

# Curriculum

(Electives catalogue)

AP degree in Service, Hospitality and Tourism  
Management

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**Appendix to the local curriculum for the AP degree in Service, Hospitality and Tourism Management  
(electives catalogue)**

## Table of contents

<b>1. Introduction</b> .....	<b>2</b>
<b>2. Local programme elements offered as electives</b> .....	<b>2</b>
2.1. Hotel and Restaurant Management .....	2
2.2. Hotel, Restaurant and Tourism Management .....	3
2.3. Experiences and Events .....	3
2.4. Service Management – Digitalisation of the Experience Industries (Digi-track) .....	4
2.5. Sports and Events.....	4
2.6. Tourism Management .....	5
<b>3. Exams in electives</b> .....	<b>6</b>
3.1. Exam in the elective element .....	6
<b>4. Effective date</b> .....	<b>7</b>

## 1. Introduction

This part of the curriculum is related to the national part of the curriculum (and appertaining programme appendices) and the local part of the curriculum. The national part of the curriculum is common for all providers of the degree programme, whereas the local part of the curriculum and this electives catalogue is laid down by Zealand – Academy of Technologies and Business.

## 2. Local programme elements offered as electives

Electives must total 15 ECTS credits of the total number of ECTS credits of the programme. It is possible to choose between six electives which are described in detail in the following.

### 2.1. Hotel and Restaurant Management

Offered in Køge in English

Contents:

This elective element will give the student a holistic understanding of the co-operation and transactions with the guests as the central elements.

Learning objectives:

*Knowledge*

The graduate:

- has development-based knowledge of the main theories and methods used in the hotel and restaurant profession
- will understand practice and the main theories and methods used as well as special characteristics of the hotel and restaurant profession.

*Skills*

The graduate will be able to:

- assess practical problems of hotels and restaurants, including the financial/economic aspects, to present and select possible solutions at a tactical and operational level
- communicate practice-related problems and solution options to cooperation partners and users
- utilize central methods and tools of the hotel and restaurant profession at a tactical and operational level to assess practical financial/economic and organisational problems related to development and change activities to present and select solutions.

*Competencies*

The graduate will be able to:

- manage developmental situations in the hotel and restaurant profession at a tactical and operational level.
- participate in professional and cross-disciplinary collaboration on the tactical and operation level of the profession.
- acquire new knowledge, skills and competencies in a structured manner on the operation of hotels and restaurant at a tactical and operational level.

ECTS credits:

15 ECTS

## **2.2. Hotel, Restaurant and Tourism Management**

Offered in Slagelse in Danish

Contents:

This elective element will give the student a holistic understanding of the co-operation and transactions between tourism players with the destination and the guests as central elements.

Learning objectives:

### *Knowledge*

The graduate:

- has development-based knowledge of the main theories and methods used in the profession
- will understand practice and the main theories and methods used as well as special characteristics of the profession.

### *Skills*

The graduate will be able to:

- assess practical problems of hotels, restaurants and tourism, including the financial/economic aspects, to present and select possible solutions at a tactical and operational level
- communicate practice-related problems and solution options to cooperation partners and users
- utilize central methods and tools of the profession at a tactical and operational level to assess practical financial/economic and organisational problems related to development and change activities to present and select solutions.

### *Competencies*

The graduate will be able to:

- manage developmental situations in the profession at a tactical and operational level.
- participate in professional and cross-disciplinary collaboration on the tactical and operation level of the profession.
- acquire new knowledge, skills and competencies in a structured manner on the operation of hotels, restaurants and tourism at a tactical and operational level.

ECTS credits:

15 ECTS

## **2.3. Experiences and Events**

Offered as blended education in Danish

Contents:

This elective element will give the student a holistic understanding of the co-operation and transactions in the experience and events industry.

Learning objectives:

### *Knowledge*

The graduate:

- has development-based knowledge of the main theories and methods used within the experience and events industry
- will understand practice and the main theories and methods used as well as special characteristics of the profession.

### *Skills*

The graduate will be able to:

- utilize central methods and tools of the profession at a tactical and operational level to assess practical financial/economic and organisational problems related to development and change activities to present and select solutions.
- assess practical problems of the experience and events industry, including the financial/economic aspects, to present and select possible solutions at a tactical and operational level
- communicate practice-related problems and possible solutions to business partners and users.

### *Competencies*

The graduate will be able to:

- manage developmental situations in the profession at a tactical and operational level.
- participate in professional and cross-disciplinary collaboration on the tactical and operation level of the profession.
- acquire new knowledge, skills and competencies in a structured manner on the operation of organisations working with experience and events providers at a tactical and operational level.

ECTS credits:

15 ECTS

## **2.4. Service Management – Digitalisation of the Experience Industries (Digi-track)**

Offered in Køge in English

Contents:

This elective element will give the student a holistic understanding of the co-operation and transactions in the experience industries via digitalisation.

Learning objectives:

### *Knowledge*

The graduate:

- has development-based knowledge of the main theories and methods used in the experience industries and the technology used.
- will understand practice and the main theories and methods used as well as specific conditions for digitalisation of the experience industry.

