



DANIA ACADEMY

**Curriculum for
Bachelor's Degree in Interna-
tional Hospitality Manage-
ment**


Dania Academy

Valid from 01.08.2020



Curriculum the Bachelor's degree in International Hospitality Management at Dania Academy of Higher Education

Approved by the Rector on behalf of the Board.


Anders Graae Rasmussen

01.07.2020

Change log:

Version	Date	Performed by	Description
2019	01-07-2020	PAA	
2018			
2015			
2016			
2017			

Subject to any printing errors and changes

Table of contents

Introduction.....	1
Time related placement of the education's subject elements	1
Part 1 - The national.....	2
1. The programme's goals for learning outcomes.....	2
2. The programme includes the following four national subject elements	3
2.1. Employee and Organization Development.....	3
2.2. Business Operations	4
2.3. Hospitality and Hostmanship	5
2.4. Strategic Value Creation	6
2.5. The number of exams in the national subject elements	7
3. Internship.....	7
4. Requirements for the Bachelor Project	8
5. Rules on credit.....	8
Part 2 – The institutional part.....	9
6. Local subject elements, including optional subjects	9
6.1. Employability	9
6.2. Elective subjects	10
6.3. Examinations.....	10
6.3.1. Examinations on the diploma	11
6.3.2. Description of the examinations	11
6.3.3. Make-up exam, dispensation, cheating, complaints and special exam conditions	17
7. Compulsory attendance.....	17
8. Criteria for an evaluation of study activity.....	17
9. The study activity model.....	17
9.1. Teaching and working.....	18
10. Parts of the education that can be completed abroad.....	19
11. Credit between the higher educations	19
12. Leave of absence	19
13. Dispensation	19
14. Foreign languages	19
15. Current legislation	20
16. Academic criteria for selecting candidates.....	20
17. Commencement and transitional schemes.....	20
18. Appendix 1: Elective subjects BA International Hospitality Management year of 2020-22.....	21

Introduction

The curriculum for the bachelor's degree in International Hospitality Management consist of two parts (rule-books):

1. Part 1 - The national
2. Part 2 - The institutional

The national part of the curriculum for the bachelor's degree in International Hospitality Management is issued according to *Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser* (the executive order on technical and mercantile Academy Profession programmes and professional bachelor educations).

The national part of the curriculum is compiled by the education network for the bachelor's degree in International Hospitality Management and is approved by the board of all the providers - or by the principal by order of the board - and after a hearing of the institutions' education committees and the education's chairmanship of the external examiners.

The national part secures that the academic contents of the national part of the education is identical in all institutions.

The institutional part is provided by the education at Dania Academy and is organized taking local and regional interests into account.

The institutional part of the curriculum is approved by Dania Academy according to the rules concerning the education, including *Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser* (the executive order on technical and mercantile Academy Profession programmes and professional bachelor educations).

If a discrepancy should occur between this curriculum and the rules concerning the education in other respects, the other rules concerning the education takes precedence.

Time related placement of the education's subject elements

Placement	National elements	Local elements	ECTS	Intern/ Ekstern	Name of exam
1st semester	Theme 1 – Employee and organization development		12	Internal	1st internal exam
		Employability	5		
	Theme 2 – Business Operations		13	Internal	2nd internal exam
2nd semester	Theme 3 - Hospitality and Hostmanship		14	External	1st external exam
		Elective	5	Internal	3rd internal exam
	Theme 4 – Strategic value creation		11	External	2nd external exam
3rd semester	Internship		15	Internal	4th internal exam
	Bachelor project		15	Eksternal	3rd external exam
ETCS			90		

Part 1 - The national

1. The programme's goals for learning outcomes

The purpose of the Bachelor of International Hospitality Management programme is to qualify the graduate to function independently in relations regarding hospitality. The graduate acquires competences to solve complex assignment in the field of employee and organisations development, business operations, hospitality and hostmanship¹ and strategic value creation in the hospitality industry. The graduate can collaborate and be responsible for own learning as well as the company's learning.

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods
- be able to understand practices and reflect on the ways the hospitality industry applies practices, theory and methods.

Skills

The student must be able to:

- apply methods and tools to the development of tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented issues and solutions to hospitality industry partners and users.

Competencies

The student must be able to:

- lead and act based on complex development-oriented situations in relation to hospitality companies/organisations
- independently engage in dialogue with employees and other stakeholders to ensure and practice good hospitality
- identify their own and others' learning needs in order to develop and maintain relevant competencies in relation to the hospitality industry

2. The programme includes the following four national subject elements

2.1. Employee and Organization Development

Content

This subject element covers management, hospitality and cultural and guest perceptiveness in relation to developing oneself, employees and the organisation.

