

Service, Hospitality and Tourism Management

Curriculum for

**Service, Hospitality and Tourism Management
Serviceøkonom**

Institutional Part

In force from September 2022



PROFESSIONSHØJSKOLEN

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Please note that this is a translation of a Danish-language curriculum. This translation is intended for information purposes only. In the event of any discrepancy between this translation and the original, the original shall prevail.

1. Institutional Curriculum for Service, Hospitality and Tourism Management

The curriculum comprises two parts (sets of regulations):

- The national part of the Curriculum, which has been jointly prepared by the educational institutions authorised to provide the study programme.
- This institutional part which has been laid down by University College of Northern Denmark (UCN) and has been designed to accommodate local and regional needs.

This institutional part of the Curriculum was prepared in accordance with:

- The Danish Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor Degree Programmes. (Danish: 'Bekendtgørelse om erhvervsakademiuddannelser og professionsbacheloruddannelser')
- The Danish Ministerial Order on Technical and Commercial Academy Profession Degree Programmes and Professional Bachelor Degree Programmes (Danish title: 'Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser')
- The Danish Ministerial order on Examinations in Academy Profession Degree Programmes and Professional Bachelor Degree Programmes (Danish: 'Bekendtgørelse om eksamener og prøver ved professions- og erhvervsrettede videregående uddannelser')
- The Ministerial Order on the Grading Scale and Other Forms of Assessment in Education Programmes under the Ministry of Higher Education and Science (Danish: 'Bekendtgørelse om karakterskala og anden bedømmelse ved uddannelser på Uddannelses- og Forskningsministeriets område; also known as karakterbekendtgørelsen').

The following sections of the Examination Regulations for UCN's Undergraduate Programmes constitute a rider to this Institutional Curriculum and have the same validity as the other stipulations of the Curriculum:

- Subsection 4.5: Withdrawal from exams
- Section 13: Exam complaints and appeals
- Subsection 14.1: The use of one's own work and the works of others
- Subsection 14.2: Disciplinary actions in events of academic misconduct and disruptive behaviour during exams

2. Overview of the programme

Sem .	National subject elements	Local subject elements	Electives	ECTS	Internal/ external assessment
1		Academic Aptitude Exam		0	Internal
1	Service & Experiences			15	Internal
		Local subject element		10	Internal
2	Collaboration & Relations			15	Internal
			Elective	5	Internal
	Business Sense			15	Internal
3	Internship			15	Internal
			Elective	5	Internal
4	Business development			25	External
	AP degree project			15	External
Total ECTS credits:				120	

The national subject elements of the programme are described in the national part of the Curriculum.

3. Local subject elements (specialisations)

The programme features local subject elements worth 10 ECTS credits.

Each student must choose one of the local subject elements:

- Hotel & Restaurant Management
- Tourism Management
- Sport & Event Management
- Retail Management

The subject elements are described in more detail below.

3.1 Local subject element Hotel & Restaurant Management

3.1.1 Description and language of delivery

This subject element concerns hotel and restaurant industry practices that have the guest at the centre, and it also concerns the role of individual hotels and restaurants in the industry.

The language of delivery is English.

3.1.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- the practices and development of the hotel and restaurant industry, including ownership structures
- the impact of trends and tendencies on the hotel and restaurant industry
- the organisation and running of a hotel as well as interactions between internal and external business partners
- the development of Danish and international hotel and restaurant concepts and business models
- classification systems and certifications in the hotel and restaurant industry
- critical control points in food safety management and own-checks.

Skills

On completion, students should have acquired the skills to:

- apply professional terminology pertaining to the hotel and restaurant industry
- propose and select possible solutions for menu plans with cost calculations
- apply key figures and key performance indicators to assess the competitive situation of a particular hotel or restaurant
- identify, assess and apply conventional and digital distribution and marketing channels of the hotel and restaurant industry
- identify, implement and embed sustainability into the guest experience.

