

Bachelor's Degree Programme
INTERNATIONAL HOSPITALITY MANAGEMENT

Curriculum
2017-2019

Institutional section

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Subject to errors and omissions

1. Order of examinations by semesters

Overview of all exams and their order

Examination order	Exam	90 ECTS credits distributed across the exams	Internal/external assessment	Assessment	Grading weight
1 th semester	1. Management	15	Internal	7-point grading scale	2
1 th semester	2. Theory of science and methodology	5	Internal	7-point grading scale	1
1 th – 2 th semester	3. Economics	15	Internal	7-point grading scale	2
2 th semester	4. Cultural awareness and customer relations	10	External	7-point grading scale	2
2 th semester	5. Strategy	10	External	7-point grading scale	2
2 th semester	6. Elective educational component	5	Internal	7-point grading scale	1
3 th semester	7. Internship	15	Internal	7-point grading scale	1
3 th semester	8. Final exam project	15	External	7-point grading scale	4

Information about the time and place for exams can be found on Canvas.

2. Framework and criteria for the study programme exams

In general, the following applies to the learning activities of the programme: According to the formal requirements of a written or oral assignment, the assignment will be assessed as complied with/not complied with based on the *criterion of academic honesty* (“redelighedskriteriet”) – honesty meaning that the student has made an honest (“redeligt”) attempt at writing the assignment. If the submitted assignment is not honest, including (partially) plagiarised, the assignment may be dismissed.

2.1 Economics

Exam participation prerequisites

The students must meet the following requirements in order to sit the exam:

- All Economics learning activities¹ (obligation to participate) in the 1th semester must be achieved before the start of the exam².

¹ Information on learning activities as well as release and submission can be found in the activity calendar on Canvas.

² Before the case is released.

The Economics learning activities are:

- * A budgeting assignment
- * A forecasting/revenue management assignment
- * A key-figure calculation assignment

Prerequisites of a written or oral assignment will be assessed as complied with/not complied with based on *the criterion of honesty*, cf. point 2.

Non-performance of one or more prerequisites means that the students may not sit the exam, and that they will be considered to have made an exam attempt.

Incorrect submission of the case paper/assignment, which constitutes the written part of the exam, means that the assignment will be dismissed, and there will be no assessment. The students will not be allowed to sit the exam, and they will be considered to have made an exam attempt.

In case of a resit exam, the student will have to submit a new case paper/assignment, which will constitute the written part of the exam.

Examination procedure

The exam is an internally assessed individual oral exam based on a case/assignment and questions answered in groups.³

The group will consist of at least three and no more than five students. The case/assignment cannot be prepared individually.

The exam is graded according to the 7-point grading scale.

The exam is worth 15 ECTS credits.

One individual overall grade is given based on an overall assessment of the written and oral performance.

Exam duration is 30 minutes per student, including time for deliberations.

Formal written case paper requirements

A written individual paper answering the questions of the case/assignment must be submitted.

The written paper may not exceed six standard pages (a maximum of 14,400 characters including spaces). The paper must make up at least 75 % of the maximum number of pages. Spreadsheet files must be uploaded as appendices and will be part of the assessment. Other appendices will not be part of the assessment.

A standard page is 2,400 characters including spaces and footnotes. The six pages are exclusive of cover page, table of contents, reference list and appendices.

Non-performance of the prerequisites means that the students may not sit the exam, and that they will be considered to have made an exam attempt.

³ Groups are made up by International Hospitality Management lecturers.

Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the Economics core area.

The learning outcomes are described in the national section of this Curriculum.

Scheduled time

The exam will take place at the start of the 2th semester. Further information about time and location as well as release and submission of the case can be found in the activity calendar on Canvas.

Examination language

English.

2.2 Management

Exam participation prerequisites

The students must meet the following requirements in order to sit the exam:

- The Management learning activity⁴ (obligation to participate) in the 1th semester must be achieved before the start of the exam.⁵

The Management learning activity is:

- * A management assignment

Prerequisites of a written or oral assignment will be assessed as complied with/not complied with based on *the criterion of honesty*, cf. point 2.

Non-performance of the prerequisite means that the students may not sit the exam, and that they will be considered to have made an exam attempt.

In case of a resit exam, the student will have to submit a new case paper/assignment, which will constitute the written part of the exam.

Examination procedure

The exam is an internally assessed individual oral exam based on a written case/assignment. The exam is graded according to the 7-point grading scale.

The exam is worth 15 ECTS credits.

One individual overall grade is given based on an overall assessment of the written and oral performance.

Exam duration is 30 minutes per student, including time for deliberations.