Learning objectives for Employee and organisation development

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to employee and organisation development
- be able to understand practices and applied theory and methods in relation to employee and organisation development, and to reflect on the hospitality industry's practices and use of these. Skills

Skills

The student must be able to:

- apply methods and tools to the development of employees and organisations and be proficient in the management tools linked to employment within the hospitality industry, with a focus on good hospitality (hostmanship)
- evaluate practice-oriented and theoretical issues related to employees and organisations and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented leadership issues and solutions to hospitality industry partners and users.

Competencies

The student must be able to:

- lead and act based on complex development-oriented situations in relation to hospitality companies/organisations
- independently engage in dialogue with employees and other stakeholders to ensure and practise good hospitality (hostmanship)
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant knowledge, skills and competencies in relation to hospitality industry ethics.

The Employee and organisation development subject element is worth 12 ECTS credits.

2.2. Business Operations

Content

This subject element covers management of finances, expenditure and income in relation to the company's sustainable development. There is a focus on management assessment of operations development within the participant's own organisation.

Learning objectives for Business operations

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to operations management
- be able to understand practices and theory and methods applied to operations management, and to reflect on the hospitality industry's practices and use of theory and methods in connection with operations management.

Skills

The student must be able to:

- apply methods and tools to operations management and be proficient in the management tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues related to operations and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented operational issues and solutions to hospitality industry stakeholders.

Competencies

The student must be able to:

- work independently and in collaboration to analyse the company's situation and provide suggestions for optimising operations
- work independently in an interdisciplinary team with relevant stakeholders based on a strategic business understanding
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant management knowledge, skills and competencies in relation to hospitality industry practices.

ECTS weight

The Business operations subject element is worth 13 ECTS credits.

2.3. Hospitality and Hostmanship

Content

This subject element covers cultural and guest perceptiveness and communication and developing these in the company with focus on developing a hospitality/hostmanship mind-set that can create value in the company.

Learning objectives for Hospitality and Hostmanship

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to hostmanship
- be able to understand practices and applied theory and methods in relation to hospitality, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools within hospitality and hostmanship and be proficient in the tools related to work in the hospitality industry
- evaluate practice-oriented and theoretical issues related to hospitality and hostmanship and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented issues and solutions in relation to hostmanship to hospitality industry guests and employees.

Competencies

The student must be able to:

- develop and implement experiences for the guest, which also create financial value for the company from an ethical, respectful and sustainable perspective
- work independently in professional and interdisciplinary collaboration and practise hostmanship
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant knowledge, skills and competencies in relation to hostmanship and guest perceptiveness.

ECTS weight

The Hospitality and hostmanship subject element is worth 14 ECTS credits.

2.4. Strategic Value Creation

Content

This subject element covers strategy and finances in relation to developing new and existing focus areas. The focus is on developing a mind-set that can handle changes and ongoing development, while also implementing strategic decisions.

Learning objectives for Strategic value creation

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to strategic value creation
- be able to understand practices and applied theory and methods in relation to strategic value creation, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools to strategic value creation and be proficient in the strategic tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues related to strategy and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented strategic issues and solutions to hospitality industry stakeholders.

Competencies

The student must be able to:

- work independently in a professional and interdisciplinary collaboration with management and employees to develop and implement solutions in relation to the company's strategic challenges
- work independently and in alliances/networks with other relevant stakeholders towards developing the hospitality company
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant strategic knowledge, skills and competencies.

ECTS weight

The Strategic value creation subject element is worth 11 ECTS credit

2.5. The number of exams in the national subject elements

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

3. Internship

Content

The internship takes as one's starting point that the student after the internship is able to assess and include relevant theory in solution of practice-oriented problems, which are relevant for the education and the bachelor project. During the internship, the student will work with professional relevant problems and earn knowledge to relevant functions in the business. The student is a part of one or more businesses during the internship.

Learning objectives for programme's internship

Knowledge

The student must:

- have development-based knowledge of the internship company's practices and applied theory and methods
- be able to reflect on the internship company's practices and methods in relation to the theory applied in the study programme.

Skills

The student must be able to:

- apply the internship company's methods and tools and master the skills related to the internship company
- evaluate practice-oriented and theoretical issues and collect data and, based on this, justify and choose relevant solutions to the issues
- communicate professional issues and solutions to colleagues and collaborators.