### *Skills*

The graduate will be able to:

- utilize central digital methods and tools of the experience industry at a tactical and operational level to assess practical financial/economic and organisational problems related to development and change activities to present and select solutions.
- assess digital practical problems of the experience industries, including the financial/economic aspects, to present and select possible solutions at a tactical and operational level
- communicate practice-related problems and possible solutions to business partners and users.

### *Competencies*

The graduate will be able to:

- manage digital developmental situations of the profession at a tactical and operational level.
- participate in professional and cross-disciplinary collaboration on digitalisation of the experience industries at a tactical and operation level.
- acquire new knowledge, skills and competencies in a structured manner on the digitalisation and operation of the experience providers at a tactical and operational level.

ECTS credits:

15 ECTS

## **2.5. Sports and Events**

Offered in Slagelse in Danish

Contents:

This elective element will give the student a holistic understanding of the co-operation and transactions in the sports and events industries.

Learning objectives:

*Knowledge*

The graduate:

- has development-based knowledge of the main theories and methods used within the sports and events industries
- will understand practice and the main theories and methods used as well as special characteristics of the profession.

*Skills*

The graduate will be able to:

- assess practical problems of sports and events, including the financial/economic aspects, to present and select possible solutions at a tactical and operational level
- communicate practice-related problems and possible solutions to business partners and users.
- utilize central methods and tools of the profession at a tactical and operational level to assess practical financial/economic and organisational problems related to development and change activities to present and select solutions.

*Competencies*

The graduate will be able to:

- manage developmental situations in the profession at a tactical and operational level.
- participate in professional and cross-disciplinary collaboration on the tactical and operation level of the profession.
- acquire new knowledge, skills and competencies in a structured manner on the operation of organisations working with sports and events providers at a tactical and operational level.

ECTS credits:

15 ECTS

## **2.6. Tourism Management**

Offered in Køge in English

Contents:

This elective element will give the student a holistic understanding of the co-operation and transactions between tourism players with the destination as a central element.

Learning objectives:

*Knowledge*

The graduate:

- has development-based knowledge of the main theories and methods used within tourism
- will understand practice and the main theories and methods used as well as special characteristics of tourism.

*Skills*

The graduate will be able to:

- assess practical problems of tourism, including the financial/economic aspects, to present and select possible solutions at a tactical and operational level
- communicate practice-related problems and possible solutions to business partners and users.
- utilize central methods and tools of the tourism profession at a tactical and operational level to assess practical financial/economic and organisational problems related to development and change activities to present and select solutions.

*Competencies*

The graduate will be able to:

- manage developmental situations within tourism at a tactical and operational level.
- participate in professional and cross-disciplinary collaboration on the tactical and operation level of the profession.

- acquire new knowledge, skills and competencies in a structured manner on the operation of the tourism industry at a tactical and operational level.

ECTS credits:

15 ECTS

### 3. Exams in electives

The purpose of exams in the programme elements is to document to which degree the student fulfils the professional goals set by the programme and its elements. The mark of 02 is required to pass an exam. The student is entitled to sit each exam three times. A student cannot re-sit an exam once it has been passed. The student is responsible for familiarizing themselves with and comply with the Academy's rules for tests and exams. Registration for a programme element, semester etc. also counts as registration for the exams. See section 8.1.4 in the local part of the curriculum.

#### 3.1. Exam in the elective element

Requirements for participation in the test:

None

The planning and contents of the test:

There is one internal, individual portfolio exam after the optional element.

The exam consists of 2 parts:

- A written synopsis (with 2 submissions chosen by the student as appendices)
- An oral, individual exam

The basis for the oral exam is the written synopsis, which the examiner and censor have assessed prior to the oral exam. The written synopsis must be submitted via WISEflow no later than 10 working days prior to the date of the oral exam. The duration of the oral exam is 30 minutes and is comprised of the following elements:

- A brief presentation by the student: 5 minutes
- Dialogue-based examination: 20 minutes
- Assessment and grading: 5 minutes

Formal requirements:

The written synopsis must contain:

- A specific description of the various subjects, as well as professional problems and challenges that the student wishes to focus on in relation to the submissions (appended to the synopsis) and how these relate to the learning objectives of the elective element.
- A discussion and consideration of the choices of theory, methods and literature. A brief reflection on the student's professional development during themes and the student's attitude towards further developments of professional competencies
- The synopsis must be no longer than 3 standard pages (1 standard page = 2400 characters, incl. spaces), with 2 submissions as appendices. The submissions could be written submissions, an event, prototype and other things. All submissions should be documented.
- Formal requirements for these submissions will be introduced at the beginning of the elective element. If students fail to adhere to the accompanying deadlines, they cannot expect feedback on these submissions.

Assessment criteria:

The basis for the assessment and grading of the exam are the learning objectives for the elective element. The student will receive an individual grade based on an assessment of the combination of the written synopsis and the oral exam. The student will receive a single grade using the 7-scale, based on the

assessment on the degree of completion of the purposes and learning objectives within the elective element.

Temporal placement:  
The end of the second semester

ECTS credits:  
15 ECTS points

As to exam rules, including make-up and re-examination, cheating in exams and plagiarism, complaints and appeals as well as other rules for the study programme, please see the local part of the curriculum.

#### **4. Effective date**

The electives catalogue applies to students who are to select their electives for the spring of 2021.