Formal written case paper requirements

The written paper may not exceed 12 standard pages (a maximum of 28,800 characters including spaces). The paper must make up at least 75 % of the maximum number of pages.

⁴ Information on learning activities as well as release and submission can be found on Canvas.

⁵ Before the case is released

A standard page is 2,400 characters including spaces and footnotes. The 12 pages are exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

Non-performance of the prerequisites means that the students may not sit the exam, and that they will be considered to have made an exam attempt.

Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the Management core area.

The learning outcomes are described in the national section of this Curriculum.

Scheduled time

The exam will take place at the end of the 1th semester. Further information about time and location as well as release and submission of the case can be found in the activity calendar on Canvas.

Examination language

English.

2.3 Theory of science and methodology

Exam participation prerequisites

The students must meet the following requirements in order to sit the exam:

- The Theory of science and methodology learning activity⁶ (obligation to participate) in the 1th semester must be achieved before the start of the exam⁷.

The Theory of science and methodology learning activity is:

- * Written synopsis

Prerequisites of a written or oral assignment will be assessed as complied with/not complied with based on *the criterion of honesty*, cf. point 2.

Non-performance of one or more prerequisites means that the students may not sit the exam, and that they will be considered to have made an exam attempt.

In case of a resit exam, the student will have to submit a new case paper/assignment, which will constitute the written part of the exam.

Examination procedure

The exam is an internally assessed individual written exam. The exam is graded according to the 7-point grading scale.

The exam is worth 5 ECTS credits.

One individual overall grade is given based on an overall assessment of the written case paper/assignment and the oral performance. Exam duration is 20 minutes per student, including time for deliberations.

⁶ Information on learning activities as well as release and submission can be found in the activity calendar on Canvas.

⁷ Before the case is released.

Formal written case paper requirements

A written individual paper answering the questions of the case/assignment must be submitted.

The written paper may not exceed five standard pages (a maximum of 12,000 characters including spaces). The paper must make up at least 75 % of the maximum number of pages.

A standard page is 2,400 characters including spaces and footnotes. The six pages are exclusive of cover page, table of contents, reference list and appendices.

Non-performance of the prerequisites means that the students may not sit the exam, and that they will be considered to have made an exam attempt.

Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the Management, module 2 core area.

The learning outcomes are described in the national section of this Curriculum.

Scheduled time

The exam will take place at the end of the 1th semester. Further information about time and location as well as release and submission of the case can be found in the activity calendar on Canvas.

Examination language

English.

2.4 Cultural awareness and customer relations

Exam participation prerequisites

The students must meet the following requirements in order to sit the exam:

- The Cultural awareness and customer relations learning activity⁸ (obligation to participate) must be achieved before the start of the exam⁹.

The Cultural awareness and customer relations learning activity is:

- * Assignment based on a company visit

Prerequisites of a written or oral assignment will be assessed as complied with/not complied with based on *the criterion of honesty*, cf. point 2.

Non-performance of one or more prerequisites means that the students may not sit the exam, and that they will be considered to have made an exam attempt.

In case of a resit exam, the student will have to submit a new case paper/assignment, which will constitute the written part of the exam.

Examination procedure

⁸ Information on learning activities as well as release and submission can be found in the activity calendar on Canvas.

⁹ Before the case is released.

Institutional curriculum – International Hospitality Management

The exam is an externally assessed individual oral exam. The exam is graded according to the 7-point grading scale.

The exam is worth 10 ECTS credits.

One individual overall grade is given based on an overall assessment of the written and oral performance.

Exam duration is 30 minutes per student, including time for deliberations.

Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the Cultural awareness and customer relations core area.

The learning outcomes are described in the national section of this Curriculum.

Scheduled time

The exam will take place in the 2th semester. Further information about time and location as well as release and submission of the case can be found in the activity calendar on Canvas.

Examination language

English.

2.5 Strategy

Exam participation prerequisites

The students must meet the following requirements in order to sit the exam:

- The Strategy learning activity¹⁰ (obligation to participate) in the 2th semester must be achieved before the start of the exam¹¹.

The Strategy learning activity is:

- * A strategic analysis assignment

Prerequisites of a written or oral assignment will be assessed as complied with/not complied with based on *the criterion of honesty*, cf. point 2.

In case of a resit exam, the student will have to submit a new case paper/assignment, which will constitute the written part of the exam.

Examination procedure

The exam is an internally assessed individual oral exam. The exam is graded according to the 7-point grading scale.

The exam is worth 10 ECTS credits.

One individual overall grade is given based on an overall assessment of the written and oral performance.