Competencies

The student must be able to:

- handle complex development-oriented tasks.
- independently be part of professional and interdisciplinary collaboration within the internship company and assume responsibility
- identify own professional and personal learning needs during the internship and develop own knowledge, skills and competencies in relation to the internship company.

ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is completed with 1 exam.

4. Requirements for the Bachelor Project

The learning objectives for the Bachelor project are identical to the programme's learning objectives listed above under point 1.

The bachelor's project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theory and method in relation to a real-life problem. The student, possibly in collaboration with a private or public company, formulates the problem statement that must be central to the programme and profession. The Institution approves the problem statement. The bachelor project must be inter-disciplinary and there must be advanced an economic scenario for the consequences of the presented solutions of the formulated problem.

Exams for the Bachelor project

The Bachelor project completes the programme in the last semester once all the preceding exams have been passed.

ECTS weight

The bachelor project is weighted 15 ECTS credits.

Examination form

The exam is an oral and written examination with an external co-examiner; a combined mark is given based on the 7-point scale for the written project and the oral presentation.

5. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed educational elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The Academy approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.
The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

Part 2 – The institutional part

6. Local subject elements, including optional subjects

In addition to the national subject elements the education includes two local subject elements as well amounting to 10 ECTS points. The local subject elements give the student the opportunity to qualify the study and occupational competence through optional subjects, customization of subjects relating broadly to the education's area of employment.

Each year the education offers a number of local subject elements as optional subjects as described in the annex to this curriculum. The institution is not obliged to complete all the optional subject courses offered, but a suitable number of courses are completed according to a professional and capacity-related estimation.

6.1. Employability

Content

The purpose of the local educational element Employability is that the student pick up the ability to analyse and reflect on own competences in relation to needs of the industry. In addition, the purpose is that the student based on an analysis of own competencies can schedule a personal development plan as well as a development plan for others. The development plan must aim to develop competences, which the industry demand now and in the future.

Knowledge

The student must:

- be able to understand and reflect on the fundament of recruitment and career opportunities in the hospitality-industry
- be able to understand and reflect on how the hospitality-field is a part of other industries
- be able to understand and reflect on the professionalism and identity of the profession of the industries
- be able to understand and reflect on the existing possibilities and development of own independent competences

Skills

The student must:

- be able to use methods and tools for the identification of existing and future needs of competences in the hospitality-industry and choose relevant career opportunities in relation to the hospitality-industry
- be able to assess and communicate own practice-oriented and theoretical competences and choose a relevant professional network in the hospitality-industry to participate in

Competencies

The student must:

- be able to develop a personal development plan of own competencies based on own professional competencies profile and analysis of own competencies
- Unassisted be a part of a professional and inter-disciplinary network

- Identify own and others need of learning to be able to develop and maintain their own and others relevant knowledge, skills and competencies in relation to employability

ECTS weight

The Employability subject element is worth 5 ECTS credits.

6.2. Elective subjects

The learning objectives for the optional subjects are described in the appendix to this curriculum "Elective subjects BA International Hospitality Management year of 2020-22". One elective subject element is to be taken and is worth 5 ECTS credits.

6.3. Examinations

The purpose of exams during the education is to decide to which degree the student meets the professional objectives established for the education and its elements. There are two different forms of examination on the course curriculum:

- External examination: Graded by an examiner together with one or more external censors
- Internal examination: Graded by an examiner and with verbal examinations with the optional use of a censor chosen by the business academy (determined by the individual educational program).

When a student starts a subject element, semester etc. the student is at the same time signed up for the ordinary examination. The educational institution establishes, for each examination, a deadline for when a cancellation of the examination can take place. The education institution can in the curriculum establish that compulsory attendance and handing in assignments and projects etc. are a precondition for participation in an examination. The institution may establish that a cancellation cannot take place neither for entire educations or part of educations in this curriculum.

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)
- **Dania Academy's Rules of Examinations.**

6.3.1. Examinations on the diploma

The following examinations will appear on the diploma for the education.

