

Zealand Institute of Business and Technology

Curriculum

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

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Campus Køge

Campus Slagelse



Ulla Skaarup
Rector

Course curriculum for the Academy Profession Degree in Service, Hospitality and Tourism Management, including both the core national curriculum for all institutions offering the education and an institution-specific curriculum. Valid from 1 September 2015

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CORE NATIONAL CURRICULUM

1.0 Curriculum contents

This curriculum has been prepared in compliance with the guidelines specified in the Danish ministerial order no. 1521 of 16/12/2013 on professional higher education and bachelor programs, and is divided into two parts, i.e.:

- **A core national curriculum**, which is designed to be used by all educational institutions providing the program
- **An institution-specific curriculum**, which specifies guidelines and requirements, set by the individual education provider. Components of the institution-specific curriculum may have been prepared independently or in collaboration between several education providers.

The core national curriculum has been developed by the education providers mentioned in chapter 8.3 of this Course Curriculum, and in accordance with the legislative framework specified in chapter 8.2.

2.0 Objectives and profile of the programme

2.1 Objectives

The objective of the professional higher education program in service, tourism and hospitality management is stated in the Danish ministerial order no. 700 of 03/07/2009 on professional higher education (AP Degree) in which is stated:

§ 1. The aim of the professional higher education programme in service, tourism and hospitality management is to qualify students to independently perform work assignments relating to the development, planning, implementation and delivery of services at national and international levels in businesses and organizations operating in the fields of service, leisure and business tourism, as well as hotels and restaurants.¹

2.2 Competence profile

The above objectives result in a number of professional and personal competences that students acquire through the program.

The objectives for the student are to become skilled in working in a holistic and practice-related manner, based on the acquired theory, and to acquire the ability to assess and provide reasons for choices of actions and solutions for a specific organizational and financial issue.

An AP Degree in Service, Hospitality, and Tourism Management is intended to give the student the following professional competences:

¹The overall learning goals from the Ministerial order can be seen in Appendix 1.

- **Practice-related competences** within service companies generally – which will enable the student to operate in a company, with the ability to turn theory into solutions in a practical setting
- **Financial competences** – so that financial aspects always are taken into account
- **Specialization competencies** which will develop skills within a selective module of the program (specialization)
- **Collaborative and empathic competences which** qualify the student to work both individually and in groups – as this typical in everyday working life
- **Communicative and linguistic competences** – because the student will be working in an industry heavily characterized by the need for networking and developing relations to others
- **International and inter-cultural competencies** – as the service industry is global
- **Methodological competences** – so the student is able to define issues and provide methods for possible solutions

In order to function with success in the service industry and to acquire and put into practice the above professional competencies, the program also brings the individual student's personal competencies into focus.

Emphasis will thus be put on the acquisition of the abilities to be:

- **Responsible** – that you take responsibility for tasks, on your own and with others, and demonstrate a high degree of responsibility for yourself, your own life and for others
- **Enterprising and initiative** – that you are able to start up on your own – to set the pace and offer solutions, not simply aiming for the easiest solution to a problem
- **Reliable** – that you are able to handle tasks involving deadlines independently, and that you as a general rule are someone to be counted on
- **Curious and reflective** – that you are inquisitive and innovative, seeking to acquire knowledge, even regarding skills which do not initially seem important
- **Co-operative** – that you explore and encourage collaboration, and that you are willing to put yourself at the disposal of customers or your employer, recognizing that the service industry needs people who are willing to lend a hand whenever necessary

2.3 Title

Students who have successfully satisfied all requirements of the program are awarded the professional title of

AP Graduate in Service, Tourism and Hospitality Management

In Danish referred to as Serviceøkonom (AK).

3.0 Duration, structure and contents of the program

3.1 Program duration and ECTS points

The subjects and activities of the program are planned as a full-time course of study and are equivalent to two years of full-time academic workload. Each year students complete 60 credits

according to the European Credit Transfer System, and the program in total represents 120 ECTS points.

The education is to be completed within four years, i.e. twice the standard time limit.

The student is required to participate in a number of assessments within the first year of study. These assessments must be passed before the end of the program's second year after the commencement of the study period, for the student to be allowed to continue in the programme².

In extraordinary circumstances, the institution may choose to grant exemption from this requirement.

3.2 Program structure and contents

The program comprises:

- 1) Five compulsory core areas, defined in the Ministerial order³, with 75 ECTS-points distributed on:
 - a) Methodology
 - b) Service Industry
 - c) Organization
 - d) Planning
 - e) Communication

The compulsory areas of the programme are covered in a number of core subjects:

Compulsory core area	Core subjects (compulsory modules)
a) Methodology	1) Methodology of social sciences – 5 ECTS points
b) Service Industry	2) Service Industry – 15 ECTS points
c) Organization	3) Organizational development – 15 ECTS points
d) Planning	4) Business development - 15 ECTS points 5) Service economics - 15 ECTS points
e) Communication	6) Communication – 10 ECTS points

Some of the core subjects have been divided into sub-modules, which can be seen in the descriptions of the individual modules.

- 2) Internship - 15 ECTS points
- 3) Specialization (elective modules) – 15 ECTS points
- 4) Final examination project - 15 ECTS points

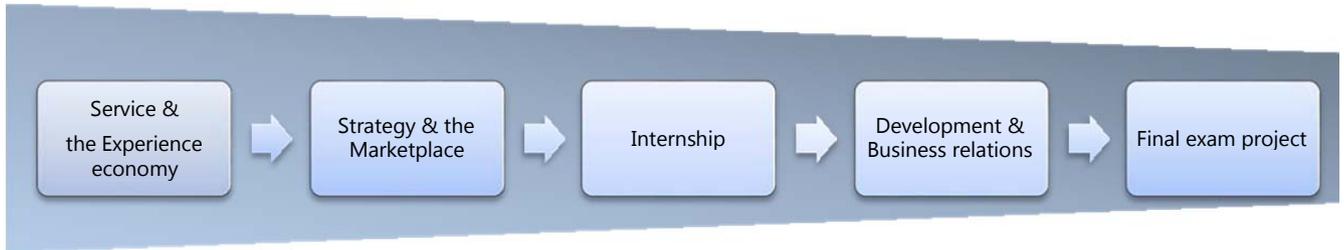
The curriculum describes the intended learning outcomes according to the qualification frame.⁴ Learning outcomes are described in terms of “Knowledge”, “Skills” and “Competences”.

² See Ministerial order no. 1519, § 3, 3 in which the individual institution can choose to determine that the first year examination must be passed before the end of the first study year (See institution-specific part).

³ Danish ministerial order on professional higher education within service, tourism and hotel management no. 700 of 03/07/2009, and its later amendments

⁴ “The new Danish qualification frame in higher education” describes the level of the learning aims and objectives. See Appendix 1.

The program has been structured in a series of themes, see the figure below, that connect the different educational modules and ensure progression and transparency in the course:



Focus in the individual themes is as follows:

1st semester – Service & the Experience economy

Focus is on giving the student a basic knowledge about developments within the service industry and experience economy as well as an overall knowledge about operations within the service sector.

2nd semester – Strategy & the Marketplace

Focus is on enabling the student to plan the running of a service and an experience company and evaluate how markets can be influenced.

3rd semester - Internship

Focus is on giving the student experience in participating in the daily operations of a service and an experience company.

3rd/4th semester – Development & Business relations

Focus is on equipping the student to function as a discussion partner when developing innovative plans for the sustainable development of a service company and its employees.