Competencies

On completion, students should be able to:

- adapt the hotel or restaurant products and services to suit the context of a particular market situation
- identify and discuss pricing of the services and products offered by a hotel or restaurant in the context of optimisation.

3.1.3 ECTS weight

Hotel & Restaurant Management is worth 10 ECTS credits.

3.1.4 Number of exams: 1

3.2 Local subject element Tourism Management

3.2.1 Description and language of delivery

This subject element concerns tourism practices focusing on the destination as well as the role of individual tourism businesses in the tourism value chain.

The language of delivery is English.

3.2.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- tourism practices, development and strategies (the tourism system)
- tourism demand, including target groups, tourist typologies, travel behaviour and trends
- tourism supply, including tourism products, operators and destinations.

Skills

On completion, students should have acquired the skills to:

- collect data relevant to tourism, including data concerning trends and forecasts
- identify and assess tourism target groups, value chains/collaboration partners and tourism destinations and/or tourism operators

- assess and evaluate strategies for inbound and outbound tourism operators at the local, national and international levels.

Competencies

On completion, students should be able to:

- apply collected data relevant to tourism with a view to taking part in the development of new and existing tourism products that are targeted at the target groups of the destination or operator.

3.2.3 ECTS weight

Tourism Management is worth 10 ECTS credits.

3.2.4 Number of exams: 1

3.3 Local subject element Sport & Event Management

3.3.1 Description and language of delivery

This subject element concerns event practices with the overall purpose of managing the development, planning and implementation of small and medium-sized events in collaboration with other persons.

The language of delivery is English.

3.3.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- what events really are and the development they have gone through
- the tasks relating to the event life cycle.

Skills

On completion, students should have acquired the skills to:

- design and assess the suitability of a sport and/or event concept based on its target group and stakeholders among other factors
- identify and assess possible sponsorships and fundraising opportunities
- assess whether the event will be financially sustainable

- assess the people and skills that are required to run the event, including volunteers
- assess the suitability of various communication channels for event promotion
- use digital planning tools for event development
- assess practice-related and legal aspects.

Competencies

On completion, students should be able to:

- take part in the operational, tactical and strategic work to develop, plan and implement small and medium-sized events.

3.3.3 ECTS weight

Sport & Event Management is worth 10 ECTS credits.

3.3.4 Number of exams: 1

3.4 Local subject element Retail Management

3.4.1 Description and language of delivery

This subject element concerns the practices and innovation of the retail industry taking as its starting point omni channel and the application of experience and behavioural design and promotional events.

The language of delivery is English.

3.4.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- the practices and development of the retail industry as well as applied theories, including business models and omnichannel, cross-channel and total retail marketing
- customer types and behaviours as well as trends
- experiential design, layout and functionality of bricks-and-mortar stores as well as web shops
- marketing and promotional events
- legal aspects and key figures relevant to the retail industry.

Skills

On completion, students should have acquired the skills to:

- promote products using marketing strategies that focus on the planning and implementation of experiential design and events
- identify and evaluate possibilities for innovation in the retail industry as well as their economic sustainability
- identify and handle various customer types, optimise the customer journey using behavioural design as well as enhance customer relations
- understand and assess the possibilities for concerted retail efforts between bricks and mortars and online sales channels
- apply key methods and tools relating to the retail industry, including data collection.

Competencies

On completion, students should be able to:

- take part in operations, tactical and strategic efforts to handle situations orientated towards development within the retail industry.

3.4.3 ECTS weight

Retail Management is worth 10 ECTS credits.

3.4.4 Number of exams: 1

4. Electives

The study programme features two electives each worth 5 ECTS credits. The following electives are offered.

4.1 Modern Marketing

4.1.1 Description and language of delivery

This elective gives students an insight into digital marketing and how businesses use it as part a modern marketing philosophy. The subject also deals with the strategies and planning behind digital marketing activities.

The language of delivery is English.