Placement	Subject elements	Grading	ECTS	Intern/ Ekstern	Name of exam	Weight of grade
Semester 1	Theme 1 – Employee and organization development	Seven-point scale	12	Internal	1st internal exam	2
	Theme 2 – Business Operations	Seven-point scale	13	Internal	2nd internal exam	2
	Employability	Seven-point scale	5	Internal	3rd internal exam	1
Semester 2	Theme 3 - Hospitality and Hostmanship	Seven-point scale	14	External	1st external exam	2
	Elective	Seven-point scale	5	Internal	4th internal exam	1
	Theme 4 – Strategic value creation	Seven-point scale	11	External	2nd external exam	2
Semester 3	Internship	Seven-point scale	15	Internal	5th internal exam	2
	Bachelor project	Seven-point scale	15	Eksternal	3rd external exam	3
ETCS in total			90			

6.3.2. Description of the examinations

Theme 1 - Employee and organization development

Prerequisite requirements	None
Form	A written assignment is handed out and covering essential areas of the different subjects in Theme 1, and is a reflection of the content and work methods of the subject. Based upon the written assignment a synopsis is written in groups.
Placement	See the annual programme
ECTS points in total	12 ECTS
Contents	The learning objectives from theme 1
Description of the examination	On the basis of a case handed out, the students prepare solutions to the problems from the case. The hand-in is prepared in groups. The written part is followed by an oral examination. The students should bring a presentation to the oral exam, which is produced on the basis of the submitted project report and further reflections
Duration	Preparation of the synopsis: 48 hours Oral exam: 15 minutes per student in the group (including presentation and opposing). If dispensation has been given, where a student participates individually, the oral examination will be 30 minutes including grading.
Contents related extent (formalia)	Synopsis: maximum 10,000 keystrokes and minimum 8,000 keystrokes Upload on Wiseflow of the synopsis

Evaluation	Evaluation according to the 7-point marking scale The presentation has a weight of 3/4 the performance as opponents ¼. Grades will be individual
Language	English
Aids	All aids are allowed during the preparation of the synopsis. No aids are allowed during the oral exam
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

Theme 2 – Business operations

Prerequisite requirements	In groups of 3 to 5 students three portfolio assignments have to be handed in. Each assignment should be a maximum of 7,200 keystrokes and a minimum of 5,760 keystrokes. The portfolio assignments are to be handed in via Moodle.
Form	The exam consists of an individually written business report to be handed in via WiseFLOW The exam is internal
Placement	End of 1st Semester.
ECTS points in total	13 ECTS points.
Contents	The learning objectives from theme 2 – see above
Description of the examination	On the basis of the given case, the student prepares a business report where all course elements can be included. The business report is prepared individually.
Duration	Preparation of business report: 96 hours
Contents related extent (formalia)	Business report: maximum 20,000 strokes and minimum 18,000 strokes The report is an individual assignment and the Victoria Business School business report guidelines are to be used in writing the report. Upload on Wiseflow of the business report A citation standard must be chosen regarding knowledge sources Individual presentation for the oral part of the exam: upload on Wiseflow before the exam.
Evaluation	Evaluation according to the 7-point marking scale
Writing and spelling skills	none
Language	English
Aids	All aids are allowed during the preparation of the business report No aids are allowed during the oral exam

Deadline for cancellation	See Dania Academy's Executive order on examination regulations.
---------------------------	---

Employability

Prerequisite requirements	None
Form	Hand in of a written report. The exam is internal
Placement	End of 1st Semester.
ECTS points in total	5 ECTS points.
Contents	The learning objectives from Employability – see above
Description of the examination	On the basis of the written report the student is graded
Duration	None
Contents related extent (formalia)	Report on reflections maximum 10.000 strokes and minimum 8.000 strokes Upload on Wiseflow A citation standard must be chosen regarding knowledge sources
Evaluation	Evaluation according to the 7-point marking scale
Writing and spelling skills	none
Language	English
Aids	All aids are allowed during the preparation of the hand-in
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

Theme 3 – Hospitality and hostmanship

Prerequisite requirements	None
Form	Oral individual exam on the basis of an exam question to be prepared right before the oral exam. The exam is external

Placement	Semester 2
ECTS points in total	14 ECTS points.
Contents	Learning objectives from the Hospitality and Hostmanship theme – see above
Description of the examination	The student takes a question in the exam room. The question is the basis of a conversation related to the learning goals of the theme.
Contents related extent (formalia)	None
Duration	30 minutes
Evaluation	Evaluation according to the 7-point marking scale
Evaluation criteria	According to the learning objectives from the curriculum theme 3
Writing and spelling skills	None
Language	English
Aids	All aids are allowed during the preparation of the question No aids are allowed during the oral exam
Precondition for participation in the examination	None
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

Theme 4 – Strategic value creation

Prerequisite requirements	None
Form	Hand in of a business report written in groups. Followed by an individual oral exam The exam is external
Placement	End of 2nd Semester.
ECTS points in total	11 ECTS points.
Contents	The learning objectives from theme 4 – see above
Description of the examination	On the basis of a case handed out, the students prepare solutions to the problems from the case. The hand in is prepared in groups. The written part, the business report is followed by an individual oral 30 minutes exam.