3.4 Semester Overview

Semesters are as follows:

1 st semester	September - January inclusive
2 nd semester	February – July inclusive (including holiday)
3 rd semester	August - January inclusive
4 th semester	February – June inclusive

4.0 Learning outcomes of core subjects

Learning outcomes cover the knowledge, skills and competences that the student is expected to acquire during the program.

The intended learning outcomes of the areas are described below in relation to the qualification frame. To ensure transparency, selected core areas have been divided into sub-modules.

The distribution of ECTS points and timing of the individual subjects can be seen in section 3.3

4.1 Methodology

This core area is covered by the compulsory learning element

- Methodology of social sciences - 5 ECTS points.

Learning outcomes:

5 ECTS 1 – 5 ECTS	1 st semester
Knowledge	<ul style="list-style-type: none">• The student must know and understand how a combination of different methods can be employed in solving a problem• The student must have a basic knowledge of scientific approaches
Skills	<ul style="list-style-type: none">• On the basis of different theories, the student must have the skills to interpret both qualitative as well as quantitative data• The student must have the skills to communicate scientific methods both in writing and orally• The students must be able to communicate issues and solutions
Competences	<ul style="list-style-type: none">• The student must, both individually and in cooperation with fellow students and service companies, be able to design studies and to collect and analyze data

4.2 Service Industry

This core area is covered by three compulsory learning elements, totaling 15 ECTS points:

- Industry Knowledge – 5 ECTS
- Service Design – 8 ECTS
- Service Law – 2 ECTS

Learning outcomes for the three modules are described below:

4.2.1. Industry knowledge

5 ECTS 1 – 5 ECTS	1 st semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about the development, trends and structure of the service industry at both national and international levels The student must have knowledge about the areas of specialization offered in the program, including an understanding of the links between these The student must be knowledgeable about the experience economy, its development and its importance as growth factor, as well as its theories and concepts The student must be able to relate the experience economy to the service industry
Skills	<ul style="list-style-type: none"> The student must have the skills to assess relevant aspects of the service and experience economy in analyses and reports The student must have the skills to explain the development of the specialization areas and identify the latest trends in the service and experience economy The student must have the skills to relate the service and experience economy to the other educational elements offered in the program
Competences	<ul style="list-style-type: none"> The student must be able to participate in relevant work processes within the service industry and experience economy The student must be able to apply the theories of the experience economy in a practice-related context The student must be able to operate in the service industry based on the current industry code within the specialization areas

4.2.2. Service Design

4 ECTS 1 – 4 ECTS	1 st semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about service management systems, service concepts and service delivery systems The student must be knowledgeable about different principles for quality control
Skills	<ul style="list-style-type: none"> The student must be able to participate in the design and development of service concepts and service delivery systems
Competences	<ul style="list-style-type: none"> The student must be able to acquire knowledge with a view to improving service management systems and concepts

4 ECTS 2 – 4 ECTS	2 nd semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about crucial parameters in establishing optimal customer relations, including loyalty and quality
Skills	<ul style="list-style-type: none"> The student must be able to assist in establishing productive customer relations
Competences	<ul style="list-style-type: none"> The student must be able to establish lasting relations with customers and to offer suggestions for improvements

4.2.3 Service Law

2 ECTS 3 – 2 ECTS	3 rd semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about the legal conditions which are crucial for service companies in relation to employees, customers and market, with special focus on marketing law, general contract law incl. agency, sale of goods, labor and employment law The student must be knowledgeable about settlements, the main agreement and the

	services directive
Skills	<ul style="list-style-type: none"> • The student must have the skills to assess legal issues in relation to the labor law, the employment law, the Contracts Acts, the Sale of Goods Act and the Marketing Act • The student must have the skills to assess the employment process in a legally correct way, from the process of preparation of the job advert to drawing up the contract, with special emphasis on the Equal Treatment Act, Health Information Act, the Discrimination Act and the Employment Act. • The student must be able to judge when a legally binding agreement has been signed, including agreements concluded by the representatives. • The student must be able to assess which party in a legal relationship bears the risk of accidental destruction of the purchased item. The student must also have knowledge of the parties' remedies for breach of a contract of sale
Competences	<ul style="list-style-type: none"> • The student must be able to identify legal issues regarding contract formation and marketing of the service company as well as in relation to employment and the law of sales, just as the student must be able to enter into professional cooperation in the solution of legal issues

4.3 Organization

This core area is divided into two compulsory learning elements; Organizational development, totaling 15 ECTS points:

- Leadership and project management – 7 ECTS
- Organization and HR – 8 ECTS

Learning outcomes are as follows:

4.3.1. Leadership and project management

5 ECTS 1 – 5 ECTS	1 st semester
Knowledge	<ul style="list-style-type: none"> • The student must have knowledge and understanding of different organizational forms and their implications for efficiency and job satisfaction in the service company • The student must have knowledge about theories and models to understand the company's structure and culture and the factors that affect motivation in service companies • The student must be able to understand how management theories and models can be used in service companies • The student must have knowledge of management issues when a work group is formed with a view to creating optimal performance • The student must be familiar with the most common project tools, including IT tools, which can be used to advantage in managing a project
Skills	<ul style="list-style-type: none"> • The student must have the skills to assess the applicability of theories and models in real-life leadership situations • The student must be able to communicate managerial decisions to managers, colleagues and employees • The student must be able to analyze, plan, evaluate and justify the practical implementation of a project, including the preparation of financial forecasts for the actual implementation • The student must be able to choose an appropriate project planning methodology - and understand when and whether the use of IT software can be used advantageously

Competences	<ul style="list-style-type: none"> • The student must be able to assist in making managerial decisions • The student must be able to apply specific methods and tools for project management, as well as to define goals and objectives for a project group • The student must be able to take responsibility and to plan and manage a project
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2 ECTS 2 – 2 ECTS	2 nd semester
Knowledge	<ul style="list-style-type: none"> • The student must have knowledge about relevant models for the identification of competence needs in the service sector • The student must have knowledge about relevant models for setting personal development goals
Skills	<ul style="list-style-type: none"> • The student must be able to apply relevant models and methods for identifying competences • The student must be able to apply relevant models and methods for setting personal development goals
Competences	<ul style="list-style-type: none"> • The student must be able to identify own and the service industry's competences • The student must be able to set personal development goals

4.3.2 Organization

3 ECTS 3 – 3 ECTS	3 rd semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about methods and theories for the recruitment, development and dismissal of employees The student must be knowledgeable about work environmental conditions which influence the physical and psychological aspects of the work place, including employee satisfaction
Skills	<ul style="list-style-type: none"> The student must have the skills to assess fundamental conditions regarding the development and administration of employees in relation to organizational development The student must have the skills to communicate the HR policy of the service company to employees and business partners
Competences	<ul style="list-style-type: none"> The student must be able to perform HR functions in his or her own department in accordance with the overall HR strategy of the service company The student must be able to participate in cross-organizational cooperation in drawing up the company's HR strategy The student must be able to manage basic work environmental issues and to be able to seek appropriate expert assistance when required

5 ECTS 4 – 5 ECTS	4 th semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about the different theories and models for developing and transforming the service company
Skills	<ul style="list-style-type: none"> The student must have the skills to apply and assess different models for organizational development
Competencies	<ul style="list-style-type: none"> The student must be able to participate in processes of change and development with specific focus on his or her own area of work and responsibility

4.4 Planning

This core area is divided into two compulsory learning elements:

- Business development - 15 ECTS points
- Service economics - 15 ECTS points

4.4.1. Business development

Business development is divided into three modules:

- Creativity and innovation – 5 ECTS
- Strategy and business plan – 5 ECTS
- Service marketing and trends – 5 ECTS

Learning outcomes are as follows:

