

**THE BACHELOR'S DEGREE PROGRAMME IN
INTERNATIONAL HOSPITALITY MANAGEMENT**

Curriculum

2018

Institutional part



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1. Curriculum, institutional section, for the Bachelor's Degree Programme in International Hospitality Management

The curriculum for the study programme consists of two sections (sets of rules):

1. The national section
2. The institutional section

The national section has been prepared by the educational network for the bachelor's degree programme in International Hospitality Management with a view to ensuring that the discipline-specific content of the national section of the programme is identical at all institutions.

The institutional section has been prepared by the study programme at University College of Northern Denmark (UCN) in consideration of local and regional demands.

This institutional section (and the national section) of the curriculum has been approved by UCN in accordance with the rules that apply to the study programme, including *Ministerial Order on technical and commercial academy profession programmes and professional bachelor programmes*.

In case of discrepancies between this Curriculum and other rules for the programme, such other rules shall apply.

2. Distribution of national and local programme elements, internship and exams during the course of the study programme.

Sem.	National programme elements	Local programme elements	ECTS	Internal / external	Also called
1.	Employee and organisation development (12 ECTS credits)		12	Internal	<i>First internal exam</i>
	Business operations (13 ECTS credits)		13	Internal	<i>Second internal exam</i>
		Local programme element (5 ECTS)	5	Internal	<i>Third internal exam</i>
2.	Hospitality and hostmanship (14 ECTS credits)		25	External	<i>First external exam</i>
	Strategic value creation (11 ECTS credits)				
		Elective (5 ECTS credits)	5	Internal	<i>Fourth internal exam</i>
3.	Internship		15	Internal	<i>Fifth internal exam</i>
	Bachelor's degree project		15	External	<i>Second external exam</i>
Total ECTS credits			90		

The programme is taught in Danish in the first semester (with a few exceptions) and in English in the second semester (in the third semester, focus is on the internship and the bachelor's project which will be in Danish as a general rule). This will strengthen the student's language skills, and the student will obtain intercultural competences and possibly an international network.

3. Local programme elements, including electives

The programme features 10 ECTS credits worth of local programme elements. The local programme elements give the student the opportunity to qualify his/her study-related and professional competences through specialisation and contextualisation of subjects that are related to the employment area of the study programme.

The 10 ECTS local programme elements consist of a local programme element of 5 ECTS credits and an elective of 5 ECTS credits.

Each year, the study programme provides a number of electives that are listed in the appendix of this curriculum. The student must complete one of these. The institution is not obliged to effect all electives offered, however, an appropriate number will be effected according to an academic and capacity assessment.

Furthermore, the student *must* participate in the local programme element: Employability. Its purpose is to build up the student's skills and competences in relation to enabling future employment within the industry.

3.1 Elective

The student must choose one of several local programme elements. The learning objectives and content of the local programme elements are listed in the appendix "Electives" of this curriculum.

3.1.1 ECTS credits

The elective is worth 5 ECTS credits.

3.1.2. Exam language

The exam language is the language in which lessons have been taught.

3.2 Local programme element: Employability

3.2.1 Learning objectives

Knowledge

The graduate has acquired the knowledge necessary to:

- understand and reflect on the recruitment basis and career options of the hospitality industry
- understand and reflect on the ways that hospitality is part of other industries
- understand and reflect on industry-related professionalism and profession identity
- understand and reflect on existing possibilities for personal and independent development of competences

Skills

The graduate has acquired the skills needed to:

- identify the current and future competence requirements of the hospitality industry and choose relevant career options in relation to the hospitality industry
- assess and communicate his or her own practice-related and theoretical competences and identify relevant, professional networks within the hospitality industry in which it would be beneficial to participate.

Competences

The graduate has acquired the competences needed to:

- prepare a personal competence development plan based on the graduate's own competence profile and development potential
- independently be part of professional and interdisciplinary networks
- identify his or her own learning requirements in order to develop and maintain relevant competencies in relation to employability.

