all relevant academic elements from the subject in question.</p> <p>Field research must be included I connection with testing ideas, prototypes and strategies. As part of the oral exam each group must show a project-video of a maximum 60 seconds.</p> <p>It is the responsibility of each group to ensure that all members get time to speak during the examination, and all the group members must be able to account for the full content of the report.</p>
Duration	<p><i>The students presentations: 10 min. with 3 students; 15 min. with 4 students; 20 min. with 5 students</i></p> <p><i>Dialogue with examiner: 20 min. with 3 students; 25 min. with 4 students; 30 min. with 5 students</i></p> <p>Deliberation and awarding of marks: 10 min. per group</p> <p>In total:</p> <ul style="list-style-type: none"> <li>• 40 min. with 3 stud.</li> <li>• 50 min. with 4 stud.</li> <li>• 60 min. with 5 stud.</li> </ul>
Content Scope (formalities)	<p>See under Form or Description of exam</p> <p>A citation standard must be chosen regarding knowledge sources</p>
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> <li>• the written business plan</li> <li>• the individual presentation for the exam</li> </ul>



	<ul style="list-style-type: none"> <li>the groups project-video</li> </ul> <p>The exam is evaluated according to the 7 point scale</p>
Assessment Criteria	The assessment criteria is identical to the learning objectives for the element. The learning objectives are stated in the national part of the curriculum
Formulation and Spelling	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Prerequisite for participation in exam	<p>See description under "Prerequisites". It should also be noted that in order to be able to take part in the exam, the group must submit an <b>overall</b> business plan, which is a summary of the 4 preceding milestone meetings</p> <p><b>Consequence of failure:</b> If the student fails the exam, they must sit a re-examination. The exam must be passed in order to be able to take part in the final exam project.</p> <p>Whether the students must write individually or in groups is for the instructor to decide. It is also the instructor who makes up the groups.</p> <p>In case of re-examination, the student(s) must hand in a revised business plan. The formal requirements are the same as those for the exam.</p> <p>In case of small groups of 2 or individual examination, it is the instructor who decides the duration of the exam time.</p>
Deadline for cancellation	See Business Academy Dania's Examination Regulations

### Internship exam

The table below is based upon Dania Academy Randers, AP Service, Hospitality, and Tourism Management formal local guidelines on the completion of the internship.

Prerequisites	<p>The student must have been study active during their internship.</p> <p>The student must submit on WiseFLOW a logbook covering their internship together with a one page personal evaluation of the internship course latest 10 days before the internship finishes.</p>
Form	<p>The exam is individual and consists of:</p> <ol style="list-style-type: none"> <li>An oral test</li> </ol> <p>Re 1) The student must individually present a solution to an actual task or assignment completed during the internship. The actual task or assignment must be agreed with the internship company together with the internship advisor from Business Academy Dania during the preliminary period of the internship.</p>

Placement	The exam is an internal exam and is held in the fourth semester during the final week of the internship placement.
Total ECTS	15 ECTS
Contents	The learning objectives are described in the curriculum's national part.
Description of Exam	<p>The solution to an actual task or assignment for the internship company forms the basis for an individual 35 minute verbal exam including deliberation and grading.</p> <p>The student is responsible for preparing a presentation and for providing a perspective on the chosen solution based upon the learning goals for the internship.</p> <p>Parts of the compulsory subjects Themes 1, 2, 3, and 4 will be included in the internship where appropriate.</p>
Duration	<p>35 minutes are allocated for the oral examination per individual student: The time is used as follows:</p> <p><b>For individual exams:</b> The student's presentation: approx. 15 minutes Dialogue with the examiner: approx. 15 minutes Grading: approx. 5 minutes.</p>
Content Scope (formalities)	See under Form or Description
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> <li>• the individual presentation and considerations for the exam</li> <li>• the students ability to answer questions and participate in a dialogue with the examiner</li> </ul> <p>The exam is evaluated according to the 7 point scale</p>
Assessment Criteria	The assessment criteria is identical to the learning objectives for the element. The learning objectives are stated in the national part of the curriculum
Formulation and Spelling	Ingen
Language	English
Aids	All aids can be used
Prerequisite for participation in exam	<p><b>Consequence of failure:</b> If the student does not pass the exam, the student must participate in the re-examination.</p>
Deadline for cancellation	See Business Academy Danias Examination Regulations