4.4.1.1. Creativity & Innovation

2 ECTS 1 – 2 ECTS	1 st semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about the relationship between creativity, innovation, entrepreneurship and intrapreneurship, and how these can be encouraged in the company The student must be knowledgeable about creative tools The student must be knowledgeable about how creative and innovative processes can be planned, implemented and evaluated
Skills	<ul style="list-style-type: none"> The student must have the skills to handle different tools for the practical aspect of idea development and creativity in a practice-oriented context The student must be able to assess the appropriateness of the selection of individual tools for the practical development of ideas
Competences	<ul style="list-style-type: none"> The student must be able to include aspects of creativity in projects and case studies The student must be able to participate in and manage creative processes in service companies

3 ECTS 4 – 3 ECTS	4 th semester
Knowledge	<ul style="list-style-type: none"> The student must have knowledge about the development process from idea to commercialization of a product or service The student must have knowledge of key concepts and typologies related to innovation, including sources of innovation The student must have knowledge about relevant tools for managing innovation processes
Skills	<ul style="list-style-type: none"> The student must have the skills to assess how service companies can encourage creativity The student must be able to describe and categorize innovation projects
Competences	<ul style="list-style-type: none"> The student must be able to take part in and facilitate innovative processes in service companies The student must be able to include aspects relating to creativity and innovation in projects and cases The students must be able to work cross-functionally and holistically with development processes

4.4.1.2 Strategy & Business plan

3 ECTS 2 – 3 ECTS	2 nd semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about the fundamental strategic concepts and tools which contribute to a service company's choice of strategy The student must be knowledgeable about the competitive position of the service company
Skills	<ul style="list-style-type: none"> The student must have the skills to analyze the strategic position of the service company The student must have the skills to conduct both an internal and an external analysis
Competences	<ul style="list-style-type: none"> The student must be able to take part in the development of the service company's strategic plan

2 ECTS 4 – 2 ECTS	4th semester
Knowledge	<ul style="list-style-type: none"> The student must be familiar with relevant models for developing a business plan
Skills	<ul style="list-style-type: none"> The student must have the skills to apply relevant models and methods for developing a business plan
Competences	<ul style="list-style-type: none"> The student must be able to develop a business plan

4.4.1.3 Service Marketing & Trends

1 ECTS 1 – 1 ECTS	1st semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about fundamental service marketing concepts The student must be knowledgeable about customer behavior and market conditions of the service company
Skills	<ul style="list-style-type: none"> The student must have the skills to identify relevant customer behavior and market conditions for a service company
Competences	<ul style="list-style-type: none"> The student must be able to participate in the implementation of customer behavior analysis

3 ECTS 2 – 3 ECTS	2nd semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about of the service company's parameter mix and customer relationships
Skills	<ul style="list-style-type: none"> The student must have the skills to use the company's parameter mix in relation to the customer relations
Competences	<ul style="list-style-type: none"> The student must be able to assess the relationship between the company's parameter mix and the company's customer relations

1 ECTS 3 – 1 ECTS	3rd semester
Knowledge	<ul style="list-style-type: none"> The student must have knowledge about the most recent developments in the area of marketing The student should have knowledge about the special conditions for the internationalization of a service company
Skills	<ul style="list-style-type: none"> The student must have the skills to identify the relevant conditions for the service company's selection of internationalization strategy
Competences	<ul style="list-style-type: none"> The student must be able to take part in the development of the strategic marketing of the service company, including the development of a marketing plan

4.4.2 Service Economics

Service economics includes two modules:

- Economics – 12 ECTS
- Global service economics – 3 ECTS

Learning outcomes:

4.4.2.1 Economics

3 ECTS 1 – 3 ECTS	1 st semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about relevant elements in the financial operations of a company The student must be knowledgeable about relevant frameworks for financial reporting The student must be knowledgeable about the ability of alternative reporting
Skills	<ul style="list-style-type: none"> The student must have the skills to use IT tools for the handling of financial issues
Competences	<ul style="list-style-type: none"> The student must have the skills to produce accounts for analytic purposes

6 ECTS 2 – 6 ECTS	2 nd semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about pricing methods The student must be knowledgeable about the application of revenue management The student must be knowledgeable about financial analysis, including the methods for financial analyses which are applied in the service industry The student must be knowledgeable about budgeting types, structures and methods
Skills	<ul style="list-style-type: none"> The student must have the skills to set up solutions in the form of calculations and simulations, including: contribution calculation, distribution calculation, retrograde calculation, total method, and the differential method The student must have the skills to develop relevant key financial indicators for a service company The student must have the skills set up relevant budgets for a company and a project
Competences	<ul style="list-style-type: none"> The student must be able to critically evaluate each optimization tool in relation to the company's situation The student must be able to prepare an annotated financial analysis The student must be able to assess a company's financial development and use of budgeting in the economic governance of the company

3 ECTS 4 – 3 ECTS	4 th semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about financing alternatives and interest
Skills	<ul style="list-style-type: none"> The student must have the skills to describe and conduct an analysis of investments and alternative ways of financing The student must have the skills to perform relevant forms of baseline studies
Competences	<ul style="list-style-type: none"> The student must be able to carry out a calculation of the profitability of an investment as well as explain the choice of financing, including alternative financing options The student must be able to select and apply the appropriate financial approach to practical problems in a range of analyses and projects

4.4.2.2 Global Service Economics

3 ECTS 1 – 3 ECTS	1 st semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about the role which global economy plays in both national and regional societal development The student must be knowledgeable about the mechanisms of the global economy including macroeconomic conditions The student must be knowledgeable about the effects of different financial/political options
Skills	<ul style="list-style-type: none"> The student must have the skills to describe and analyze the most significant macroeconomic factors in relation to the provision of services The student must have the skills to evaluate various market structures and competition policies
Competences	<ul style="list-style-type: none"> The student must be able to include socio-economic conditions in analyzes and assessments

4.5 Communication

This core area is covered by two subjects; Communication, totaling 10 ECTS points:

- Business communication and networking – 7 ECTS
- Intercultural competences – 3 ECTS

Learning outcomes:

4.5.1 Business Communication & Networking

3 ECTS 2 – 3 ECTS	2 nd semester
Knowledge	<ul style="list-style-type: none"> The student must be knowledgeable about the fundamental communication theories and models and how these can be applied in specific communicative tasks The student must be knowledgeable about how the communication of messages is carried out most appropriately, orally as well as in writing
Skills	<ul style="list-style-type: none"> The student must have the skills to negotiate and make presentations in English The student must have the skills to develop written business communication in English
Competences	<ul style="list-style-type: none"> In a business-related context, the student must be able to communicate in English, orally as well as in writing

2 ECTS 3 – 2 ECTS	3 rd semester
Knowledge	<ul style="list-style-type: none"> The student must understand the importance of business networking in relation to the development of both the individual employee and the service company The student must be knowledgeable about relevant theories within negotiation techniques
Skills	<ul style="list-style-type: none"> The student must have the skills to identify relevant networking channels for developing both the employee and the organization The student must have the skills to carry out a negotiation
Competences	<ul style="list-style-type: none"> The student must be able to initiate or take part in relevant networking with a view to developing his or her own competencies The student must be able to negotiate effectively

2 ECTS 4 – 2 ECTS	4 th semester
Knowledge	<ul style="list-style-type: none"> The student must acquire knowledge about different techniques regarding the execution of presentations and meetings
Skills	<ul style="list-style-type: none"> The student must have the skills to apply different presentation techniques and to independently adjust his or way of communicating to the context in question
Competences	<ul style="list-style-type: none"> The student must be able to communicate practice-oriented and professional issues and solutions to partners and colleagues The student must be able to pass on internal and external messages with a high degree of personal impact

4.5.2 Intercultural competences

1 ECTS 2 – 1 ECTS	2 nd semester
Knowledge	<ul style="list-style-type: none"> The student must have knowledge about the concept of culture and culturalelements The student must understand the cultural impact on all forms of communication
Skills	<ul style="list-style-type: none"> The student must have the skills to apply cultural knowledge in relation to the global service company The student must have the skills to assess the impact of their own cultural background in meeting other cultures

2 ECTS 3 – 2 ECTS	3 rd semester
	<ul style="list-style-type: none"> The student must be knowledgeable about relevant theories and tools for cultural analyses in relation to the global service company
Skills	<ul style="list-style-type: none"> The student must be able to propose practical solutions in meeting other cultures The student must be able to engage in business development in which cultural elements are taken into account
Competences	<ul style="list-style-type: none"> The student must be able to identify cultural similarities and differences, enabling him or her to operate in various cultural settings, internal and external, in the service industry The student must be able to take into consideration the importance of culture in the development of service concepts

5.0 Overview of examinations

Each student must go through three external examinations and 5 internal examinations.