Exam duration is 30 minutes per student, including time for deliberations.

Formal written case paper requirements

Strategy report formal requirements

- Approval of research question within the given time frame¹²
- Cover page and title, including number of characters including spaces
- Table of contents

¹⁰ Information on learning activities as well as release and submission can be found in the activity calendar on Canvas.

¹¹ Before the case is released.

¹² Can be found in the activity calendar on Canvas.

- Introduction, incl. presentation of problem statement, research question and approaches
- Background, theory, and analysis
- Conclusion
- Reference list/bibliography
- Appendices (include only appendices central to the report)

The written paper may not exceed the following numbers of characters including spaces. The paper must make up at least 75 % of the maximum number of pages.

Number of students	Max number of characters:
1	45,000
2	75,000
3	105,000
4	130,000
5	150,000

The pages are exclusive of cover page, table of contents, reference list and appendices. Appendices are not part of the assessment.

A standard page is 2,400 characters including spaces and footnotes.

Rules on complaints about exams and appeals about decisions are found at UCN.dk/English under Examination regulations.

Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the Strategy core area.

The learning outcomes are described in the national section of this Curriculum.

Scheduled time

The exam will take place in the 2th semester. Further information about time and location as well as release and submission of the case can be found in the activity calendar on Canvas.

Examination language

English.

3. Elective educational component

Destination development

Content

The aim of the course is to give the students a broader understanding of the concept of hospitality at the level of a tourist destination. The students will learn how destinations develop and which elements contribute to their success. The course presupposes both hands-on and interdisciplinary learning approaches, where the students will be learning from real-life cases and participating in data collection and contributing to destination development projects, while also drawing on knowledge from other courses in the 2th semester.

ECTS credits

5 ECTS.

Learning outcomes – Destination development

Knowledge

The students should have acquired knowledge of:

- The concept of destination, the destination product, and the involved stakeholders
- Hostmanship at a destination level
- Destination Management Organization (DMO) and DMO's role in the destination
- Tourism policies and destination development from a top-down and bottom-up perspective
- Tourist markets and types of destinations, as well as destination life cycle

Skills

The students should be able to:

- Analyse and assess a destination's weaknesses and strengths
- Estimate a destination's potential regarding specific markets
- Participate in the evaluation of co-operation forms and opportunities, including partnerships, networks, alliances, and clusters

Competences

The students should be able to:

- Participate in destination development, including development of marketing and branding strategies at the level of individual stakeholders and at the destination level
- Independently or in cooperation, conceptualise hospitality products and guest experience designs

Scheduled time

The exam takes place in the 2th semester. Information about time and place can be found in the activity calendar on Canvas.

3.1 Elective educational components exam

Exam participation prerequisites

The students must meet the following requirements in order to sit the exam:

- The poster for the exam¹³, which is prepared in groups¹⁴, must be submitted in due time, cf. submission date on Canvas and in the activity calendar.

Non-performance of the prerequisites means that the students may not participate in the exam, and that they will be considered to have made an exam attempt.

In case of a resit exam, the student will have to submit a new case paper/assignment, which will constitute the written part of the exam.

Exam form (when choosing the institution's offer of elective component)

¹³The requirements for the poster will be announced on Canvas prior to the exam

¹⁴ Not more than five students per group.

Institutional curriculum – International Hospitality Management

The exam is an internally assessed, oral group examination with individual grading. The exam is graded according to the 7-point grading scale.

Groups should consist of at least three and not more than five 5 students. It is not possible to sit the exam individually.

The exam is worth 5 ECTS credits.

One individual overall grade is given based on an overall evaluation of the written and oral performance.

Exam duration is 20 minutes per examinee, including time for deliberations.

Scheduled time

The exam will take place at the end of the 2th semester. Information about time and location, the wording of the assignment as well as submission of the written group project can be found in the activity calendar on Canvas.

Examination language

English.

4. Internship

Internship requirements and expectations

During the internship period, the student works with specific challenges in a self-chosen organisation and thereby creates knowledge about existing relevant work areas within the industry. The connection between theory from the different classes and the utilisation of these in practice is the main goal of the student's internship period as a part of the education.

Information about the internship process and activities during the internship period can be found in a the "internship guide", which therefore functions as a further description of the following information

Based on the learning outcomes for the internship, cf. the national section of this Curriculum, the students and the supervisors/contact persons will collaborate on setting the specific learning goals for the internship. The student will write these leaning on the online internship portal (Internship Portal of the University Colleges). These learning goals will be the foundation for planning the student's work during the internship.