Electives are worth 5 ECTS credits.

3.2.2 Contents

The purpose of the programme element is for the student to develop the ability to analyse and reflect on the student's own competences in relation to the requirements of the industry. The purpose is also for the student to prepare his or her own development plan based on the competence analysis. The plan must aim at developing the competences required to develop the industry.

4. Framework and criteria for the study programme exams

The following describes the framework and criteria for all study programme exams.

4.1 Automatic registration for all exams

A programme element is completed by way of an exam that takes place immediately after the end of the element. When a student commences a programme element, he or she is automatically registered for the ordinary examination for that programme element.

A student cannot withdraw from study programme exams.

If an exam has not been passed, the student will continue to be registered for that particular exam and must attend a resit. The student has three attempts at passing an exam. If the exam is not passed after three attempts, the student's enrolment in the programme will be terminated.

However, if the student is on leave of absence, he or she will not automatically be registered for exams. After the leave of absence has ended, the student will automatically be registered for the examinations that complete the semester that the student has just commenced and for any examinations that have not been passed.

It is the student's responsibility to stay informed of the time and venue for exams on the study programme's electronic platform (Canvas).

Please see the current *Examination Regulations for UCN's Undergraduate Programmes*, which are available on UCN's website.

5. First semester

5.1 Examination in the national programme element: Employee and organisation development – first internal exam

5.1.1 Examination prerequisites

Students must meet the following requirements in order to sit the exam:

- There are no examination prerequisites.

5.1.2 Formal requirements for the written project brief

- The number of characters is max. 12,000 and min. 75 % of the maximum.
- The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices. Appendices do not form part of the assessment. One standard page is 2,400 characters.

If a student does not meet all examination prerequisites, the student will have used one (1) exam attempt, leaving him/her with two (2) remaining attempts to pass the exam.

5.1.3 Examination procedure

The examination is an individual, oral examination based on an individually prepared, written project brief. The project brief must be based on one of two potential, focused issues. Once the student has chosen the issue, he/she has 48 hours to prepare the written project brief in which the chosen problem of the issue is being addressed.

The exam duration is 30 minutes for each examinee, including time for deliberations. The exam is assessed according to the 7-point scale, and one combined mark is given based on the written project brief and the oral presentation.

5.1.4 ECTS credits

The examination is worth 12 ECTS credits.

5.1.5 Assessment criteria

The assessment criteria for the exam are the learning objectives for the national programme elements "Staff and organisation development"

The learning objectives are described in the national part of the curriculum.

5.1.6 Examination schedule

The exam will take place at the end of the first semester.

5.1.7 Exam language

The exam language is Danish.

5.1.8 Aids

No aids are allowed at the oral examination.

5.2 Examination in the local programme element: Business operations – second internal exam

5.2.1 Examination prerequisites

Students must meet the following requirements in order to sit the exam:

- Attendance and passing of the first internal examination "Employee and organisation development - Theme 1"

5.2.2 Formal requirements for the written case

- Max. number of characters is 16,800 and minimum 75 % of the max.
- The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices. Appendices do not form part of the assessment. One standard page is 2,400 characters.

If a student does not meet all examination prerequisites, the student will have used one (1) exam attempt, leaving him/her with two (2) remaining attempts to pass the exam.

5.2.3 Examination procedure

The examination is an oral group exam with individual assessment based on a group solution that has been prepared based on a written case.

The groups must consist of min. 3 and max. 5 students. The group has 72 hours to prepare their solution of the case.

The exam is assessed according to the 7-point grading scale, and one combined mark is given based on the case and the oral presentation

5.2.4 ECTS credits

The examination is worth 13 ECTS credits.

5.2.5 Assessment criteria

The assessment criteria for the exam are the learning objectives for the national programme element "Business operations"

The learning objectives are described in the national part of the curriculum.

5.2.6 Examination schedule

The exam will take place at the end of the first semester.

5.2.7 Exam language

The exam language is Danish.