### Exam in the Final Examination project

Prerequisites	The examination can only be taken after the internship exam and all the other exams have been passed. The student must meet the requirement for study activity, including having participated actively in the teaching and handed in relevant assignments.
Form	The exam is an external in two parts:

	<ul style="list-style-type: none"> <li>• 1) an oral examination</li> <li>• 2) based on the written project.</li> </ul> <p>The written part of final exam project can be prepared individually or in groups of two to three students. The oral part of the exam is an individual assessment.</p> <p>Re 2: See Appendix 3: The network's agreements about demanded scope for the final examination project</p> <p>Spelling and writing skills form part of the assessment of the written exam project. However, spelling and writing skills cannot affect the final mark by more than one mark.</p> <p>The assessment reflects an overall assessment of the academic content as well as the spelling and writing skills.</p>
Location	The exam is an external exam and is held in the 4 <sup>th</sup> semester.
Total ECTS	15 ECTS
Contents	The learning objectives are described in the curriculum's national part.
Description of Exam	<p>The written exam project, that is the basis for the evaluation has to:</p> <ul style="list-style-type: none"> <li>• Live up to the form demands for the final examination project, <i>as section 4 "Final examination project requirements" in the national part of the curriculum.</i></li> <li>• Be handed-in on time and at the correct place</li> </ul> <p>Failure to observe these two points will result in the student not being able to participate in the exam, and the student will have used an exam attempt.</p> <p>The written part of final exam project can be prepared individually or in groups of two to three students.</p> <p>The exam is an oral exam based upon a written report and the examination is with an external examiner.</p>
Duration	The exam's duration is 45 min including deliberations.
Content Scope (formalities)	<p>See under Form and Description as well as section 4 "Final examination project requirements" in the national part of the curriculum.</p> <p>A citation standard must be chosen regarding knowledge sources</p>
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> <li>• the written report</li> <li>• the individual verbal presentation for the exam</li> <li>• the student's ability to answer questions and participate in a dialogue with the examiners</li> </ul> <p>The student is awarded one individual mark based on an overall assessment of the written and the oral performance.</p> <p><i>The exam is evaluated according to the 7 point scale</i></p>
Assessment Criteria	The assessment criteria is identical to the learning objectives for the element. The learning objectives are stated in the national part of the curriculum

Formulation and Spelling	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Prerequisite for participation in exam	The examination can only be taken after the internship exam and all the other exams have been passed. The student must meet the requirement for study activity, including having participated actively in the teaching and handed in relevant assignments. <b>Consequence of failure:</b> If the student fails the exam, they must sit a re-examination. The student must hand in a new project and get a new problem formulation approved.
Deadline for cancellation	See Business Academy Dania's Examination Regulations

### Re-sit because of illness, exemptions, cheating, complaints and special test conditions

Business Academy Dania has laid down a number of rules and procedures regarding special conditions in the settlement of tests. The rules and procedures are set out in Dania's Examination Regulations, which the student is expected to have read at the start of studies (to be found on Moodle).

The examination regulations include rules and procedures in the following areas:

- When a student can go for a sick test
- When the student must pass the exam
- How the student should relate to physical or mental disability
- Examinations conducted abroad
- Complaints
- Cheating during exams, plagiarism and disruptive behavior during tests etc.

## 6.7. Participation Obligation

At Dania Business Academy, we regularly follow our students' study activity and fulfil the prerequisites requirements for examinations.

## 6.8. Criteria for Assessment of Study Activity

Study activity is a prerequisite for being eligible for SU.

Study activity implies that the student meets up to the compulsory tests and submits the compulsory assignments, projects, etc. associated with the program. Furthermore, study activity implies that the student complies with the obligation to participate.

### Study start exam

Students in the first semester of the program must participate in and pass a start-up examination to be able to continue with the program. The purpose of the study start exam is to clarify whether the student has actually begun the education.