4.1.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- the theoretical set-up for digital marketing strategy planning
- situational analysis of businesses in the service and experience sector with an emphasis on digital presence
- target group classification and analysis
- digital marketing objectives
- strategic content planning
- various kinds and classifications of digital media (SoMe, websites and blogs, e-mail marketing, digital newsletters and e-commerce)
- measuring the effectiveness of digital marketing activities.

Skills

On completion, students should have acquired the skills to:

- analyse the digital presence of businesses in the service and experience sector
- classify and analyse target audiences and their digital behaviour and preferences
- identify the core components of an effective digital strategy and plan digital activities
- measure the effectiveness of the digital marketing activities designed.

Competencies

On completion, students should be able to:

- develop a successful digital marketing strategy and measure the yield of the investment on digital marketing activities.

4.1.3 ECTS weight

The Modern Marketing elective is worth 5 ECTS credits.

4.1.4 Number of exams: 1

4.2 Elective Graphic Design

4.2.1 Description and language of delivery

The purpose of this elective is to increase students' skills for working in marketing departments. Furthermore, students will explore and learn about the fundamental skills needed for working on small graphic design tasks.

4.2.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- graphic design
- how to produce small graphic media for print and web.

Skills

On completion, students should have acquired the skills to:

- use IT programmes at the fundamental level
- Proofing design and media for web and print.

Competencies

On completion, students should be able to:

- create small, non-complex graphic media and prepare them for print production
- create simple designs according to a design manual.

4.2.3 ECTS weight

The Graphic Design elective is worth 5 ECTS credits.

4.2.4 Number of exams: 1

4.3 Elective Study Trip

4.3.1 Description and language of delivery

The purpose of this elective is to increase students' skills for working in marketing departments. Furthermore, students will explore and learn about the fundamental skills needed for working on small graphic design tasks.

The language is English

4.3.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- How individual organisations/companies at the destination operates
- Selected universities that provides hospitality, tourism and event programmes.

Skills

On completion, students should have acquired the skills to:

- Analyze the cooperation between the organizations and companies at the destination
- Analyze the competitive environment of the company
- Understand the cultural difference between Denmark and the destination in a business and/or educational context
- Show professional appearance in a business context

Competencies

On completion, students should be able to:

- Collect and process data from field research at the companies/organizations
- Evaluate the development potential of the destination or a selected company/organization

4.3.3 ECTS weight

The Graphic Design elective is worth 5 ECTS credits.

4.3.4 Number of exams: 1

4.4 Elective Hotel & Restaurant

4.4.1 Description and language of delivery

The purpose of this elective is to impart students with an understanding of the international meeting and conference industry. Another purpose is to build the students' skills at planning and running events to enable students to work within this particular branch of the hospitality industry.

4.4.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- the overview of the international Meetings, Incentive, Conference and Event Industry (MICE) including different types of events
- types of events
- trends and tendencies in the meeting and conference industry
- the skills required to work as a conference planner.

Skills

On completion, students should have acquired the skills to:

- understand the objectives for a meeting and/or conference
- suggest and communicate a meeting and conference set-up, including a conceptual understanding of them
- identify the target group/market for a meeting and/or a conference
- identify relevant partners/sponsors and other stakeholders who want to ensure a sustainable meeting and/or conference concept.

Competencies

On completion, students should be able to:

- take part in the development and planning of meetings and conferences
- identify and implement sustainable solutions in a meeting and conference set-up
- contribute to drafting a budget for a meeting and/or conference.

4.4.3 ECTS weight

The Hotel & Restaurant elective is worth 5 ECTS credits.

4.4.4 Number of exams: 1

4.5 Elective Tourism

4.5.1 Description and language of delivery

The purpose of this course is to give the student extended knowledge, skills and competencies within the area of incoming and outgoing tourism. The course will include the following topics: Digital Marketing and Branding, Digital Procurement, The Sharing Economy as a part of the Chain of Value, and Tourism Policy planning – primarily focusing on destinations. By completing this course, the student will have developed solid skills and competencies to work within the broad area of tourism destinations.