5.2.8 Aids

No aids are allowed at the oral exam.

5.3 Examination in the local programme element: Employability – third internal exam

5.3.1 Examination prerequisites

Students must meet the following requirements in order to sit the exam:

- Participation in Theme 2: Business operations

5.3.2 Formal requirements for the development plan

- The number of characters is max. 12,000 and min. 75 % of the max.

If a student does not meet all examination prerequisites, the student will have used one (1) exam attempt, leaving him/her with two (2) remaining attempts to pass the exam.

5.3.3 Examination procedure

The examination is an individual, written examination based on an individual development plan whose purpose is to ensure the student's employability. The development plan must contain specific actions and activities in relation to the student's personal and professional development.

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

5.3.4 ECTS credits

The examination is worth 5 ECTS credits.

5.3.5 Assessment criteria

The assessment criteria for the exam are the learning objectives for the local programme element "Employability"

The learning objectives are described in the institutional part of the curriculum.

5.3.6 Examination schedule

The exam will take place at the end of the first semester.

5.3.7 Exam language

The exam language is Danish.

5.3.8 Aids

All aids are permitted.

6. Second semester

6.1 Examination in the national programme elements: Hospitality and Hostmanship and Strategic value creation – first external exam

6.1.1 Examination prerequisites

Students must meet the following requirements in order to sit the exam:

- Participation in the third internal exam: Employability.

6.1.2 Formal requirements for the written project

- Cover page with title
- Contents
- The introduction including the presentation of the issue and problem statement and the approach
- Background, theory, method, analysis.
- Conclusion
- Reference list / Bibliography
- Appendices (including only appendices that are key to the report).

The maximum number of characters for the written project is stated below. The minimum is 75% of maximum:

2-3 students: 72,000

4-5 students: 96,000

The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices. Appendices do not form part of the assessment. One standard page is 2,400 characters.

If a student does not meet all examination prerequisites, the student will have used one (1) exam attempt, leaving him/her with two (2) remaining attempts to pass the exam.

6.1.3 Examination procedure

The exam is an externally assessed, oral group examination with an exam duration of 20 minutes per examinee including time for deliberations. The written group project and the individual, oral presentation are assessed as a whole.

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

6.1.4 ECTS credits

The examination is worth 25 ECTS credits.

6.1.5 Assessment criteria

The assessment criteria for the examination are the learning objectives for the national programme elements "Hospitality and hosting" and "Strategic value creation".ord

The learning objectives are described in the national part of the curriculum.

6.1.6 Examination schedule

The exam will take place in the second semester.

6.1.7 Exam language

The exam language is English.

6.1.8 Aids

All aids are allowed, although not during the oral part of the examination.

6.2 Examination in the local programme element: Elective – fifth internal exam

6.2.1 Examination prerequisites

The student must have participated in one of the offered study trips, either the international or the Danish one.

6.2.2 Examination procedure

See the description of each elective and their implementation in the appendices

6.2.3 ECTS credits

The examination is worth 5 ECTS credits.

6.2.4 Assessment criteria

The assessment criteria for the exam are the learning objectives for the local programme element - Local programme element of the student's own choice.

The learning objectives for the electives are stated in the appendix "Local programme elements of the student's own choice"

6.2.5 Examination schedule

The exam will take place in the second semester.

6.2.6 Exam language

The exam language is English.

6.2.7 Aids

All aids are allowed, although not during the oral part of the examination

7. Internship

7.1 Internship requirements and expectations

During the internship, the student works on issues that are relevant to his/her profession while achieving knowledge of relevant job functions. The relationship between theoretical teaching and learning activities and the internship will be the basis for the student's internship learning objectives.

A more detailed description of the internship activities, including the online internship portal, is available in the Internship Guide which is a supplement to the below information.

Based on the internship learning objectives – see the national part of the curriculum – the student and the supervisor/contact person will collaborate on defining specific learning objectives for the student's internship.

The learning objectives must be made in writing and saved in the student internship portal. These objectives will then guide the planning of the student's work during the internship.

