

CURRICULUM
for
for the AP Degree Programme in
Service, Hospitality & Tourism Management

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This national part of the curriculum for the AP degree programme in Service, Hospitality & Tourism Management has been released in accordance with §18, section 1 in the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, provided by the individual institution that offers the programme.

After it has been approved by either the Board of Directors (or the Rectors) and after consultation with the institutions' Educational Committee and the External Examiners chairmanship for the specific programme, the educational network for the AP degree programme in Service, Hospitality & Tourism Management prepares the institutional part.

1. The programme's goals for learning outcomes

Knowledge

The students should have acquired knowledge of:

- The terminology and concepts used by the service industry as well as its use of theory and method in practice, in Denmark as well as internationally
- The company's potential for cooperating with business partners and users on developing services and experiences
- Relevant sectors within business and holiday tourism, hotel and travel life as well as other service and experience industries, their structure, development and organisation as well as interdependence
- Basic strategic concepts and tools of influence to the service company's choice of strategy and models
- The potential for internationalisation through collaboration as well as understanding of the influence of the internationalisation process on the service company.

Skills

The students should be able to:

- Assess the conditions relating to costs for the service and experience company with a view to financial calculations and budgeting
- Assess the connection between the company's service concept, supply system and competition system as well as assess relevant development trends for the company
- Apply knowledge about cultures in negotiation situations as well as set up and communicate practical possible solutions to business partners and users in Denmark and internationally
- Apply portfolio models to describe the service and experience company's products
- Assess practical management situations with a view to choosing appropriate solutions

Competences

The students should be able to:

- Handle different national and international development and sales situations within the service and experience industry
- Acquire new skills, knowledge and competences in relation to the service and experience industry in a structured manner
- Handle structural and cultural issues within their own professional field based on an overall assessment of the specific service and experience company
- Take part in discipline-specific and interdisciplinary intercultural collaboration at an operational and tactical level, including collaboration on the service and experience company's managerial functions and staff assignments

2. The programme includes four national subject elements

2.1. Services & Experiences

Content

The Services & Experiences subject area includes analyses of the hospitality concept and the understanding of the concept of guests, including customer behaviour in relation to the company's services.

Learning outcomes for Services & Experiences

Knowledge

The students should have acquired knowledge of:

- The practice and development of the service and experience industry
- What characterise services and experiences
- The development of the demand for experience products
- The sustainable financial operation of service and experience companies
- The development of the hospitality concept and the understanding of the concept of guests

Skills

The students should be able to:

- Identify and assess customer satisfaction, customer behaviour and market situation in respect of the company's services and experiences
- Apply creative techniques to design, develop, assess, plan and communicate services and experiences
- Set up the financial basis for decisions as well as communicate proposed decisions
- Use service management as a framework for assessing and communicating practice-related solution models
- Use the hospitality concept in practice

Competences

The students should be able to:

- Handle new knowledge, skills and competences within services and experiences in an interdisciplinary cooperation as well as structure data collection as a basis for new solutions

ECTS credits

The Services & Experiences subject element is worth 15 ECTS.

2.2. Business understanding

Content

The Business understanding subject area includes an analysis of the company's livelihood. Focus is on the internal and external situation with a view to developing the company's financial operations and creating a holistic understanding of the company's present situation.

Learning outcomes for Business understanding

Knowledge

The students should have acquired knowledge of:

- The service and experience industry's company, organisation, market and competition forms as well as an understanding of the vision, mission, goals and values of companies
- The legal matters of importance to the service and experience company

Skills

The students should be able to:

- Analyse and assess the company's financial situation as well as set up a total budget for an experience or service company
- Set up and communicate a basis for decisions based on the company's positioning, target groups and micro- and macroeconomic situation

Competences

The students should be able to:

- Take part in interdisciplinary work on drawing up and assessing the internal and external analysis with a view to the running of the company
- Acquire new knowledge, skills and competences concerning the running of service and experience companies at a tactical and operational level

ECTS credits

The Business understanding subject element is worth 15 ECTS.

2.3. Cooperation & Relations

Content

The Cooperation & Relations subject area includes communication and management forms in an intercultural perspective with focus on the interaction with the guest and the employee. Focus is on analysis and data material as the basis of developing internal and external communication in a national and international perspective.

Learning outcomes for Cooperation & Relations

Knowledge

The students should have acquired knowledge of:

- Management within service and experience industries
- The applied practice concerning intercultural interaction and communication with the national as well as international guest, customer, employee, volunteer, etc.
- Recruitment, employment, retention and dismissal of employees and volunteers

Skills

The students should be able to:

- Build up a personal and professional network with a view to strengthening relations with the labour market
- Identify and evaluate managerial issues and set up appropriate solutions
- Develop internal and external communication, digitally, in writing and orally to guests, customers, colleagues and business partners
- Apply knowledge of intercultural aspects in relations with the company's internal and external partners and stakeholders

Competences

The students should be able to:

- Take part in interdisciplinary cooperation with internal and external partners and stakeholders in an intercultural environment
- Take part in the development of the professional communication
- Acquire new knowledge, skills and competences concerning management and communication within the service and experience industry at a tactical and operational level

ECTS credits

The Cooperation & Relations subject element is worth 15 ECTS.

2.4. Business development

Content

The Business development subject area includes strategic planning, innovation, intrapreneurship and entrepreneurship in respect of developing existing companies as well as new products and services. Focus is on analysing the growth potential, including assessment of the financial and organisational consequences of development activities.