1. Method - Internal exam
2. **The first-year exam- External exam**
3. Business Economics – Internal exam
4. Elective specialization 1 – Internal exam
5. Internship project - Internal exam
6. Elective specialization 2 – Internal exam
7. **Development & Communication – External exam**
8. **Final examination project – External exam**

Figure 2. Schematic overview of examinations and examination dates

Examinations 2015 - 2017			
	To be submitted/handed out/approved	To be submitted	Examination dates
Methodology	27 November 2015.- approval of topic and research questions	18December 2015 – project to be submitted	Week 3-4
Methodology, 1st re-exam	3 February 2016 – approval of topic and research questions	12 February 2016 – project to be submitted	Week 8
Methodology, 2 nd re-exam	3 March 2016 – approval of topic and research questions	10 March 2016 – project to be submitted	Week 11
First year interdisciplinary	11 May 2016 - case handed out at 09.00	13 May 2016 – case to be handed in at	Oral exam, weeks 21 &
First year interdisciplinary external re-exam,	13 June 2016 - case handed out at 09.00	15 June 2016 – case to be handed in at	Oral exam, weeks 25 &
First year interdisciplinary external 2 nd re-exam,	23 November 2016 - case handed out at 09.00	25 November 2016 – case to be handed in at 12.00	Oral exam, week 49, 2016
Economics, written/oral internal	23 May 2016 - case handed out at 09.00		Oral exam, 25 & 26 May 2016
Economics, written/oral internal	6 June 2016 - case handed out at 09.00		Oral exam, 8 June 2016
Economics, written/oral internal	30 November 2016 - case handed out at 09.00		Oral exam, 2. December 2016
Internship project - Internal exam		1 November 2016	Weeks 47 & 48 2016
Internship project, internal exam, re-exam			November / December
Elective module 1a, Internal exam			Written exam 30 April 2016
Elective module 1a, 1 st re- exam, internal			Written re-exam 26
Elective module 1a, 2 nd re- exam, internal			Written re-exam, 9
Elective module 1b, internal exam	Case handed out 23 May 2016		Oral exam, 30 & 31
Elective module 1b, 1 st re- exam, internal	Case handed out 11 August 2016		Oral re-exam,
Elective module 1b, 2 nd re- exam, internal	Case handed out 30 August 2016		Oral re-exam, 6 September 2016
Elective module 2, internal exam	Topic and problem statement to be approved 16 December 2016 at the latest	Hand in 6 January 2017	Oral exam week 3 or 4, 2017
Elective module 2, 1 st re-exam, internal exam	Subject and problem statement to be approved 3 March 2017 at the latest	Hand in 16 March 2017	Oral exam week 13 or 14, 2017
Elective module 2, 2 nd re-exam, internal exam	Subject and problem statement to be approved 2 June 2017 at the latest	Hand in 12 June 2017	Oral exam, week 26,
Communication, external		Hand in 17 March 2017	Weeks 13-14,
Communication, 1 st re-exam, external exam		Hand in 21 April 2017	Week 8, 2017

Communication, 2 nd re-exam, external exam		Hand in 25 August 2017	Week 36, 2017
Final examination project – external exam	Official start 7 April 2017	Hand in of approved topic and research question on 28 April 2017 To be submitted on 29 May 2017	Oral exam, week 24, 25 or 26 2017
Final examination project – external exam – 1 st re-exam	Official start 25 July, 2016	Hand in of approved topic and research question on 11 August 2016 To be submitted on 11 September	Oral exam, week 39 2016
Final examination project – external exam – 2 nd re-exam	Official start 2 October, 2017	Hand in of approved topic and research question on 15 November 2017 To be submitted on 15 December	Oral exam, week 2 or 3 2018

Figure 3. Examinations, components and timing

Semester placement	Examination	Core areas	Compulsory learning elements	ECTS	Assessment	Grading	Weight ⁵
1 st semester	Any study sample				Internal assessment	Passed /Not passed	
1 st semester	Methodology	Methodology & Service Industry	Methodology of social science Industry Knowledge	10		7-point scale	1
2 nd semester	Economics 1st year interdisciplinary exam (1st year test)	Planning Service industry Organization Planning	Economics Service Design Leadership & Project Management Creativity & Innovation Strategy & Business plan Service marketing & Trends Global service economics Business communication & Networking Intercultural competences	9	Internal assessment	7-point scale	1
				31	External assessment	7-point scale	1
2 nd semester	Elective 1	Specialty	Specialty	10	Internal assessment	7-point scale	1
3 rd semester	Internship	Internship	Internship	15	Internal assessment	7-point scale	1
3 rd semester	Elective 2	Specialty	Specialty	5	Internal assessment	7-point scale	1
4 th semester	Development and Communication	Service industry Organization Planning Communication	Business law Organization & HR Creativity & innovation Strategy & business plan Service marketing & trends Economics Business communication & networking Intercultural competencies	25	External assessment	7-point scale	1
	Final exam project	Final exam project		15	External assessment	7-point scale	2

6.0 Joint provisions for internship and final examination project

6.1 Internship – objectives and general formalities

The internship accounts for 15 ECTS points, which corresponds to a period of three months⁷. The internship is placed at the beginning of the third semester (August, September and October).⁸ The internship can take place in both a national and an international setting.

Working within a service organization in the internship period gives the student an opportunity to apply recently acquired theoretical knowledge to a business setting, which reinforces business competences. This could, for example, be within personnel, sales, marketing, finance or customer service departments. At the same time the student has an opportunity to perform actual practical tasks in the company during the placement period.

As a general rule, the student must prior to the commencement of the internship - and no later than eight days after its commencement – draw up and submit a statement of objectives (learning outcomes and goals) for approval.

The institution assumes overall responsibility for ensuring that the internship placement meets the requirements of the program, thereby reserving the right to approve an internship company. The company is to work out an action plan, in collaboration with the student, which must be approved by the institution.

Together with the student, the company has the overall responsibility of ensuring that the action plan is carried out, and that there is a clear connection between the learning outcomes for the internship and the tasks and projects to be carried out by the student while in the company.

In collaboration with the student, the company is to identify the focus areas that the student will be responsible for while in the company. On completion of the internship, the student must prepare an internship report, focusing on the topics agreed upon with the company.

The intention of the internship is not to train the student to perform specific functions in a company, but in a broader sense to give the student a more general introduction to the different functions and management tasks within a service organization.

⁷ Amounting to 13 weeks in all

⁸ The individual educational institution has own guidelines (cf. Danish ministerial order 636, chapter 6, § 18, subsection 3.2). See the institution-specific curriculums for further elaboration.