The internship should be considered similar to a full-time job with the same requirements in terms of number of working hours, effort, commitment and flexibility that a graduate can expect to meet in his or her first job.

The internship may be organised in a flexible, varied manner and may form the basis of the student's bachelor's degree project.

The internship must be of at least 3 months' duration.

7.2 Examination method and examination prerequisites

Once every week during the entire internship, the student must write entries in his or her diary describing the student's work-related tasks, activities, reflections etc. for that week. The student must write the diary entries in the internship portal.

The student must also make a monthly evaluation of the internship in the internship portal and make the final evaluation of the entire internship, also in the internship portal.

The diary shall be practice-orientated and contain a concise description of the topic(s) and issue(s) addressed in the internship, of how, in practical terms, the student works with these in the internship and draws on theories from the professional disciplines of the study programme and reflections about the student's professional development during the internship. The diary may also work as a log book in which the student describes his or her observations or any other primary data which can be used for the final bachelor's degree project.

The student is also responsible for arranging and hosting a mandatory tripartite meeting (the student, the internship host contact and the supervisor) face-to-face or via skype.

Weekly diary entries, monthly evaluations, a final evaluation and the tripartite personal/skype meeting are all prerequisites to attend the internship exam.

If the student does not meet the examination prerequisites and/or the formal requirements, the student will have used an examination attempt. This means that two examination attempts remain for the student to pass the exam.

7.3 The internship examination

There will be an oral examination at the end of the internship.

No later than two weeks before the end of the internship, the student must submit to Wiseflow a written evaluation report of the internship with focus on the personal and professional reflections. The report must be based on the student's weekly entries in the internship portal.

The final, written report must total 12,000-24,000 characters.

The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices.

The internship diary and the monthly and final personal reflections on the student's learning form part of the examination basis.

The examination is internally assessed and graded according to the 7-point grading scale.

The examination is worth 15 ECTS credits.

7.4 Assessment criteria

The assessment criteria for the exam are the learning objectives for the internship.

The learning objectives are described in the national part of the curriculum.

7.5 Examination schedule

The exam will take place at the end of the third semester. Further information about the time, venue as well as submission of the written project report can be found on Pointer.

7.6 Exam language

The exam language is Danish.

7.7 Aids

All exam aids are permitted, except during the oral examination.

8. Bachelor's degree project

For the bachelor's degree project requirements and learning objectives, please see the national part of the curriculum.

8.1 Formal requirements to the examination

The written project which makes up the assessment basis as well as the examination basis must meet the formal requirements for the bachelor's degree project, see the national part of the curriculum, and be submitted in time as per the exam plan available on Pointer, and it must be uploaded to UC-Viden

Late submission of the written project report, which makes up the written element of the examination, or non-compliance with the formal requirements means that the student will not be allowed to attend the examination and that one exam attempt will have been used.

The final examination project may be prepared individually or by 2-3 persons together.

The bachelor's degree project must total:

In case of 1 student: 72,000 – 84,000 characters

In case of 2 students: 108,000 – 126,000 characters

In case of 3 students: 126,000 – 147,000 characters

The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices.

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

8.2 Examination procedure

The examination is an externally assessed, oral examination based on the written bachelor's degree project. The report for the bachelor's degree project may be prepared individually or in groups of two or not more than three students.

The total exam duration is 45 minutes per examinee including time for deliberations with the possibility to make a presentation of max. 15 minutes.

The written report and the oral performance are assessed as a whole, leading to one grade. The exam is assessed and graded according to the 7-point grading scale.

8.3 Spelling and writing skills

Spelling and writing skills will be assessed as part of the assessment and grading of the written exam project. Spelling and writing skills may, however, only increase or decrease the student's grade by one grade at the most. The assessment expresses an overall assessment of the professional and academic content as well as the student's spelling and writing skills.

8.4 ECTS credits

The examination is worth 15 ECTS credits.