Duration	Preparation of business report: 72 hours Individual oral exam: 30 minutes including deliberations
Contents related extent (formalia)	Business report: maximum 20,000 strokes and minimum 18,000 strokes Upload on Wiseflow of the business report A citation standard must be chosen regarding knowledge sources Individual presentation for the oral part of the exam: upload on Wiseflow before the exam.
Evaluation	Evaluation according to the 7-point marking scale Weigth of the synopsis: 50 % Weigth of the oral exam: 50 %
Writing and spelling skills	<i>none</i>
Language	English
Aids	All aids are allowed during the preparation of the business report No aids are allowed during the oral exam
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

Internship exam

Prerequisite re-quirements	An ended internship and a handed in synopsis
Form	Individual oral exam on the basis of a synopsis and a learning log (3 milestones). The exam is internal
Placement	3 rd semester
ECTS points in total	15 ECTS points.
Contents	The learning objectives from the curriculum: Section 3 in the national part
Description of the examination	The student writes a synopsis on the basis of the internship learning objectives. During the internship the student reflects on his/her learning according to the internship learning objectives – especially the personal development.
Duration	The oral part has a duration of 30 minutes including deliberations
Contents related extent (formalia)	The synopsis has a maximum of 12.000 and a minimum of 10,000 keystrokes The learning journal has to be attached to the synopsis as an appendix. For further information – see the internship guide. A citation standard must be chosen regarding knowledge sources

Evaluation	7-point marking scale
Evaluation criteria	Both the synopsis and the students ability to reflect upon their own development are taken into account. The written part counts 2/3 and the oral part counts 1/3
Language	Danish or English
Aids	During the preparation of the synopsis all aids are allowed During the oral examination no aids are allowed
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

Exam for the final bachelor project

Prerequisite requirements	The bachelor project completes the programme in the last semester once all the preceding exams have been passed
Form	The exam is an oral and written examination with an external co-examiner; a combined mark is given based on the 7-point scale for the written project and the oral presentation.
Placement	3rd semester
ECTS points in total	15 ECTS points.
Contents	Learning objectives – see above: Section 1 The national part
Description of the examination	<p>The final examination project may be prepared individually or by 2-3 persons together.</p> <p>The bachelor's degree project must total:</p> <ul style="list-style-type: none"> • In case of 1 student: 72,000 – 84,000 characters • In case of 2 students: 108,000 – 126,000 characters • In case of 3 students: 126,000 – 147,000 characters <p>The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices.</p>
Duration	The oral part has a duration of 45 minutes including deliberations
Contents related extent (formalia)	<p>The written project which makes up the assessment basis as well as the examination basis must meet the formal requirements for the bachelor's degree project, see the national part of the curriculum, and be submitted in time as per the exam plan mentioned in the annual programme, and it must be uploaded to Wiseflow</p> <p>A citation standard must be chosen regarding knowledge sources</p>

Evaluation	Evaluation (7-point marking scale and only approved/not approved, if this explicitly appears from the ministerial order). Special rules for differentiation when evaluating group examinations.
Evaluation criteria	The total exam duration is 45 minutes per examinee including time for deliberations with the possibility to make a presentation of max. 10 minutes. The written report and the oral performance are assessed as a whole, leading to one grade.
Writing and spelling skills	Spelling and writing skills will be assessed as part of the assessment and grading of the written exam project. Spelling and writing skills may, however, only increase or decrease the student's grade by one grade at the most. The assessment expresses an overall assessment of the professional and academic content as well as the student's spelling and writing skills.
Language	Danish or English
Aids	All aids are allowed, although not during the oral part of the examination
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

6.3.3. Make-up exam, dispensation, cheating, complaints and special exam conditions

Dania Academy has established rules and procedures regarding special conditions concerning the completion of examinations. The rules and procedures will appear from **Dania's examination regulations which the student is expected to have read at the beginning of the 1st semester.**

The exam regulations include, among other things, rules and procedures in the following areas:

- When a student may attend a make-up examination
- When the student must pass the examination
- How the student should relate to physical or psychological disability
- Examinations taken abroad
- Complaints
- Cheating, plagiarism and disruptive behaviour during examinations etc.