The start-up examination will be held no later than 2 months after the start of the studies and the result will be communicated to the student who passed / failed or "approved" or not approved, no later than two weeks after the examination.

If the test is not passed, the student has the opportunity to participate in a re-examination, which is held no later than 3 months after the start of the studies. The student is given two attempts to pass the study start test. The exam is not covered by the rules in the Exam Order on complaints about tests.

In case of failure to pass the start of the study start, the student is announced from the program.

Prerequisites	<i>The student must have been active in study, including having participated actively in the teaching. The student must have handed in the assignments defined by the teachers.</i>
Form	<i>Exam is an individual written exam</i>
Location	<i>The exam will be completed in the first semester before 1 November</i>
Content	<i>General knowledge exam on the basis of the topics discussed before the start of studies, as well as knowledge of the business academy, the education and the purpose of the education on an overall general plan.</i>
Description of Exam	<p><i>The test consists of:</i></p> <ul style="list-style-type: none"> <li>• <i>A knowledge level exam within the framework of topics reviewed since the start of study. 20 questions are answered.</i></li> <li>• <i>An assessment of study activity, including both the presence and reading of the silent tasks</i></li> </ul>
Duration	<i>The student has 1 hour to complete the exam</i>
Content Scope (formalities)	<i>There is no predetermined requirement for the scope of the answer</i>
Assessment	<i>Internal assessment determines pass or fail.</i>
Assessment Criteria	<i>It is assessed partly by the number of correct answers, where each question is assessed on a scale of 1-10, 75% correct answers will be approved. In addition, an individual assessment is made by the teachers, regarding, the student's attendance, stability and delivery frequency for the tasks performed up to the test.</i>
Formulation & Spelling	<i>The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that they are not considered to be disturbing to the understanding.</i>
Language	<i>English</i>
Aids	<i>All aids must be used</i>
Prerequisites for participating in the exam	<i>There are no prerequisites for participating in this test</i>
Deadline for cancellation	<i>Dania's Examination Regulations</i>

