

# Curriculum

**(Electives catalogue)**

**AP degree in Service, Hospitality and Tourism  
Management**

2021-2022



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

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## 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. 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

## 2.3. 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

## **2.4. 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

## **2.5. 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 elective academic element**

Requirements for participation in the exam:

None.

Planning and contents of the exam:

Oral exam based on a written product. All aids are allowed.

One internal, individual portfolio exam will be held after the elective academic element. The exam consists of 2 parts:

- Synopsis (with 2 assignments enclosed as appendices)
- Oral individual exam

The oral part of the exam is based on a synopsis which has been evaluated by the examiner and an internal co-examiner prior to the exam. The synopsis must be submitted in Wiseflow no later than 10 workdays before the oral exam. The oral exam lasts 30 minutes, consisting of the following elements:

- Short presentation from the student: 5 minutes
- Dialogue-based examination: 20 minutes

- Assessment and grading: 5 minutes

Formal requirements:

The synopsis must include the following elements:

- A specification of the academic challenges and issues on which the student wants to focus in the assignments (enclosed as appendices) and in relation to the learning objectives for the elective academic element.
- A discussion and reflections on the chosen theory, methodology, and literature. A brief reflection on the student's academic development in the elective academic element, and how the student relates to its wishes for further academic competence development.
- 4,800 – 7,200 characters, incl. spaces and exclusive of front cover, table of contents, footnotes, bibliography, and appendices). 2 assignments must be enclosed as appendices.
- The assignments can be written assignments, an event, a prototype, etc. All assignments must be documentable.
- Formalities and content requirements for the assignments are presented at the beginning of the elective academic element. If the student fails to meet the fixed submission deadlines, the student cannot expect to receive any feedback on the assignments.

If a written assignment does not meet the formalities (as stipulated in the Curriculum), the adjudicators may reject the assignment. If the assignment is rejected, no assessment will be given, and the student has used one exam attempt.

Assessment criteria:

Internal assessment in accordance with the 7-point grading scale.

The assessment criteria for the exam are based on the learning objectives for the elective academic element.

An individual grade is given, and a total assessment is made based on the written and the oral performance.

Temporal placement:

The exam is held immediately after the completion of the elective academic element.

Scope of ECTS:

15 ECTS

Re-examination/re-examination due to illness:

Based on the same requirements as for the 1<sup>st</sup> attempt. The student must prepare a new, individual synopsis if the re-examination is due to the student having failed its previous exam attempt.

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 autumn of 2021.