7. Compulsory attendance

At Dania Academy we regularly follow up on the study activity of our students and the fulfillment of the prerequisite requirements of the examinations.

8. Criteria for an evaluation of study activity

Study activity is prerequisite for being entitled to the State Educational Grant and Loan Scheme (SU).

Study activity implies the student turning up for the obligatory examinations and handing in the obligatory assignments, projects etc. affiliated with the education.

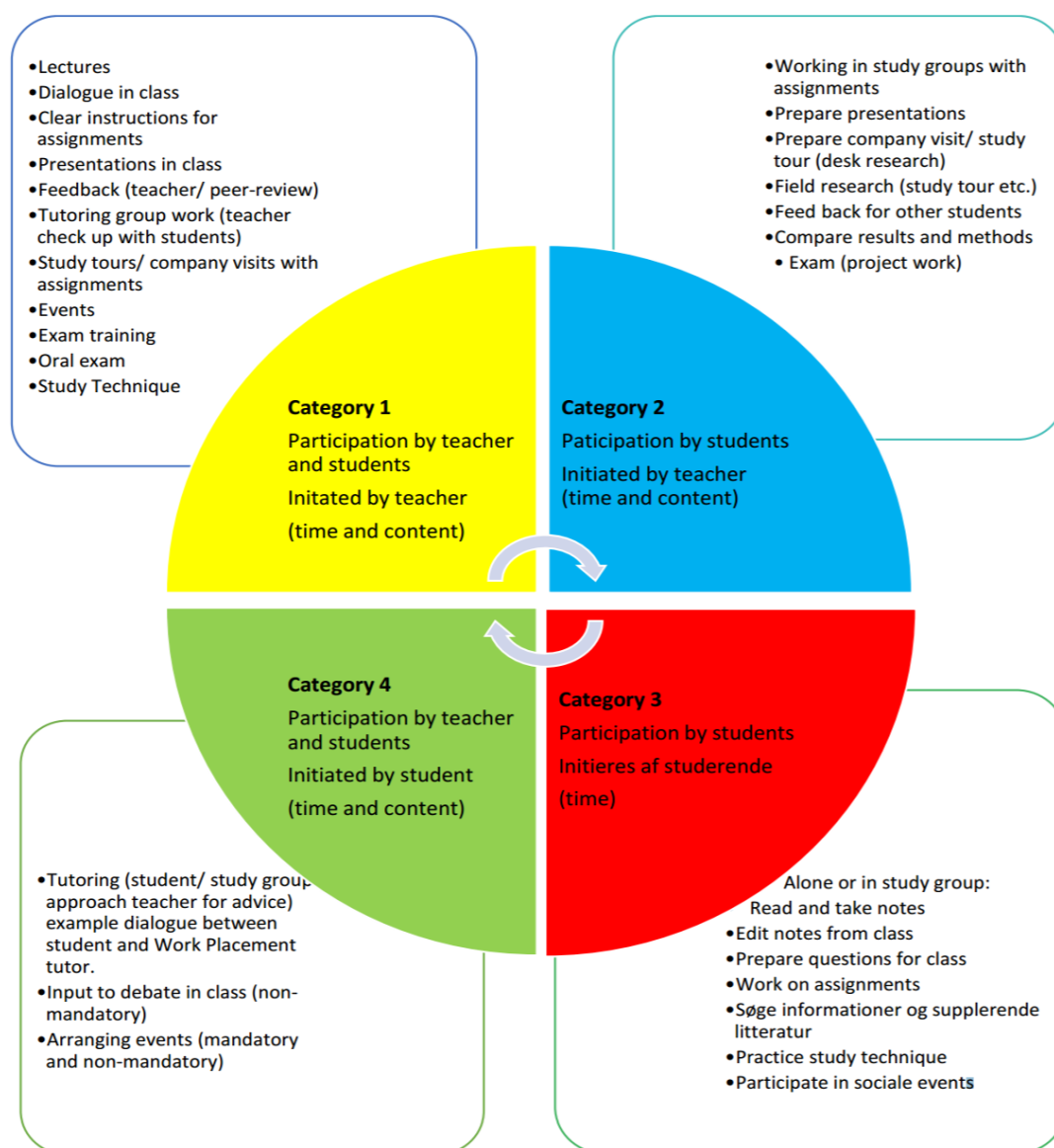
9. The study activity model

When a student starts at Dania Academy, he or she will be introduced to activities and a study programme, which may differ from what he or she has previously been introduced to elsewhere. It is expected that the effort contributed by the student is consistent with that of a fulltime occupation. The education is practice-

based, which means that besides the internship course there will continuously be held meetings with the business/profession during the education.