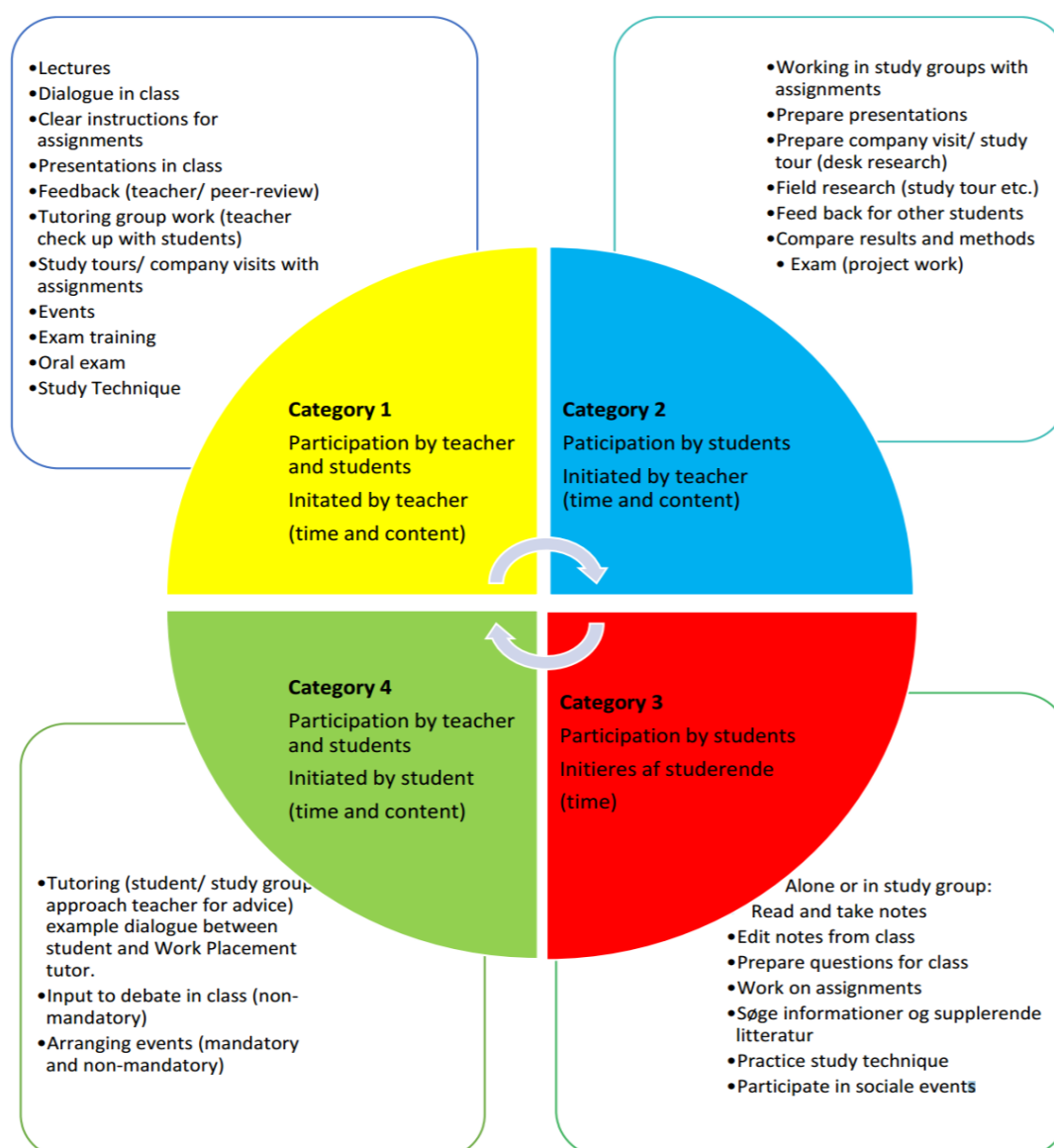
## 6.9. Study Activity Model

When you start as a student at Dania Business Academy, you will meet activities and study planning that may differ from what you have previously met. It is expected that an effort equivalent to a full-time job will

be required. The program is close to practice, which means that in addition to the internship, there will be regular meetings with the profession / profession during the education.

There are many different types of activities in a study. Some of them for the student themselves - others are planned for by the program. Some of them carry out tasks for the student themselves, alone or together with fellow students - others carry out for the student together with the education's teachers - and yet others are carried out together with companies. Either in connection with the internship, or in connection with company visits, projects etc. like.

The teaching at Business Academy Dania is planned based on the following study activity model, where the activities are divided into 4 categories:



### Teaching and working methods

The education's knowledge base is business and profession based as well as development based. It being business and profession based involves that the education is based on new knowledge of central trends within the business or profession the education is aimed towards.

It being development based involves the education being based on new knowledge from experimental and developmental work that is relevant to the business or the profession, the education is aimed towards. The focus on the continuous development furthermore involves that the education is based on new knowledge from research units, relevant to the core areas that are constituent for the purpose and business purpose of the education.

## **6.10. Parts of the program that can be completed abroad**

The program is designed so that the student has the opportunity to complete parts of the study program abroad within the prescribed study period.

With the exception of the final examination project exam all part elements on the courses 3<sup>rd</sup> and 4<sup>th</sup> semesters can be taken abroad, including the internship.

## **6.11. Rules on merit – Institutional part**

Rules for credit on the institutional part follow the rules of credit on the national part, as above.

## **6.12. Merit between higher education**

Some business academies offer the opportunity to obtain credit if you apply for specific higher education programs. There may be special courses, or there may be merit on the ordinary course, so that you either enter later in the course, e.g.: during the second year of study, or not have some subjects along the way in the education.

For further reading, see:

<https://www.ug.dk/programmes/study-guidance-denmark>

or contact the educational guidance counsellor for further relevant information.

## **6.13. Leave of Absence**

A student can get leave from the education justified by personal circumstances. Further knowledge about leave and the provisions for students on leave can be found in the Executive Order on access to vocational academy programs and professional bachelor programs.

## **6.14. Dispensation**

The institution can, when it is justified by exceptional circumstances, grant exemptions from the rules in the curriculum, which are only set by the institution or institutions. The institutions cooperate on a uniform dispensation practice.