8.5 Assessment criteria

The assessment criteria are the learning objectives for the bachelor's degree project, see the national part of the curriculum.

8.6 Examination schedule

The exam will take place at the end of the third semester of the study programme. Information about the time and venue for the exam is available on Pointer.

8.7 Exam language

The exam language is Danish.

8.8 Aids

All aids are allowed, although not during the oral part of the examination.

9. Subject elements that may take place abroad

Each of the subject elements 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 subject elements 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 subject element is considered completed if it is passed in accordance with the regulations applying to the study programme.

UCN has a broad network of partners abroad, and UCN's International Department may help students to do part of their study abroad. UCN's International Department can be contacted for further information. However, it takes more work on the part of the individual students if they want to study abroad. It is up to the individual students to examine which subjects to study abroad, etc., at the desired university. The International Department will be of assistance with good advice, but they do not take part in the detailed planning. That is up to the students themselves.

10. Withdrawal from exams

The rules on withdrawal from exams are found here: www.ucn.dk/english/about-ucn, Examination Regulations.

11. Learning and teaching forms

UCN's learning approach is called "Reflective Practice-Based learning". Reflective means that, through their study, students are motivated to develop personal and professional competences, such as the competence to reflect on and assess their own learning outcome.

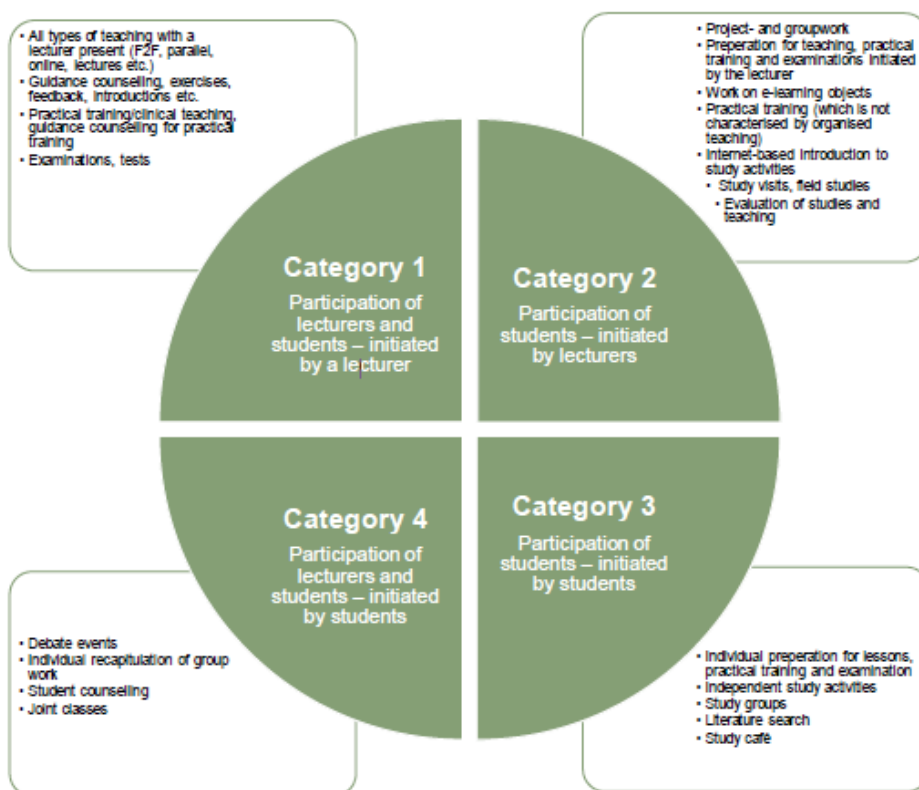
Through systematic feedback processes, surveys and decisions on the knowledge and practice of the profession/industry so far, the students will qualify to becoming independent, innovative, and problem-solving in their work as employees in an organisation. Via their study the students will become deeply rooted in the professions/industries which the study programme aims at.