Many different types of activities are included in a study. Some of these will be on the student's own initiative, others will be designed by the education. Some of these the students performs themselves, either alone or in a group of fellow students, others the students will perform together with the education's teaching staff, and others again will be performed together with companies, either during the internship, or in connection with company visits, projects etc.

The education on Dania Academy is organized based on the following model for study activity, where the activities are divided into 4 categories:



9.1. Teaching and working

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.

10. Parts of the education that can be completed abroad

The education is thus organized that the student may complete parts of the education abroad within the prescribed period of study.

11. Credit between the higher educations

Some Academy Profession programmes offer the possibility for credit, if you apply for certain undergraduate programmes. It may be both special credit courses, or credit during the ordinary courses, meaning you may start the courses later, for instance the 2nd year of study, or that you may skip some of the subjects during the education.

For further reading, see:

<https://www.ug.dk/uddannelser/artikleromuddannelser/merit/merit-mellem-de-videregaaende-uddannelser>

or contact the educational guidance counsellor for further relevant information.

12. Leave of absence

A student may take a leave of absence from the education for personal reasons. Further information on leave of absence, and the regulations on the student taking a leave of absence are to be found in the *executive order on admission to Academy Profession programmes and professional bachelor educations*.

13. Dispensation

The institution may, when it deems it justified because of unusual conditions, choose to grant dispensation from the regulations in the curriculum that are laid down by the institution or the institutions alone. The institutions cooperate on a uniform dispensation practice.

14. Foreign languages

The education's teaching material is in *English*, and the education is taught in English.

15. Current legislation

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

16. Academic criteria for selecting candidates

To qualify for the top-up BA programme of International Hospitality Management, you need either to have a diploma from

- The AP programme in Service, Hospitality and Tourism Management (SINT/ SØK)
- The AP in Marketing Management (MINT/MØK) or
- from other similar AP or bachelor programmes.

A grade of minimum 4 on the Danish 7 point scale is required in Basic Financial Accounting/ Economics, Business Understanding at AP level in order to get admitted.

A grade of minimum 4 on the Danish 7 point scale is required for your final thesis at AP level in order to get admitted.

English language requirements

International applicants must pass an internationally approved test*. We accept these tests with the following minimum scores:

- IELTS (academic test): 6.5
- TOEFL (paper-based): 550 or
- TOEFL (internet-based): 83
- Cambridge Certificate of Proficiency (CPE)
- Cambridge Certificate in Advanced English (CAE)
- Cambridge First Certificate with the grade A
- Oxford Placement Test, C1 (75 points in each part)
- PTE Academic: 59

Applicants holding Nordic entrance exams, an International baccalaureate exam or applicants who have English as their native language are exempt from this requirement.

17. Commencement and transitional schemes

This part of the national curriculum is valid from 19th August 2019 and is valid for students who are enrolled after 19th August 2019.

18. Appendix 1: Elective subjects BA International Hospitality Management year of 2020-22

BA International Hospitality Management

Catalogue: Elective Modules
2nd Semester



2020, Campus Randers

Elective module 1: (5 ECTS)
Elective Sharing Economy

Content

The elective will contain analyzes of how the notion of sharing disrupts the business of hospitality and creates new value via digital platforms.

The elective will focus on:

- Generation share – who want unique, authentic, personal hospitality experiences
- Nudging and digital service design – the right visual design and algorithms create trust and loyalty among consumers – and empowers everyone to provide sharing experiences
- How hotels react to sharing economy

The course offers intro lessons to the concept of sharing followed by innovative workshops developing our hands-on ability to start sharing economy businesses using the design thinking approach.

Main elements

- Sharing Economy
- Segments, target groups, personas
- Online service design

Learning outcomes

Knowledge

- The student must understand the concept of sharing, and how to use it in a broader context
- The student must have knowledge about the development within sharing economy
- The student must know about online, visual communication

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 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 potential and threat of the sharing economy

Competencies

- The student must be able to apply the theoretical knowledge about sharing economy in a company within the hospitality sector
- The student must be able to assist in making a sharing economy strategy 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
-

Exam description:

Prerequisite requirements	The student must attend all parts of the elective such as reading, lessons and assignments, in order to participate in the exam
---------------------------	---