## **6.15. Current Legislation**

<https://ufm.dk/lovstof/gældende-love-og-regler/uddannelser/erhvervsakademiuddannelser>



## 7. Effective dates and transition provisions

### Effective dates

The curriculum comes into force on 01.08.2020 and has effect for the students who are enrolled after the said date or later.

The latest version of the curriculum is available at [www.eadania.dk](http://www.eadania.dk) under the name of the program.

### Transitional arrangement

Students who are admitted until 01.08.2020 follow the curriculum applicable for 2019-2020.

Students enrolled in the 2017 study scheme have the right to complete the program according to the original curriculum. If the student does not complete the program at a standard time plus the immediate re-examination period, they are transferred to this curriculum.

When a student is transferred, an individual action plan is carried out in collaboration with the student counsellor. Students who thus become superfluous until the 2018 graduation program, apply to complete the program, including educational parts including the examination according to their original curriculum.

This will be conditional on this being possible within the maximum ECTS credits of the program and the rules on maximum study time.

Applications for this must be submitted no later than 4 months before the date of the examination period.

In the case of future issue of a new curriculum or in the event of significant changes to this curriculum, transitional arrangements are established in the new curriculum.

## **Appendix**

**Appendix 1: Elective Subjects, The Academy Profession Degree Programme, year 2020-22, 2nd Semester**

**Appendix 2: Elective Subjects, The Academy Profession Degree Programme, year 2020-22, 3rd Semester**

**Appendix 3: The network's agreements about demanded scope for the final examination project**

**Appendix 1:** Elective Subjects, The Academy Profession Degree Programme, year 2020-22, 2nd Semester

**Service, Hospitality, and Tourism  
Management Programme**

**Elective course elements**

**Business Academy Dania  
Randers**



**January 2020**

## **Introduction**

This catalogue describes the local course elements for 2. semester students in the AP Degree Programme in Service, Hospitality, and Tourism Management at Business Academy Dania offered at Campus Randers in the Spring of 2021.

The general rules and framework for the programme can be found in the Curriculum for the AP Degree Programme in Service, Hospitality, and Tourism Management at Business Academy Dania.

## **Effective date**

The curriculum comes into force as stated on the front page of the catalogue 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](http://www.eadania.dk) under the name of the programme.

Reference is also made to the Ministry of Higher Education and Science's website [www.ufm.dk](http://www.ufm.dk) as well as the website [www.retsinfo.dk](http://www.retsinfo.dk) (only in Danish) for information on applicable ministerial orders and laws on Business Academy programmes.

## **Overview of course elements**

Elective course elements are offered in the 2<sup>nd</sup> semester.

## **Start-up requirements**

There must be a minimum of 12 students in Randers before a local course element can be established.

## Local course element at Campus Randers

### Sharing Economy & Digital Disruption

#### Content

The elective module Sharing Economy & Digital Disruption will be taught in **English only**. Students are, however, allowed to sit the exam in either Danish or English.

The elective module Sharing Economy & Digital Disruption illustrates how the notion of sharing disrupts the business of service and hospitality by systemizing unknown resources and creating value using digital platforms.

#### Main elements:

- Personas
- Digital disruption
- Sharing economy

#### Learning outcomes

##### Knowledge

- The student must understand the concept of sharing and how to use it in a broad context
- The student must have knowledge about how platforms used for sharing apply online service design
- The student must know about disruption and innovation

##### Skills

- The student must understand the needs of various segments and how to design a service that matches that need
- The student must be able to use research and online service design tools to make informed decisions
- The student must have the skills to identify how companies within the hospitality sector work professionally with the possibilities and threats which the sharing economy offers

##### Competences

- The student must be able to apply theoretical knowledge about sharing economy in a company within the hospitality sector
- The student must be able to assist in making a strategy based on sharing economy for a hospitality company such as a hotel or major city
- The student must be able to help companies make decisions based on relevant insights and changes to the sector