On completion of the internship, it is expected that – regardless of the intended objectives of the internship – the student has acquired the following knowledge, skills and competences:

Knowledge

- The student must be knowledgeable about the basic philosophy and organization of the internship company

Skills

- The student must have the skills to assess practice-oriented issues and gather information for solving work tasks and performing functions in the company

Competences

- The student must be able to take part in the operation, development-oriented work processes and functions of the internship company
- The student must - in a structured context - be able to work out a project based on a practice-oriented issue
- The student must be able to reflect on his or her achievement of professional and personal goals during the internship

6.2 Final exam project

The aim of the final exam project is for the student to independently complete a cross-disciplinary and practice-oriented project, demonstrating that he or she has acquired the following knowledge, skills and competencies:

Knowledge

- The student must be knowledgeable about relevant theories and methods within the compulsory modules of the program as well as within the chosen specialization

Skills

- The student must have the skills to apply and combine a comprehensive range of skills and abilities which are related to the different fields of the service sector
- The student must have the skills to assess practice-oriented issues and adjust working procedures and processes
- The student must have the skills to communicate practice-oriented issues and possible solutions to stakeholders
- The students must have the skills to apply central business economic methods and analyses

Competencies

- The student must be able to identify his or her personal development potential
- The student must be able to take part in development-oriented and/or cross-functional work processes and identify and develop management and planning functions

The final examination project completes the course of study. The examination takes place at the end of the fourth semester.

The project is designed to document the student's ability to methodologically define and develop a complex research question in relation to a specific project in an internship company.⁹

The project is also intended to develop and demonstrate the student's ability to combine knowledge and skills from the compulsory modules and the elective learning elements, enabling him or her to

understand and relate to the specific work tasks of a company.

The project is based on collected information, facts and ideas and should demonstrate the student's ability to process, analyze and evaluate the selected material and to combine this with relevant theories and methodologies covered by the study program.

Financial considerations and elements are to be included as a natural part of the basis for the selection of solution (s)¹⁰. The student is therefore expected to make use of detailed field and desk research in working with the final project.

The student, the institution and the internship company are to agree on the subject matter of the final project, as the project aims to solve a practical issue within the company.

The institution must approve the subject and the initial problem statement¹¹, and assigns the student a supervisor.

The final examination project is to be developed on the basis of central areas in the education and the student's specialization and is expected to reflect to a high degree the competency profile of a graduate, cf. section 2.2.

As a rule, the final exam project is to be developed individually and is typically written for the company in which the student has completed his or her internship. However, permission may be granted for a group of up to three students in consultation with their internship companies to work with a more industry-related subject matter or an issue that has been designed for a different company, provided that the issue falls within the area of the student's specialization.

The institution-specific guideline specifies the rules and regulations on the submission dates and general requirements for the individual and group assessment.¹²

The project is evaluated by means of an oral examination, which is based on the written project report and lasts 60 minutes, including the examiners' assessment. One combined grade is given for both the written and oral components of the final exam project.

The students' ability to write without grammatical errors, to express themselves verbally in a clear, precise and focused manner, and to accurately use relevant terminology will be assessed; this assessment will comprise 10 percentage of the final grade.

Should the project not be given a pass grade, the student is to write a new project report. It is permissible to use the same topic, but the problem formulation/research question of the new project should differ significantly from the one previously used.

⁹ The academy must be informed in writing and give approval if the student does not intend to write about his or her internship company.

¹⁰ The inclusion of financial considerations can be done through various budgets (liquidity, operation, start-up, etc.), accounting, finance, investment, calculations or wholly or partly quantitative cost-benefit analysis

¹¹ Note that it is only permissible to make minor adjustments to the problem formulation, and it will always be advisable to contact the relevant supervisor

¹² This section might also state the maximum amount of supervision time allowed per student.

6.2.1 Final examination project – scope

The final examination project must conform to the standard format regulations and MUST NOT exceed the allotted length, which is specified by the allowed number of characters.

The total character count includes figure and tables but excludes front page, table of contents, list of references (bibliography) and appendices. Characters are counted including spacing.

Appendices may be enclosed to support the project. They are not considered to be a direct part of the project, and the examiner and the external examiner are consequently not obliged to read the appendices.

The exact character count MUST be printed on the front page of the project. If not, the project will be rejected, and the re-examination cannot take place until the next scheduled exam.¹³

The final examination project report must amount to between 75 % and 100 % of the allowed characters. Project reports that amount to less than 75 % of the specified number of characters, or more than 100 %, will be rejected, and the re-examination cannot take place until the next scheduled exam.

Permissible scope of the final examination project:

Final exam project	Maximum no. of characters including spacing
1 student	100,000 characters
2 students	150,000 characters
3 students	200,000 characters

7.0 Credit and qualification transfer

7.1 Horizontal route

The curriculum of the programme allows students to transfer to another educational institution, provided they have passed the first-year examinations.

Transfer should always take place before 1 June, i.e. before commencement of the internship. The student must submit a written application to the institution to which he or she wishes to be transferred.¹⁴

Students can be exempted from the above regulations, provided there is good reason. A written application must be forwarded to the educational institution in which the student wishes to be enrolled.

7.2 Vertical route

7.2.1 Transfer to a partner institution in Denmark

At the present time, the following top-up programs are directly accessible:

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

- A Professional Bachelor's Degree in Sport Management (1½ years)
- A Professional Bachelor's Degree in Innovation and Entrepreneurship (1½ years)
- A Professional Bachelor's Degree in e-concept development (1½ years)

It is also possible to apply for a Professional Bachelor's Degree in International Sales and Marketing Management (1½ year), although additional admission requirements must be expected.

7.2.3 Transfer to an institution abroad

For students who wish to take a top-up abroad, there are a number of credit agreements that have been established, both nationwide and with the individual institution. Further information about credit agreements can be obtained from the individual provider.

7.3 Credit for individual learning elements

It is possible to apply for credit for the completion of learning elements in other institutions, provided that these are commensurate with the modules, subjects and internship elements in the AP program¹⁵.

Applications for credits are assessed individually by the institution, based on a professional evaluation of whether the learning objectives of the educational element correspond to those of the AP program.

¹⁴ The student must notify the educational institution about his/her withdrawal from the program in writing when admitted into the new education institution. This includes submitting a grade report for the first year of studies.

¹⁵ See also §18, section 2 in LEP Ministerial order

8.0 Legal basis of the curriculum

The following describes the legal basis of the curriculum.

8.1 Entry requirements

The following educational backgrounds give access to the program, cf. Danish ministerial order no. 248 of 13/03/2015 on admission to AP and Bachelor programs and its later amendments:

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

Specific admission requirements:

- Mathematics at level C or Business Economics at level C

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

- One of the following:
 - Vocational training as baker (step 2)
 - Vocational retail administration training with specializations
 - Vocational training in butcher (step 2)
 - Vocational training as event coordinator
 - Vocational training in gastronomy with specializations
 - Vocational office training
 - Vocational training in commerce with specializations
 - Vocational training in pastry (step 2)
 - Vocational office training with specializations
 - Vocational training as a receptionist
 - Vocational training as a waiter (step 2)

The individual institution is allowed to admit applicants to the program in question with alternative qualifications, provided it is believed that the student possesses the capacity to pursue and complete the course of study.

Should there not be room for all applicants, those applicants who are deemed to meet the entry requirements best will be given priority.