However, learning is not transfer of knowledge from lecturer to student. In the International Sales and Marketing programme the point of departure is that learning takes place *within* the students and *in the relation* with fellow students and lecturers. The basis of learning in the study programme is also that students learn in different ways. Therefore, the programme is planned based on different educational methods. The Study Activity Model shows the different study activities that are brought into play to get the students to achieve the learning outcomes of the study. However, it is important to stress that the students must take ownership of their study.

The Study Activity Model can be seen on www.ucn.dk, and for each semester the different study activities to work with in the semester in question are specified in thematic descriptions.

According to the Ministry of Education and Science, the students must achieve 30 ECTS credits worth of tuition per semester. 1 ECTS credit equals 27 work hours for the student. The subject descriptions thus include an overview of the expected workload in the different subjects/study activities.

The Study Activity Model



In the programme, we thus 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. Through the programme there is a clear progression in the learning forms, so that they move from knowledge-oriented and teacher-led tuition to problem-oriented and participatory tuition.

Further, the tuition is based on relevant industry practice and connects practice and theory – **Practice-based learning**. Issues from the different types of companies within the professional areas of the programme are involved.

The tuition supports the ICT competences of the students.

12. Student counselling

12.1 Student counselling

As a student you can contact the student advisor if you experience challenges in respect of meeting the requirements of the study as to participation and attendance. The students can also contact the student advisor if they have questions about the form of the study, stays abroad, etc. See contact information for the student advisor on www.ucn.dk.

12.2 Lecturers as supervisors

The lecturers often act as supervisors for the students as regards the study activities, for instance in project work.

This is because we want to:

- Support the development of a good learning environment
- Support social learning processes and constructive collaboration
- Support innovation and development
- Support the study group in gradually taking over the supervisor's functions at a pace that fits the competence of the group

The supervisor will generally focus on project processes with focus on:

1. Project content
2. Working method and process
3. Group dynamics and process
4. Learning and meta cognition

13. Criteria for assessing study activity

Registration will be terminated for students who have not passed at least one exam for a continuous period of at least one year (non-compliance with the study activity requirements).

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 is to be submitted to the programme director.

Before registration is terminated, the individual students will be notified in writing. In connection with such notification, the students will be made aware of the above rules.

14. Credit transfer for subject elements

Credit assessments take place in several contexts.

14.1 Passed subject elements from the same study programme at another institution

Passed subject elements are equivalent to the corresponding subject elements offered by other educational institutions that offer the programme.

14.2 Credit assessment (compulsory credit) in connection with application for admission to/enrolment in the programme

When the students have fulfilled their duty to inform about completed subject elements from another Danish or international further education and on employment assumed to result in credit transfer, the educational institution will grant credit transfer in each individual case based on completed/passed subject elements and occupations that match course units and parts of the internship. The decision is based on a professional assessment.

14.3 If students have not fulfilled their duty to inform the institution about admission/enrolment

Twice a year (July and January, respectively, there will be a credit assessment of an application which the student might subsequently send to the institution, if the duty to inform the institution in connection with the admission/enrolment has not been fulfilled.

That may mean that the student has to wait for the decision on a granting of credit transfer.

It is, thus, the student who bears the risk of the decision on credit transfer not being made prior to the exam.

- *If the student omits to sit the exam, and UCN subsequently declines credit transfer, the student is considered to have used an exam attempt*
- *If the student chooses to sit the exam before UCN has made its decision on credit transfer, and UCN would have granted credit transfer, credit will NOT be granted in this situation, as the student has chosen to sit the exam. Therefore, the grade given for the new exam will apply, no matter if the “old exam” – which could have resulted in credit transfer, if the student had applied for it in due time – was higher, and no matter if the student did not pass the new exam*

If the student has chosen to sit the exam, it will not be possible to be granted credit transfer after the application has been considered.

14.4 Pre-approval of credit transfer and final credit transfer

Before a student travels to another institution in Denmark or abroad, and if the student wants to apply for credit transfer for a subject element from this curriculum, the student must send an application for pre-approval of credit transfer.