## Examination in Sharing Economy & Digital Disruption

Prerequisite requirements	The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers
Form	The exam is individual and consists of:  A written report of a minimum 9,600 keystrokes and a maximum of 12,000 keystrokes including spaces, not including front page, table of contents, bibliography and appendices.
Placement	The exam is an internal exam and is held in the second semester.
ECTS points in total	5 ECTS points.
Contents	The learning objectives are described in this elective catalogue.
Description of the examination	At the end of the elective course teaching the student has to write a written report of a minimum 9,600 keystrokes and a maximum of 12,000 keystrokes including spaces, not including front page, table of contents, bibliography and appendices.  Based upon an actual case a written report is to be submitted, where one or more questions relating to the case and the elective course learning goals are to be answered.
Duration	48 hours to write and submit the written report
Contents related extent (formalia)	See under Form or Description of exam  A citation standard must be chosen regarding knowledge sources
Evaluation	The evaluation criteria are identical with the learning outcomes for the elective module.  The grade is individual and is an assessment of: <ul style="list-style-type: none"> <li>The academic and methodic content of the written report</li> </ul> The exam will be graded according to the 7-point grading scale
Evaluation criteria	The assessment criteria is identical to the learning objectives for the element.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used

Precondition for participation in the examination	<p>The student must attend all parts of the elective such as reading, lessons and assignments in order to participate in the exam.</p> <p><b>Consequence of failing the exam:</b> If the student does not pass the exam, the student must participate in the re-examination. Upon re-examination, the student is to prepare a new report based upon a new case.</p>
Deadline for cancellation	See Business Academy Danias Examination Regulations

## Sales & Sales Management

Extent: 5 ECTS

### Content

The good sales originates from the individual seller's motivation and experience as well as the skills to build sustained and rewarding relationships. In order to achieve success in sales work, one must be able to create, maintain and expand valuable customer relationships. This places great demands on the individual seller's ability to read the customer's conscious and unconscious needs as well as the ability to adapt his or her sales style thereafter. The development of sales competences is therefore crucial to the success of any seller and any company.

Customers are getting easier and faster access to information. Therefore, as a salesperson, you must be able to influence them properly and at the right time and place. In the process, you will get the necessary skills and tools to work with sales as well as insights into working with a clearly defined goal to optimize the proceeds of the sales effort with the aim of getting satisfied customers and greater revenue.

The elective module focuses on difficult problems and issues facing the fundamentals of good salesmanship and sales management in the hospitality, tourism and event industry. We will examine the history and structure of selling in the industry and in a variety of industry settings. Prior to studying sales management principles, students practice sales techniques and negotiations in simulations. Cases are used to illustrate and evaluate principles of good salesmanship and sales management.

The elective module focuses on the challenges of sales and sales management and the issues of maximizing sales through delivering quality hospitality service to customers and managing promises to customers. The attraction, retention, and building of strong customer relationships through quality sales and service are at the heart of the course content.

The course supplements other units relating to the principles of marketing, strategy, service operations, etc. This course is designed to allow you to practice these methods, techniques, and approaches.

### Learning outcomes

#### Knowledge

- The student must understand how the service experience is improved to the customer, hence how the experience influences and increases the sale
- The student must know how to prepare customer analyses, customer segments and customer plans
- The student must have knowledge about ethics in sales, about the sales development as well as the latest knowledge and trends in the area

### Skills

- The student must be able to lift the sales of the organization through optimum utilisation of the competences of the sales force
- The student must be able to create optimal results through and alongside his/her sales staff members
- The student must know basic negotiation technique – strategy, tactics, variables
- The student must be able to motivate and commit sales staff members

### Competences

- The student must achieve a thorough understanding of the optimal sales process – from beginning to end
- The student must obtain an understanding of the psychological needs and motivational factors of the customers as well as greater motivation and confidence in the sales work
- The student must be skilled at selling industry services

### Examination in Sales & Sales Management

Prerequisite requirements	The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers
Form	The exam is individual and consists of:  A written report of a minimum 9,600 keystrokes and a maximum of 12,000 keystrokes including spaces, not including front page, table of contents, bibliography and appendices.
Placement	The exam is an internal exam and is held in the second semester.
ECTS points in total	5 ECTS points.
Contents	The learning objectives are described in this elective catalogue.
Description of the examination	At the end of the elective course teaching the student has to write a written report of a minimum 9,600 keystrokes and a maximum of 12,000 keystrokes including spaces, not including front page, table of contents, bibliography and appendices.  Based upon an actual case a written report is to be submitted, where one or more questions relating to the case and the elective course learning goals are to be answered.