Form	The exam is an internally assessed oral group examination with individual grading, graded according to the 7-point grading scale. The exam is internal
Placement	2 nd semester
ECTS points in total	5 ECTS points.
Contents	The learning objectives are as described above under "Elective module 1"
Description of the examination	The exam is an internally assessed oral group examination with individual grading, graded according to the 7-point grading scale.
Duration	Exam duration is 20 minutes per examinee, including time for deliberations.
Contents related extent (formalia)	Business report: maximum 12,000 keystrokes and minimum 9,600 keystrokes Upload on Wiseflow of the written report A citation standard must be chosen regarding knowledge sources
Evaluation	Evaluation according to the 7-point marking scale
Writing and spelling skills	None
Language	English or Danish
Aids	All aids are allowed during the preparation of the hand-in
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

Elective module 2: (5 ECTS)

Sustainability and Corporate Social Responsibility

Content

Corporate Social Responsibility is highly current with the increasing awareness of Sustainability, Circular economy and the UN Sustainable Development Goals. All lines of industry are affected by this and with this elective, we want to focus on the specific social, ethical and environmental issues that applies to the Hospitality sector. The elective will investigate external influences and demands and focus on how this is designed in practice.

The purpose of the elective is to give the students an understanding of the basic principles and tools that are used within CSR and related concepts with a particular emphasis on the conditions and challenges belonging to the Service- and Experience industry.

Knowledge

The student must:

- Obtain knowledge on the overall principles of companies CSR work.
- Obtain knowledge about the company's social and societal responsibility in relation to working Environment Act and Mega trends.
- Obtain knowledge about related areas such as Code of Conduct, Sustainability, Circular Economy, Triple Bottom Line and the UN Sustainable Development Goals.

Skills

The student must:

- Be able to apply methods and tools from CSR and related areas to describe and analyze the specific situation and possibilities in a company.
- Be able to estimate the practical challenges in implementing and practice in the Service- and Experience industry.
- Be able to communicate a CSR strategy to relevant stakeholders – both on a strategic, tactical and operational level.

Competencies

The student must:

- Be able to transform theory and methods into practical action plans.
- Be able to develop specific outreach research and share knowledge and findings.
- Be able to communicate CSR strategy, both written and as an individual presentation.

Exam description:

Prerequisite requirements	None
Form	Hand in of a written report. The exam is internal
Placement	2 nd semester
ECTS points in total	5 ECTS points.
Contents	The learning objectives are as described above under "Elective module 2"
Description of the examination	On the basis of a case handed out, the students prepare solutions to the problems from the case. The hand in is prepared individually Business report: maximum 12,000 keystrokes and minimum 9,600 keystrokes.
Duration	48 hours for the preparation of the written report

Contents related extent (formalia)	Business report: maximum 12,000 keystrokes and minimum 9,600 keystrokes Upload on Wiseflow of the written report A citation standard must be chosen regarding knowledge sources
Evaluation	Evaluation according to the 7-point marking scale
Writing and spelling skills	None
Language	English or Danish
Aids	All aids are allowed during the preparation of the hand-in
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.

Elective module 3: (5 ECTS)

Volunteerism in the hospitality sector

Professional volunteerism is an area that keeps gaining momentum within the hospitality sector. From being a field primarily run by amateurs in their spare time, it is now considered a substantial key to success for many destinations around the world. Thus, the professional management and organization of volunteers is of vital importance currently and even more so in the wake of the Corona pandemic.

In this elective, we will dive into the field of professional volunteerism: How do we manage, motivate and retain our volunteers. Additionally, we will discuss the role of the volunteers, and the value that they contribute with in hospitality organizations. I will include the latest research and knowledge concerning volunteerism, and the students on this elective are going to be working hands-on with understanding the mechanisms that drive volunteer management.

Learning goals to follow.

Exam description:

Prerequisite requirements	None
Form	Hand in of a written report. The exam is internal
Placement	2 nd semester

ECTS points in total	5 ECTS points.
Contents	The learning objectives are as described above under "Elective module 2"
Description of the examination	On the basis of a case handed out, the students prepare solutions to the problems from the case. The hand in is prepared individually Business report: maximum 12,000 keystrokes and minimum 9,600 keystrokes.
Duration	48 hours for the preparation of the written report
Contents related extent (formalia)	Business report: maximum 12,000 keystrokes and minimum 9,600 keystrokes Upload on Wiseflow of the written report A citation standard must be chosen regarding knowledge sources
Evaluation	Evaluation according to the 7-point marking scale
Writing and spelling skills	None
Language	English or Danish
Aids	All aids are allowed during the preparation of the hand-in
Deadline for cancellation	See Dania Academy's Executive order on examination regulations.