Learning outcomes for Business development

Knowledge

The students should have acquired knowledge of:

- Strategic planning tools and models within the service and experience industry
- Innovation, intrapreneurship, entrepreneurship and further development of existing companies, concepts and services
- Legal, financial and organisational considerations in connection with development and change
- Megatrends and trends with special significance to the service and experience industries

Skills

The students should be able to:

- Set up and assess financial and organisational consequences of growth, development and change activities
- Communicate practice-related problems and issues as well as appropriate solutions to business partners at a tactical and operational level
- Assess and communicate the value of growth ideas and their potential as a basis for decision in a Danish as well as an international context

Competences

The students should be able to:

- Take part in discipline-specific and interdisciplinary cooperation with a view to creating a sustainable running and development of the service and experience company, concepts and services
- Acquire new knowledge, skills and competences concerning the development and running of financially sustainable service and experience companies at a tactical and operational level

ECTS credits

The Business understanding subject element is worth 25 ECTS.

2.5. Number of exams in the national subject elements

The 1st-year exam is worth 45 ECTS credits. The national subject elements is a part of the exams that constitute the 1st-year exam. Services & Experiences, Business understanding and Cooperation & Relations.

In addition, there is an exam in the other national subject elements as well as one exam in the final examination project. For the number of exams in the work placement, please refer to section 3.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national subject elements described in this curriculum can be examined together with the subject elements specified in the institutional part of the curriculum.

3. Internship

Internship learning outcomes

Knowledge

The students should have acquired knowledge of:

- The livelihood and organisation of the internship company

Skills

The students should be able to:

- Assess practice-related problems and issues and gather knowledge to solve work assignments and functions

Competences

The students should be able to:

- Take part in the running of the internship company as well as development-oriented work processes and functions
- Prepare a project based on a practice-related problem or issue in a structured manner
- Reflect on the achievement of discipline-specific and personal goals during the internship

ECTS credits

The internship subject element is worth 15 ECTS

Number of exams

The internship is completed with one exam.

4. Final examination project requirements

The learning outcomes for the final examination project are identical to the programme's learning outcomes listed above under point 1.

The final examination project must document the student's understanding of practice and centrally applied theory and method in relation to a practical problem based on a specific assignment within the area of the study programme. The problem statement and research question, which must be key to the programme and the industry, has to be formulated by the students, possibly in cooperation with a private or public company. The educational institution must approve the problem statement and research question.

The final examination project is based on gathered information, and its purpose is to demonstrate that the students can process, analyse and evaluate the gathered information and combine the knowledge acquired with programme theories and methods.

Financial considerations and elements are to be included as a natural part of the basis for choosing the solution(s).¹ It is required that the students use a high degree of field and desk research in their final examination project.

The topic of the individual project is formulated by the student together with the institution and the work placement company, and the assignment aims at solving a practical problem or issue. The institution assigns a supervisor to the student and approves the subject and initial problem statement and research question.²

The final examination project is to be based on central issues in the study programme.

Scope

The following maximum no. of characters, including spaces, apply to the final examination project:

Final examination project	Maximum no. of characters in the examination paper, including spaces
1 student	80,000 characters
2 students	120,000 characters
3 students	160,000 characters

¹ Financial considerations can be included through various budgets (cash budgets, operating budgets, start-up budgets, etc.), accounts analysis, financing, investment, calculations or wholly or partly quantitative cost-benefit analyses.

² Students are allowed to make only minor adjustments in the problem statement and research question; thus it will always be advisable to contact the supervisor.

The number of characters are inclusive of figures and tables, etc., but exclusive of cover page, table of contents, reference list and appendices. Appendices may be enclosed to substantiate projects. However, they are not included in the assessment.³

The number of characters must appear clearly from the cover page.

The final examination project report must amount to between 75 % and 100 % of the maximum number of characters, cf. the above table. Assignments that total less than 75 % of the number of characters laid down or exceed the maximum will be rejected, and the students are considered to have made an exam attempt.

Final examination project exam

The final examination project completes the study programme in the last semester when all previous exams have been passed.

ECTS credits

The final examination project subject element is worth 15 ECTS.

Examination form

The exam is an oral and written examination with an external examiner with a duration of 45 minutes, including deliberations. One overall individual grade is given based on the 7-point grading scale for the written project and the oral performance.

5. Rules on credit transfer

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

The students must provide information on completed educational components from another Danish or international higher education and on employment assumed to result in credit transfer.

The educational institution will grant transfer credit in each individual case based on completed/ passed educational components and occupations that match course units, parts of the study programme or parts of the work placement.

The decision is based on a professional assessment.

Upon pre-approval of a study visit in Denmark or abroad the students must, after conclusion of their study visit, document the completed educational components of the approved study visit.

In connection with the pre-approval the students must give their consent to the institution obtaining the necessary information following completed study visit.

Upon approval according to the above, the educational component is considered completed if it is passed in accordance with the regulations applying to the study programme.

³ Lecturer and examiner are not under an obligation to read appendices.

6. Effective date and transition provisions

Effective date

This national part of the curriculum is valid from 1 September 2017 and is valid for students who are enrolled after 1 August 2017.

Transition provisions

Students enrolled in 2016 have the right to complete the programme in accordance with the 2016-curriculum. If the student is unable to complete the programme within the standard time limit and the immediate re-exam term, she/he is they are transferred to this curriculum.

When you are transferred, an action plan will be made in co-operation with the student counsellor.

Students transferred to the 2017-curriculum can apply to complete the programme including elements from the curriculum that they originally enrolled on in accordance with that curriculum. This will be subject to if it is possible within the maximum numbers of ECTS and the rules about maximum time of study described in paragraph 1.2.

An application for this must be handed in no later than 4 months prior the exam term.

In the event of future issues of a new curriculum or significant modifications to this curriculum, a transitional agreement will be included in the new curriculum.