Duration	48 hours to write and submit the written report
Contents related extent (formalia)	See under Form or Description of exam A citation standard must be chosen regarding knowledge sources
Evaluation	The evaluation criteria are identical with the learning outcomes for the elective module. The grade is individual and is an assessment of: <ul style="list-style-type: none"> <li>The academic and methodic content of the written report</li> </ul> The exam will be graded according to the 7-point grading scale
Evaluation criteria	The assessment criteria is identical to the learning objectives for the element.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Precondition for participation in the examination	The student must attend all parts of the elective such as reading, lessons and assignments in order to participate in the exam. <b>Consequence of failing the exam:</b> If the student does not pass the exam, the student must participate in the re-examination. Upon re-examination, the student is to prepare a new report based upon a new case.
Deadline for cancellation	See Business Academy Danias Examination Regulations

**Appendix 2:** Elective Subjects, The Academy Profession Degree Programme, year 2020-22, 3rd Semester

# **Service, Hospitality, and Tourism Management Programme**

**Local course elements**

**Business Academy Dania  
Randers**



## **Introduction**

This catalogue describes the local course elements for 3rd semester students on the degree Programme (AP) in Service, Hospitality, and Tourism Management at Business Academy Dania offered at Campus Skive and Campus Randers in the autumn of 2021.

The general rules and framework for the programme can be found in the Curriculum for the Degree Programme (AP) in Service, Hospitality, and Tourism Management at Business Academy Dania.

## **Effective date**

The curriculum comes into force as stated on the front page of the catalogue 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](http://www.eadania.dk) under the name of the programme.

Reference is also made to the Ministry of Higher Education and Science's website [www.ufm.dk](http://www.ufm.dk) as well as the website [www.retsinfo.dk](http://www.retsinfo.dk) (only in Danish) for information on applicable ministerial orders and laws on Business Academy programmes.

## **Overview of course elements**

Local course elements are offered in the 3rd semester

## **Start-up requirements**

There must be a minimum of 12 students in Randers before a local course element can be run.

## Local course element at campus Randers

### E-business Solutions

Extent: 5 ECTS

#### Content

In our increasingly digitalized world, it is also increasingly felt that hotels standardize the use of digital solutions. Online bookings, payments, online check-in and checkout, as well as reviews, are just a few of the options you can use through your PC, Mac book or mobile.

However, the possibilities go even further. Tech Companies offers equally mobile platforms where you incorporate all of the above possibilities as well as offer augmented partner offers, which can both expand the service level to new heights, but also help to expand one's revenue stream positively.

**Knowledge:** The students should have acquired knowledge of:

- The practice and development of the hotel and restaurant industry usage of and interaction with E-business solutions
- How the usage of E-business solutions should be initiated as a mean of improving the existing level of service in a given hospitality corporation

**Skills:** The students should be able to:

- Apply the hotel and restaurant industry's vision for implementing current and future E-business solutions
- Distinguish between data control and personal rights in context to applying E-business solutions to the service portfolio in a given hospitality company
- Apply the knowledge of how the implementation of E-business solutions can strengthen the revenue stream in a given hospitality corporation

**Competences:** The students should be able to:

- Identify and take part in developing and changing processes and deliveries in respect of the service concept that E-business solutions imply
- Assess the implication and consequences when the software and technology behind automating parts of the service process contribute to eroding the need for human contact with the guest
- Determine and apply the optimal context-oriented balance between digital and human service