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

8.2 Legal framework

This curriculum complies with the following laws, acts and orders which are applicable to all educational institutions offering the program:

- Danish ministerial order on professional higher education within service, tourism and hotel management (AP degree in Service, Hospitality and Tourism Management) no. 700 of 03/07/2009, and its later amendments
- Act no. 633 of 12/05/2015 on professional higher education and bachelor programs, and its later amendments
- Act no. 935 of 25/08/2014 on academies of professional higher education offering tertiary education, and its later amendments
- Danish ministerial order no. 1519 of 16/12/2013 on assessments and general examinations in professionally-oriented programs
- Danish ministerial order no. 1147 of 23/10/2014 on professional higher education and bachelor programs, and its later amendments
- Danish ministerial order no. 248 of 13/03/2015 on admission to higher education programs and bachelor programs, and its later amendments
- Danish ministerial order no. 114 of 30/02/2015 on grading scale and assessment, and its later amendments
- Act no. 247 of 25/03/2015 on accreditation of professional higher education programs, and its later amendments
- Danish ministerial order no. 601 of 12/06/2013 on accreditation of professional higher education programs and approval of new professional higher education programs, and its later amendments

The above-mentioned documents constitute some of the most important elements of the legal framework of the program. There may be other acts and orders of relevance (www.retsinfo.dk).

8.3 Institutions offering the program

The Service, Hospitality, and Tourism Management program is offered by the following institutions:

- University College of Northern Denmark, www.ucn.dk
 - Lindhold Brygge 35, 9400 Nørresundby
- Lillebælt Academy of Professional Higher Education, www.eal.dk
 - Munke Mose Allé 9, 5000 Odense C
 - Boulevarden 25, 7100 Vejle
- Dania, Academy of Higher Education, www.eadania.dk

- Minervavej 63, 8900 Randers
- Arvikavej 2, 7800 Skive
- Copenhagen Business Academy, www.cphbusiness.dk
 - Lyngby, Nørgaardsvej 30, 2800 Kgs. Lyngby,
 - Nørrebro, Blågårdsgade 23b, 2200 København N
 - Bornholm, Snorrebakken 66, 3700 Rønne.
- Zealand Institute of Business and Technology, www.easj.dk
 - Campus Slagelse, Bredahlsvej 1, 4220 Slagelse
 - Campus Koege, Lyngvej 19, 4600 Køge
- Business Academy Midwest, www.eamv.dk
 - Valdemar Poulsens Vej 4, 7500 Holstebro
- Business Academy Southwest
 - Spangsbjerg Kirkevej 103, 6700 Esbjerg
- Business Academy Aarhus, www.eeea.dk
 - Sønderhøj 32, 8260 Viby J

9.0 Transitional regulations

For the individual student, the curriculum valid at the commencement of studies remains valid until the student has completed the education.

For students who do not follow the standard progression of the course or do not graduate within the standard time frame, i.e. January 2016, the curriculum in force at the time of re-entry into the program will apply

For students who must re-sit an examination, the curriculum in force at the time of the new examination will apply. Exemption from this rule may be granted, provided a written application is submitted to the institution no later than four months prior to the examination date.

10.0 Possibility for discretionary exemption

Applying for an exemption is possible at any time in compliance with the rules and regulations of the curriculum. The application must be submitted in due time and will be evaluated individually by the specific institution.

11.0 Effective date

This core national curriculum for all educational providers of the program is valid from 1 September 2015 and applies to all students who commence their education on this date as well as students who enroll or are given credit transfer after this date.

Steering committee for the Service Management education, August 2015

B. Content of the institution specific part

The curriculum for the AP Programme, see the guidelines of the order on vocational education and professional education (No., 1521 of 12.16.2013 applicable) divided into two:

- a **general part** applicable to all the academies, which are approved to offer education
- an **institution specific part** that specifies institution-specific guidelines and requirements. Portions may be prepared jointly by one or more of the awarding academies

12.1 Elective

Tre electives are offered:

The electives are offered in English. Assignments, hand-ins, and examinations can be conducted in Danish or English.

The electives geographic location can be changed if situations arise where management assess it to be more appropriate to move teaching to other location.

12.1.3 Specialization - Hotel, conference - & Restaurant Management – 15 ECTS

ECTS value: 15

Aim:

The aim is for the student to be qualified to independently plan and carry out significant management related and specialized work tasks in hotel, conference and restaurant companies.

The student should obtain a deeper understanding of the industry and therefore the ability to put the guest at the forefront as well as evaluate the business methods and revenue generation capacity.

Focus is put on the holistic understanding of the central working processes that take place in and between the hotel and restaurants different departments. Furthermore the student should develop knowledge of national as well as international hotel and restaurant concepts.

Knowledge	<ul style="list-style-type: none">• The student must be knowledgeable about the traditions and trends that are occurring in the industry, just as the student must be able to account for the historical development within the hotel, conference and restaurant industry together with an understanding of how development in society influences the industry• The student must be knowledgeable about national and international hotel, conference and restaurant related classification systems, certification and ownership forms• The student must understand the different work tasks within the different

	<p>departments so that there are positive relations between the departments</p> <ul style="list-style-type: none"> • The student must know about the legislation and legal conditions which exist in relation to hotel, conference and restaurant operations • The student must have knowledge of the hotel, restaurant or conferences income based upon yield management, up-selling / up-selling and ratios
Skills	<ul style="list-style-type: none"> • The student must be able to describe and analyze hotel, restaurant and conference concepts • The student must have the skills to evaluate and optimise the income of the hotel, restaurant or conference based upon yield management, up-selling, and ratios • The student must be able to perform price setting of the hotel's services • The student must be able to analyze and develop the hotel, the restaurant and the conference processes and service delivery

12.1.4 Specialization - Tourism Management -15 ECTS

ECTS value: 15

Aim:

The aim is, for the student to gain the knowledge and understanding, skills and competencies, to be able to carry out coordinating and advisory functions in tourism companies and organizations.

From an understanding of the destination as a central element, the student must gain an understanding of the tourism company's and organizations role in the tourism system.

Focus is on giving students a holistic understanding of the cooperation's and the transactions taking place between the tourism actors in the industry.

Knowledge	<ul style="list-style-type: none"> • The student must have knowledge of the target elements and actors <ul style="list-style-type: none"> ○ tourism product, including attractions ○ DMO: marketing • The student must have knowledge of supply and demand in terms of tourism • The student must be knowledgeable about the actors and elements in the field of the tourism industry • The student must have knowledge of the tourism industry, incoming and outgoing tourism, tourism systems and destination
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	<p>concept, including public and private actors</p> <ul style="list-style-type: none"> • The student must be knowledgeable about fundamental tourism concepts • The student must be knowledgeable about different tourism segments and types of tourists • The student must be knowledgeable about the different tourism actors dependence of each other • The student must have knowledge of tourism markets and segments
Skills	<ul style="list-style-type: none"> • The student to apply our knowledge of incoming and outgoing tourism • The student must be able to assess the characteristics of the tourism system • The student must be able to assess to which degree a destination fulfil the tourists needs • The student must be able to assess to which degree a destinations fulfil the needs of different markets and segments, including both leisure and business
Competencies	<ul style="list-style-type: none"> • The student must be able to take part in the development, design and planning of new tourism products for the destination • The student must be able to take part in the preparation of a destination analysis

12.1.1 Specialization - Service Management – 15 ECTS

ECTS: 15

Aim1. Service Management/digital track:

The aim is for the student to have the knowledge and understanding, skills and competencies to coordinate and give advice regarding tasks in relation to the development and implementation of events within different service areas.

The student should be able to define clear strategic objectives for an event and be able to secure the realization of the defined objectives through an event management process. The student should be able to participate in the development, planning, implementation, and evaluation of an event – from smaller one-day events to larger events.