UCN decides on pre-approval of the credit transfer.

When the student has successfully completed the desired subject element, and the application for final credit transfer has been received with relevant documentation, the final credit transfer is granted.

If the student has not passed the desired subject element, the student must sit an exam according to the curriculum rules for the subject element.

For further elaboration of the rules, see UCN's Examination Regulations.

15. 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.

15.1 Examination language

Examinations must be taken in understandable English.

16. Resit and illness resit exams

The rules on resit and illness resit exams are found here: www.ucn.dk/english/about-ucn, Examination Regulations.

17. Study aids

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

18. Special examination arrangements

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

19. Academic misconduct at exams

On submission of a written examination assignment, the students must confirm by signature that the assignment was prepared without undue help.

19.1 Use of own work and that of others – plagiarism

The rules on the use of own work and that of others – plagiarism – are found here: www.ucn.dk/english/about-ucn, Examination Regulations.

19.2 Disciplinary actions in events of academic misconduct and disruptive behaviour

The rules on disciplinary actions in events of academic misconduct and disruptive behaviour are found here: www.ucn.dk/english/about-ucn, Examination Regulations.

20. Complaints about examinations and appeals against decisions

The rules on complaints about examinations and appeals against decisions are found here: www.ucn.dk/english/about-ucn, Examination Regulations.

21. Exemption

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

22. Selection criterias

If there due to limited capacity is no possibility in admitting all applicants to the programme, the following selection criterias will be used: (not prioritized):

- Grades achieved in previous study programme
- Letter of motivation explaining the student's reasons for applying
- Work experience relevant to the study programme
- Period(s) spent abroad relevant to the study programme (job, internship or studies abroad)

Applicant may be asked to participate in a conversation before inrolement.

23. Effective date and transition provisions

This institutional part of the curriculum is valid from 1 September 2018 and is valid for students who are enrolled as of this date.

The 2017 curriculum will be repealed as of 31 August 2018. However, this does not apply to exams started before this date

Valgfag Bilag 1 – Destination development - Italy

2. Semester, International Hospitality Management (IHM)
Weight: 5 ECTS
<p>Content:</p> <p>The aim of the elective element is to give the students a broader understanding of the concept of hospitality on the level of a tourist destination. The students will learn how destinations develop and which elements contribute to their success.</p> <p>The course presupposes both hands-on and interdisciplinary learning approaches, where the students will be learning from real-life cases, participating in data collection, and contributing to destination development projects, while also drawing on knowledge from other courses in “Hospitality and Hostmanship” - Theme 3.</p>
<p>Learning outcomes:</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none">• The concept of destination, the destination product and the involved stakeholders• Hostmanship on 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 <p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Analyse and assess a destination’s weaknesses and strengths• Estimate a destination’s potential with regards to specific markets• Participate in the evaluation of co-operation forms and opportunities, including partnerships, networks, alliances and clusters <p>Competences:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Participate in destination development, including development of marketing and branding strategies on the level of individual stakeholders and on the destination level• Independently or in cooperation, conceptualise hospitality products and guest experience designs
<p>Exam:</p> <p>The examination is carried out in groups of three to five students and includes two parts:</p> <p>The exam is an internally assessed, oral group examination with individual grading. The exam is graded according to the 7-point grading scale.</p> <ul style="list-style-type: none">• Written assignment containing suggestions to existing destination products, cooperation or events, or a proposal for a new destination product, cooperation or event. The choice of

destination or event must be connected to the Study Trip, carried out in Semester 2 of the IHM programme.

- The scope of the written assignment is max. 24.000 keystrokes with spaces. Minimum is 75 % of maximum
- Oral examination based on the written submission and a group presentation. The presentation form is free, e.g., poster, video, PowerPoint or Prezi.
- The oral examination is 20 minutes per student including deliberation.