#### Examination in E-business Solutions:

Prerequisite requirements	The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers
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Form	<p>The exam is individual and consists of a written report.</p> <p>The report is a maximum of 16,800 keystrokes and a minimum of 12,000 including spaces, not including front page, table of contents, bibliography and appendices.</p>
Placement	The exam is an internal exam and is held in the third semester.
ECTS points in total	5 ECTS points.
Contents	The learning objectives are described in this elective catalogue.
Description of the examination	<p>The exam will be based on a case, presented to the students during the course.</p> <p>The report is a maximum of 16,800 keystrokes and a minimum of 12,000 including spaces, not including front page, table of contents, bibliography and appendices.</p> <p>The exam will be a case study on a selected destination.</p>
Duration	Four days to write and submit the written report.
Contents related extent (formalia)	<p>See under Form or Description of exam</p> <p>A citation standard must be chosen regarding knowledge sources</p>
Evaluation	<p>The evaluation criteria are identical with the learning outcomes for the elective module.</p> <p>The grade is individual and is an assessment of:</p> <ul style="list-style-type: none"> <li>The academic and methodic content of the written report</li> </ul> <p>The exam will be graded according to the 7-point grading scale</p>
Evaluation criteria	The assessment criteria is identical to the learning objectives for the element.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used

Precondition for participation in the examination	The student must attend all parts of the elective such as reading, lessons and assignments in order to participate in the exam.
Deadline for cancellation	See Business Academy Dania's Examination Regulations

## Local course element online

### Destination development

Extent: 5 ECTS

#### Content

The course in Destination development includes analysis of a destination's basis of existence. Focus is on its development potential based on the internal and external conditions of the destination and an overall understanding of what the concept of destination entails. As an introduction to the course, students will go on a trip to a selected destination, which will serve as a framework for the entire course.

#### Knowledge and understanding

The student will gain knowledge about:

- Key elements in destination development; product development, trends and tendencies
- The various players at the destination
- Public and private cooperation in tourism development

#### Skills

The student will get the skills to:

- Analyse and assess the current situation of the destination and draw up proposals for how to develop a sustainable destination
- Identify opportunities for cooperation between public and private players
- Collect data on the destination methodically

#### Competencies

The student will learn to:

- Assess a destination's development potential and translate it into specific, sustainable initiatives

#### Examination in Destination development

Prerequisite requirements	The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers
Form	The exam is individual and consists of a written report.  The report is a maximum of 16,800 keystrokes and a minimum of 12,000 including spaces, not including front page, table of contents, bibliography and appendices.
Placement	The exam is an internal exam and is held in the third semester.
ECTS points in total	5 ECTS points.
Contents	The learning objectives are described in this elective catalogue.
Description of the examination	The exam will be based on a case, presented to the students during the course.  The report is a maximum of 16,800 keystrokes and a minimum of 12,000 including spaces, not including front page, table of contents, bibliography and appendices.  The exam will be a case study on a selected destination.
Duration	Four days to write and submit the written report.
Contents related extent (formalia)	See under Form or Description of exam  A citation standard must be chosen regarding knowledge sources
Evaluation	The evaluation criteria are identical with the learning outcomes for the elective module.  The grade is individual and is an assessment of: <ul style="list-style-type: none"> <li>• The academic and methodic content of the written report</li> </ul> The exam will be graded according to the 7-point grading scale
Evaluation criteria	The assessment criteria is identical to the learning objectives for the element.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English

Aids	All aids can be used
Precondition for participation in the examination	The student must attend all parts of the elective such as reading, lessons and assignments in order to participate in the exam.
Deadline for cancellation	See Business Academy Dania's Examination Regulations



### Appendix 3: The network's agreements about demanded scope for the final examination project

This paragraph is not part of the national curriculum, but is input to the institutional part, as the education network has made the following agreement about the scope of the final examination project:

Scope:

The following maximum no. of characters, including spaces, apply to the final examination project:

Final examination project	Maximum no. of characters in the examination paper, including spaces
1 student	<i>57.500-67.000</i>
2 students	<i>86.500-100.000</i>
3 students	<i>100.000-117.500</i>

The number of characters are inclusive of figures and tables etc., but exclusive of cover page, table of contents, reference list and appendices. Appendices may be enclosed to substantiate projects. However, they are not included in the assessment.

The number of characters must appear clearly from the cover page.

If the final examination project does not meet the framework, cf. the table above, the student has used an examination attempt.