The student must understand the consultant/adviser term in relation to both the internal and external provision of services to a client/customer.

Aim 2.

The aim is to give the students the knowledge, skills and competences to methodically solve undertake coordinated, advisory and strategic function in the development, implementation and maintenance of expression of digital media on different digital platforms relevant to the public-and private service.

It can be anything from a single information-based website, a content management system, a digital banner, an experience-based museum app or a digital service solution across platforms for the digital tourism

The specialization is based on the theory and builds on a natural collaboration with the compulsory modules.

<p>Skills</p>	<ul style="list-style-type: none"> • The student must be able to assess, analyze and disseminate product and concept in strategic event management from the connection between this development and the company's strategic planning • The student must be able to assess various consultant / adviser roles and use them on a client and consultant cooperation both internally and externally • The student must be able to acquire new skills and knowledge about event management through a structured process in connection with the settlement of events • The student must be able to assess, analyze and communicate the essentials of having good suppliers and optimal supply chain staging an event • The student must acquire skills in the use of graphic design • The student must acquire skills in structuring content in digital applications • The student must acquire skills in using methods for documentation of digital and interactive media productions
<p>Competencies</p>	<ul style="list-style-type: none"> • The student must be able to participate in interdisciplinary collaborations for the development of products- and concepts • The student must be able to distinguish between the different tools as a consultant available in connection with consultancy • The student must be able to develop the supply chain in connection with the liquidation of events • The student can handle and integrate digital media expressions on different digital platforms • The student can acquire new knowledge, skills and competence in relation to the industry

13.0 Examinations and tests

13.1 General assessment and tests

For external and internal examinations are given according to the 7-point scale, to pass an examination the student have to achieve 02.

Learning activities must be approved as a prerequisite requirement to go to the following examination.

All students are automatically registered for the exams, assessments and learning activities in the next examination period.

If an internal or external exam is not passed, the student must participate in the re-examination, however, more than 3 times in total.

13.2 Other information concerning examinations

13.2.1 Attendance

All students are automatically registered for the external and internal examinations and learning activities.

To be considered like a active student you must participate in all external and internal examinations and learning activities

It is of importance that the students attend lessons, and therefore ZIBAT will register attendance. If a student has more than 20 percent absence from lessons, the student will be called for a meeting, where the activity level will be discussed. Continued absence over 20 percent and failure to adhere to agreements, will be reported to the Danish SU-styrelsen (Danish Education Support Agency). The student will by using the registration system, have a duty to report illness and/or register as healthy, so that other students, teachers, and cooperative partners, can be kept informed.

13.2.2 Mandatory program parts

All the mandatory parts of the program are offered at ZIBAT. The geographic location of the mandatory parts can though be changed in situations, where an evaluation by the management, finds it appropriate to move the teaching. A student at ZIBAT is as a starting point, welcome to follow the education at another campus, if is available.

13.2.3 Other education related activities

ZIBAT planned activities outside the local campus facilities, like company visits, excursions, lectures, study tours, and other activities, can be offered to students at both campuses.

13.2.4 Special institution specific demands

All written exams and assignments will have to be delivered electronically to www.fronter.com/easj, where the assignments automatically will be scanned and controlled for plagiarism. Therefore, it is not a demand that assignments are handed in printed versions.

13.2.5 Mandatory requirements

Mandatory requirements (MR) are qualitative demands on the students on specific relevant study activities. Examples of mandatory activities can be theme projects, opponent work, presentations, submission of assignments where performance must be approved by a unit teacher. Performance will not necessarily be based on the 7-point scale. A MR activity is not considered tests or exams, but as part of a learning process, documenting that the student is active.

1st Semester:

- MR. 1 Individual written assignment in the Service industry.
- MR. 2 Individual written assignment in Organizational Development
- MR. 3 Individual written assignment in the Service Economy
- MR. 4 Individual written assignment in Business Development

2nd Semester.

- MR. 5 In 2nd semester, students must participate and prepare a 30 hour task including submission. A task, which in scope and type, prepares the student for the winter exam.
- MR. 6 In 2nd semester, students must participate in a written 3-hour test. A task, which in scope and type, prepares the student for the summer exam.
- MR. 7 Group assignment and Pitch Innovation Week 47
- MR. 8 Individual written assignment in Service Economy.

3rd Semester.

- MR. 9 Individual written assignment in Law
- MR. 10 Individual written assignment in Communications.
- MR. 11 Individual written assignment in the Elective.

13.2.6 Group Projects

In the preparation of group assignments are defined as having a size of 3-5 students. The final exam is an exception.

13.3 Individualization of group projects

In connection with group projects where there is demand for individualization of the answer, this means that each student contribution is clearly labeled.

Responses with requirements of individualization can consist of the following components:

1. The collective part includes introduction, problem formulation, conclusion and perspectives
2. The individual parts are one or more of the task sections that each student is responsible for specifying the name. The individual part must be fairly shared equally between groups of students

13.4 Aids to the exam

In connection with written examinations and tests, the student must use all tools.

It must be books and materials handed out in class, own notes, supplementary materials, USB stick or similar with documents.

Furthermore, the student has access to intranet and Internet.

The students are not allowed to communicate with others - it is expressly prohibited.

If students during the exam make an illegal communication with other, it will result in the immediate expulsion from the examination.

In the case of written tests, mobile phones and other communication equipment have to be turned off and handed to the oversight before the examination begins.

Students have to bring authorized materials on their own, writing materials and possibly a calculator. It is not allowed for students during the test to share equipment or lend to other students. Aid can not be borrowed by the ZIBAT.

The invigilators are entitled to control aids which are taken to examinations.

In connection to written examinations the examinees have to bring, as far as possible; calculators, dictionaries, pencils, equipment and the like out of the bag before the test starts. Handbags and bags should be placed on supervisory instructions.

Students must not in any way communicate with each other after the test start. You are allowed to approach the show of hands to the invigilators.

If students are trying to put themselves in connection to other students or use of unauthorized aids, the student will be immediately expelled from the examination.

13.5 Use of sources and data compilation of responses

Often will the preparation of written responses, as part of the evidence base, be a need to use the work of others, it will be quotes, graphs, tables, literature, texts from the Internet, persons opinions or processed reproduction of others work example, from a textbook

When the above is used, must the sources clearly be indicated.

Citation (directly) can only in limited be used and may be used only a small part of another text, it means a few lines or a little more, where it is necessary to understand a relationship or to support their own arguments. It is not allowed to use quotes in excessive use

When quoting you must remember:

- Using inverted commas
- The title of the book
- The name of the author
- To set the specific page reference

Direct transcript without a clear reference to the source will be seen as "cheating" - plagiarism. In these cases, the task will be rejected and you will be expelled.

Cheating by plagiarism includes cases where a writing assignment in whole or in part appears to be produced by the student or the student themselves, even if the task includes:

- a) includes identical or almost identical reproduction of others formulations or works without the restored are marked with inverted commas, emphasis, indentation or other clear indication of the source, the larger passage in words as close to another work or similar formulations, etc. that one can see by comparing the passages could not be written without using the other work
- b) includes larger passages with language that is so close to another work or other production, etc., that by comparison, can see that the passages could not be written without the use of the other work
- c) includes the use of words from another person or ideas without these appropriately others are

credited

- d) reuse text and / is the main planks from their own previously assessed work without observing the provisions of paragraphs a and c.

Previously reviewed responses and parts can only be included on an equal footing with other source of material such sections and analyzes can not be "reused". An exception to this are trying and learning activities in which the answer must be improved to be approved / pass.

In the context with the submission of written responses it always have to be signed, declaring the work is done without undue assistance.