Bilag 1 - Destination development - Denmark

2. Semester, International Hospitality Management (IHM)
Weight: 5 ECTS
<p>Content:</p> <p>The aim of the elective element is to give the students a broader understanding of the concept of hospitality on the level of a tourist destination. The students will learn how destinations develop and which elements contribute to their success.</p> <p>The course presupposes both hands-on and interdisciplinary learning approaches, where the students will be learning from real-life cases, participating in data collection, and contributing to destination development projects, while also drawing on knowledge from other courses in "Hospitality and Hostmanship" - Theme 3.</p>
<p>Learning outcomes:</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none">• The concept of destination, the destination product and the involved stakeholders• Hostmanship on 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 <p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Analyse and assess a destination's weaknesses and strengths• Estimate a destination's potential with regards to specific markets• Participate in the evaluation of co-operation forms and opportunities, including partnerships, networks, alliances and clusters <p>Competences:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Participate in destination development, including development of marketing and branding strategies on the level of individual stakeholders and on the destination level• Independently or in cooperation, conceptualise hospitality products and guest experience designs
<p>Exam:</p> <p>The examination is carried out in groups of three to five students and includes two parts:</p> <p>The exam is an internally assessed, oral group examination with individual grading. The exam is graded according to the 7-point grading scale.</p> <ul style="list-style-type: none">• Written assignment containing suggestions to existing destination products, cooperation or events, or a proposal for a new destination product, cooperation or event. The choice of

destination or event must be connected to the Study Trip, carried out in Semester 2 of the IHM programme.

- The scope of the written assignment is max. 24.000 keystrokes with spaces. Minimum is 75 % of maximum
- Oral examination based on the written submission and a group presentation. The presentation form is free, e.g., poster, video, PowerPoint or Prezi.
- The oral examination is 20 minutes per student including deliberation.

Bilag 1 – Event Management - Italy

2. Semester, International Hospitality Management (IHM)
Weight: 5 ECTS
<p>Content:</p> <p>The aim of this module is to qualify the student to understand, analyse and develop an event aimed at the hospitality industry.</p>
<p>Learning outcomes:</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none">• The different tasks that are related to an event• Stakeholders and how the stakeholder analysis can contribute to the development and content of the event. <p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Apply various theories and models in the development of an event within the hospitality and/or experience industry.• Assess whether the event is financially sustainable or not.• Assess the suitability of different channels of communication in the promotion of the event. <p>Competences:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Individual, or in cooperation, participation in the operational, tactical and strategic work in regards to the development, planning and implementation of an event.
<p>Exam:</p> <p>The examination is carried out in groups of three to five students and includes two parts:</p> <p>The exam is an internally assessed, oral group examination with individual grading. The exam is graded according to the 7-point grading scale.</p> <ul style="list-style-type: none">• Written assignment containing suggestions to existing destination products, cooperation or events, or a proposal for a new destination product, cooperation or event. The choice of destination or event must be connected to the Study Trip, carried out in Semester 2 of the IHM programme.• The scope of the written assignment is max. 24.000 keystrokes with spaces. Minimum is 75 % of maximum• Oral examination based on the written submission and a group presentation. The presentation form is free, e.g., poster, video, PowerPoint or Prezi.• The oral examination is 20 minutes per student including deliberation.

Bilag 1 – Event Management - Denmark

2. Semester, International Hospitality Management (IHM)
Weight: 5 ECTS
<p>Content:</p> <p>The aim of this module is to qualify the student to understand, analyse and develop an event aimed at the hospitality industry.</p>
<p>Learning outcomes:</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none">• The different tasks that are related to an event• Stakeholders and how the stakeholder analysis can contribute to the development and content of the event. <p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Apply various theories and models in the development of an event within the hospitality and/or experience industry.• Assess whether the event is financially sustainable or not.• Assess the suitability of different channels of communication in the promotion of the event. <p>Competences:</p> <p>The students should be able to:</p> <ul style="list-style-type: none">• Individual, or in cooperation, participation in the operational, tactical and strategic work in regards to the development, planning and implementation of an event.
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