The internship should be likened to a fulltime job with the same requirements for working hours, effort, commitment and flexibility that the graduates can expect to meet in their first jobs.

The internship period can be planned in a flexible and in different ways and it can form the basis for the final bachelor project, which is written after the internship period.

The duration of the internship is 3 months.

4.1 Formal exam requirements

The student is first and foremost required to write weekly posts in his/her diary which is found on the online internship portal. These posts can be about working tasks, activities etc. and the reflections the student has on these.

Furthermore, the student is required to make a monthly evaluation of the internship, which is also done on the online internship portal. At the end of the internship period, the student also makes a final evaluation of the entire internship period.

The function of the online internship diary is that it should contain a detailed description of the work areas and challenges that the student meets during the internship. Furthermore, the student should include information about how he/she uses the theoretical knowledge from the education in the daily work and reflections on this work in relation to his/her professional personal development. Finally, the diary should be used as a type of logbook, where the student can write his/her observations or other types of primary data, which later can be used for the bachelor project.

Another requirement is that the student should arrange a mandatory meeting (third party meeting) where him/her, the contact person from the internship organisation and the internship supervisor from UCN participate. This can either be done face-to-face or on Skype, depending on where the internship organisation is located.

Therefore, weekly posts in the diary, monthly plus final evaluations, and the “third party meeting” are all requirements that the student must meet, to be able to participate in the internship exam. If the student does not meet these requirements he/she will have used an attempt on this exam.

Examination procedure

At the end of the internship period and no later than two weeks after the internship, the student will participate in an oral exam. The content of the internship diary, the monthly and final evaluations, plus the related reflections to these and the written report, will be the main foundation for this exam.

The written internship report must be between 12.000 and 24.000 characters. This does not include cover page, table of contents, reference list and appendices. Appendices will not be assessed. See Internship Guide on Canvas.

The duration of the oral exam is 20 minutes, including time for deliberation. The exam is an internally assessed according to the 7-point grading scale.

The examination is worth 15 ECTS credits.

Non-performance of the prerequisites means that the students may not participate in the exam, and that they will be considered to have made an exam attempt.

Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the internship, which can be seen in the national section of this Curriculum.

Scheduled time

The exam takes place after completed internship. Further information about time and location and submission of the internship report can be found on Canvas.

Examination language

English.

5. Final exam project

Please see the national section of this Curriculum for the International Hospitality Management programme for final exam project requirements as well as learning outcomes.

5.1 Final exam project examination

Exam participation prerequisites

- The written project report, which constitutes assessment as well as examination basis, must comply with the formal final exam project requirements, cf. the national section of this Curriculum.
- The report must be submitted in due time according to the activity plan, which can be found on Canvas.

Incorrect submission of the written project report, which constitutes the written part of the exam, means that the students will not be allowed to sit the examination, and that they will be considered to have made an exam attempt.

The exam cannot take place until the internship exam and other exams of the study programme have been passed and learning activities approved.

Examination procedure

The exam is an externally assessed oral examination based on an individual written project.

One individual overall grade is given based on an overall evaluation of the written and oral performance. The exam is graded according to the 7-point grading scale.

The project is presented by the examinee; a maximum of 15 minutes. Exam duration is 45 minutes per student, including time for deliberations.

The exam is worth 15 ECTS credits.

Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the final exam project.

The learning outcomes are described in the national section of this Curriculum.

Scheduled time

The exam will take place at the end of the 3th semester. Information about time and place can be found on Canvas.

Examination language

English.

6. Educational components that may take place abroad

Each of the educational components of the study programme may take place abroad if students apply for and are granted pre-approval of credit transfer by the study programme.

Upon pre-approval of a study abroad period the students must, after conclusion of their study abroad, document the completed educational components of the approved study abroad. In connection with the pre-approval the students must give their consent to the institution obtaining the necessary information following completed study abroad.

For the final approval of pre-approved credit transfer, the educational component is considered completed if it is passed in accordance with the regulations applying to the study programme.

7. Learning and teaching forms

In the programme, we use a wide range of learning and teaching methods that combined support the students in achieving the learning outcomes described in the national as well as the institutional sections of this Curriculum.

The learning and teaching forms are based on *Reflective Practice-based Learning* – UCN's common learning and teaching approach (Canvas). Reflective Practice-based Learning is based on the assumption that the ability to reflect on practice and discipline-specific knowledge is a prerequisite for participating in developing the profession. Reflection takes place individually as well as in groups. The learning and teaching approach is based on a close connection between discipline-specific, practical, social and personal acquisition of knowledge, skills and competences. The learning and teaching approach prepares UCN graduates for acquiring new knowledge, skills and competences to qualify and develop practice.