You should as a student expect to deliver a large part of the written responses both on paper and electronically (via mail, intranet or USB-stick).

13.6 Results of tests and examinations

For the purposes of oral examination / test / learning activity is informed to the student immediately following each student's oral exam / test.

For examinations, tests and learning activities where the student does not get the assessment right after the conclusion, will the examinees be announced and at the same time be announced about the date of the exam / examination.

The aim is that the student gets the assessment after 10 working days.

In written examinations, tests and learning activities the result will be the transmission of a character message, electronic notices or postings on the educational institution (with exam number). It is not possible to get an answer by a call.

13.7 Special conditions - impairments

For examinees with physical or mental disabilities and for examinees with similar difficulties it can be agreed by special test conditions, where this is necessary in order to provide the student with other examinees in the examination situation.

It is a condition that the aid is not a change of the exam level.

If the student feels justified in special circumstances, the student have to write an application with documentation, which have to be submitted to the institute within three months before the examination / exam.

13.8 Irregularities misbehavior / infractions

In all samples, the applicable rules are followed.

A candidate who during a test obtains or gives another student wrongful help with answering a task or using unauthorized materials will be immediately expelled from the sample.

If during or in connection with a trial on suspicion that a student has improperly acquired or given help, have used another work as his own or used previously assessed work without reference, the student will be expelled from the sample.

Furthermore, the student will be expelled from the program for a shorter or longer period. In such cases, a warning can lead a repetition to permanent expulsion.

If a student has a exhibits disruptive behavior in the samples, for example by failing to comply with the supervisory, the student will become expelled from the sample.

If an examinee leaves the examination room before the end of the examination or without authorization from the

supervisory or unaccompanied by supervision (by the toilet), considered the student to have interrupted the exam.

13.9 Used language

In the context of participation in exams is the general rule that the examination is held in the announced language unless it is part of the individual exam designed to demonstrate proficiency in a foreign language.

As far as international teams, the tests will be held in English. Students are allowed to settle exam in Danish.

If a student has the desire to take the exam in another language, the written application submitted no later than three months before the exam / exam paper distributed, and there must be major reason for this.

13.10 Complaints about exam

It is recommended that the student is looking for guidance from counselor in relation to complaint procedure and the preparation of the appeal. The following are prepared in accordance with Executive Order on Examinations in Vocational Higher BEK no. 1519 of 16.12.2013 Applicable (Examination Order). The rules on complaints about examinations are stated in Chapter 10 of the Examination Order.

In the examination order to distinguish between complaints about:

1. Examination basis etc., test procedure and / or evaluation
2. Complaints about legal aspects. The two types of complaint are treated differently.

13.10.1 Assessment appeal, examinations or basic rules on final examination

A candidate can post a written and reasoned complaint within a period of two weeks (14 calendar days) after the result of the examination is announced in the usual way over:

1. Sample basis, including sample questions, assignments, etc., as well as its relation to the objectives and requirements
2. Test procedure
3. Evaluation

The complaint may concern all tests, including written, oral and combinations thereof as well as practical tests. The complaint is sent to the management of the program.

The complaint submitted without delay to the original examiners, i.e. the examiners at the trial, which prompted an opinion. Their statement must provide the basis for the institution's decision regarding academic issues.

The institution shall establish a deadline of 2 weeks for delivery of opinions.

Immediately after the assessors have given his opinion, the complainant has the opportunity to comment on the statement within a period of one week.

The decision will be taken by the institution on the basis of a professional statement by the assessors, and any comments on the report.

Decision shall be in writing and reasoned, and can go on

4. Offer of a new assessment (reassessment) - but only by written tests
5. Offer of a new test (re-examination)
6. That students do not get rejection of the appeal

If it is decided that there should be offered reassessment or re-examination, appoints the management of training new assessors. Re-assessment can only be offered in written tests where there is material for review, as new assessors can not be (re) assess a previously held oral examination, and when the original examiners notes are personal and not disclosed.

If the decision is a offer of reassessment or re-examination, then the complainant have to be informed that the reassessment or the re-examination may will result in a lower grade. The student shall, within a period of two weeks after the decision is made, accept the offer. It is not possible to discard its acceptance. If the student does not accept the deadline of the reassessment or re-examination will not be carried.

Reassessment or re-examination must take place as soon as possible.

By re-assessment must the assessors be submitted to the file: The job, answering the complaint, the original examiners opinions with the complainant observations and decisions of the institution.

Assessors notify the institution of the result of the re-assessment accompanied by a written justification and evaluation.

If it is decided to make a new assessment or a offer of a re-examination, the decision will include all the examinees.

13.11 Appeals

The complainant may refer the decision of the institution regarding academic matters to a board of appeal. Appeals activities are covered by the Public Administration, including the rules on disqualification and confidentiality.

The appeal addressed to the management of the program.

The deadline for appeal is two weeks after the student is informed of the decision. The same requirements as mentioned above under the complaint (in writing, reasoning, etc.) Also apply in appeals.

13.12 Complaints about legal aspects

Complaints about legal issues in decisions made by the assessors in relation to re-assessment or re-examination or the Board of Appeal decision can be appealed to the training provider within a period of 2 weeks from the date the decision was announced to the complainant.

Complaints about legal issues in the decisions taken by the institution under the rules of the examination order can be delivered to the institution which makes a statement which the complainant should have the opportunity to comment within a period of normally one week. The institution will send the complaint, the statement and any comments to "Styrelsen for Videregående uddannelser og Uddannelsesstøtte". The deadline for submission of complaint to the institution is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

14.0 Economy

All activities applied in relation to the student's expenses, coming out of the institution's specific curriculum, will be considered as the students own expense. However, it is possible to receive transportation support via the link below: And we encourage each SU-eligible students to apply for a discount to both Campus Køge as well as Campus Slagelse. Link: www.uddannelseskort.dk.

Appendix 1 – Ministerial order on intended learning outcomes

Cf. the Danish ministerial order no. 700 of 03/07/2009 on the professional higher education programme in service, tourism, and hospitality management, the intended learning outcomes are as stated below:

The aim of learning outcomes for the professional higher education programme in service, tourism, and hospitality management

The intended learning outcomes include the knowledge and understanding, the skills and the competencies, which the student must acquire through the programme.

Knowledge and understanding – the student must be knowledgeable about:

- 1) Business terminology and concepts as well as the industry's application of theory and methodology in practice on both national and international level
- 2) The company's possibilities for cooperation with the customer regarding the development of services
- 3) Relevant industries within the areas of business and leisure tourism, hotel and travelling and other service industries, their structure, development and organization as well as the interaction between these
- 4) Fundamental strategic concepts and tool, which influence the service organization's choice of strategy
- 5) The potential for internationalization through working relations as well as the effect of the internationalization process on the service company

Skills – the student must have the skills to:

- 1) Assess the conditions relating to costs for the service company with a view to financial calculations and budgeting
- 2) Assess the connections between the service concept, supply system, and competitive system of the service company as well as the skills to assess relevant development potential for the company
- 3) Apply knowledge about cultures in negotiation situations as well as set up and communicate practice-oriented solutions to partners and customers in both Danish and English
- 4) Apply portfolio models to describe the products of the service company
- 5) Assess practical management situation with the aim of choosing appropriate solutions

Competencies – the student must be able to:

- 1) Handle different situations – both national and international ones - relating to sales and development within the service profession
- 2) Acquire skills and knowledge in relation to the service profession when a specific issue requires it
- 3) Handle structural and cultural issues within his or own area based on an overall evaluation of the company in question
- 4) Take part in professional and cross-functional cooperation including collaborations on managerial functions and work tasks relating to personnel