The overall tuition methods are dialogue-based class teaching, assignment work and project work in groups. However, the programme also features a lot of self-studies, individual assignments and projects, presentations in groups and to the whole class, interdisciplinary theme activities and much more.

A personality profile ("*Insights*") is drawn up for all new students to promote their understanding of and reflection on the development of their personal and social competences. This profile is for instance used for discussions of group processes and forms of collaboration as well as personal learning styles.

Furthermore, we offer different activities that may help promote learning in the individual, such as individual guidance and coaching. The tuition focuses on supporting the development of the skills and competences of the profession.

8. Credit transfer for the elective educational components

Passed elective educational components are equivalent to the similar educational components at other educational institutions that offer this study programme as well as in other programmes.

Pre-approved credit transfer can be applied for if credit is requested for educational components not offered by the programme.

9. Obligation to participate

For the teaching and learning methods of the study programme to work as intended, students are under an obligation to participate, which includes an obligation to submit or present assignments/projects.

The obligation to participate may also be a prerequisite for exam participation.

Furthermore, some programme elements may have compulsory attendance.

An obligation to participate and an obligation to attend, if any, that are prerequisites of participating in exams, will appear from the description of the individual exam.

10. Criteria for assessing study activity

Registration may be terminated for students who have not been participating actively in studies for a continuous period of at least one year.

Periods in which the students have not participated actively in studies due to leave of absence, maternity or paternity leave, adoption of a child, verified illness or military service do not count against the period of 12 months required for participating actively in studies. On request, the students must provide documentation of such matters.

The study programme may ignore these stipulations in exceptional circumstances. The application for exemption should be submitted to the programme director.

11. Language

The teaching materials are in English, and the lessons are taught in English.

The students' English skills must meet the requirements of the Ministerial Order on admission to academy profession degree programmes and professional bachelor's degree programmes (the Admission Order). Students are not required to have any knowledge of foreign languages other than that stated in the Admission Order.

11.1 Examination language

The exam language is English.

12. Illness resit examinations and resit examinations

The rules and regulations for resit exams and resit exams due to illness (illness resit exams) can be found at www.ucn.dk in the Examination Regulations for UCN's Undergraduate Programmes.

13. Study aids

Any rules governing restriction of the use of study aids will appear from the description of the individual exam.

14. Special exam arrangements

Students may apply for special exam conditions if their medical condition or relevant specific disabilities qualify them to do so. The application must be submitted to the programme not later than four weeks before the exam is to be held. The application deadline may be extended in cases of sudden health problems. The application must be accompanied by a medical certificate; a statement from e.g. a speech, hearing, dyslexia or blind institute; or other evidence of the health condition or relevant specific functional impairment.

15. Academic misconduct at exams

When handing in a written exam assignment, the students must confirm by signature that the assignment was prepared without undue help.

15.1 Use of own work and that of others – plagiarism

The rules for use of one's own or other people's work – plagiarism – can be found at www.ucn.dk in the Examination Regulations for UCN's Undergraduate Programmes.

15.2 Disciplinary actions in events of academic misconduct and disruptive behaviour

The rules on disciplinary actions in events of academic misconduct and disruptive behaviour at examinations can be found at www.ucn.dk in the Examination Regulations for UCN's Undergraduate Programmes.

16. Complaints about exams and appeals against decisions¹⁵

The rules on complaints about exams and appeals against decisions can be found at www.ucn.dk in the Examination Regulations for UCN's Undergraduate Programmes.

17. Exemption

The institutions may grant exemption from the rules in this institutional section of the curriculum that are laid down solely by the institutions¹⁶, when found substantiated in exceptional circumstances. The institutions cooperate on a uniform exemption practice.

18. Effective date and transition provisions

This institutional section of the curriculum enters into force on 1 September 2017 with effect for all students who are enrolled in the programme with study start on 1 September 2017.

The adjustment in paragraph 4 enters into force on 1 September 2018 after which the student enrolled 1 September 2017 graduates after the Ministerial order "LEP-BEK for tekniske og merkantile uddannelser."

For students already enrolled the curriculum in force at the time of enrolment will apply; however only until the expiry of the standard course of study (1½ years).

After that, the students will follow the curriculum in force at the time in question.

15. See chapter 10 of the Exam Order: <https://www.retsinformation.dk/Forms/R0710.aspx?id=160839>

16. This means that the individual institution cannot deviate from rules in the Ministerial Orders, such as the rule that the internship exam is to be graded according to the 7-point grading scale, or that all exams must be passed before the student can sit the final exam project exam.