4.5.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- tourism impact, including sustainability, seasonality and involvement of the public sector
- marketing and branding of tourist destinations
- tourism analysis and research.

Skills

On completion, students should have acquired the skills to:

- evaluate and present the positive and negative impacts of tourism
- identify challenges and opportunities in terms of marketing and branding of tourist destinations
- evaluate and present tourism marketing and branding campaigns.

Competencies

On completion, students should be able to:

- develop relevant and practice-related tourism analyses
- work across disciplines to develop and market a sustainable initiative at destination level.

4.5.3 ECTS weight

Tourism is worth 5 ECTS credits.

4.5.4 Number of exams: 1

4.6 Elective Sport & Event

4.6.1 Description and language of delivery

The purpose of this elective is to impart students with an understanding of the workings of the sport and event industry, in terms of individual organisations as well as a part of society in general. For this course students will focus on relevant subjects concerning e.g. sport and the media, sport and politics and sport economics. This course is relevant to students who want to become part of the future sport and event industry.

4.6.2 Learning objectives

Knowledge

On completion, students should have acquired knowledge of:

- sport organisations and their place within a political context as well as the societal importance of sport and leisure sport
- the particular economic conditions that govern the sport and event industry
- how sport and event organisations work actively to handle media as a promotion and PR platform.

Skills

On completion, students should have acquired the skills to:

- evaluate practical issues between society and professional and volunteer sporting organisations
- communicate practical matters and suggested solutions to stakeholders and partners as well as members of the sport and event community
- determine which key media to use by a sport and event organisation with emphasis on the relations to the organisation's surroundings.

Competencies

On completion, students should be able to:

- work across subject areas concerning politics, media and economics and communicate to and collaborate with stakeholders
- acquire knowledge of how to resolve potential challenges in the sport and event industry.

4.6.3 ECTS weight

The Sport & Event elective is worth 5 ECTS credits.

4.6.4 Number of exams: 1

5. Examinations in semester 1

5.1 Academic Aptitude Exam

5.1.1 Scheduled time

The Academic Aptitude Exam will take place no later than two months after studies have commenced. A resit exam can take place up to three months after studies have commenced.

5.1.2 ECTS weight

The exam is worth 0 ECTS credits.

5.1.3 Exam procedure

5.1.3.1 Exam description

The purpose of the academic aptitude examination is to determine whether the student has in fact commenced their study. The exam is an internally assessed individual examination as described below. The examination will be assessed passed/failed.

5.1.3.2 Examination method

The ordinary exam for the Academic Aptitude Examination is a multiple-choice test.

5.1.3.3 Exam aids

Exam aids are not allowed for the academic aptitude exam. Students will take the exam using their own computer.

5.1.3.4 Examination language

English

5.1.4 Assessment

The Academic Aptitude Exam is assessed internally and will be assessed 'passed' or 'failed'. Students must answer 50 % of the questions correctly to pass the exam.

5.1.5 Resit examination

If a student does not pass the Academic Aptitude Exam, a resit will be offered. This way, students have two attempts at passing the Academic Aptitude Exam.

If a student fails a resit of the Academic Aptitude Exam, their enrolment as a student will be terminated.

On the grounds of exceptional circumstances, UCN may exempt a student from either of these requirements: passing the Academic Aptitude Exam, passing the Exam before the official deadline, or using more than two attempts to pass the Exam.

5.2 The exam testing the national subject element Service & Experiences

The national subject element Service & Experiences is one of the three national subject elements: Service & Experiences, Collaboration & Relations and Business Sense (described in sections 5.2, 6.2 and 6.3) which make up the first-year exam. The three exams are passed on a total, weighted grade average and take place in the first year of study. The grades for the individual national subject elements are weighted as follows:

- Service & Experiences, 15 ECTS total (1/3 weight)
- Collaboration & Relations, 15 ECTS total (1/3 weight)
- Business Sense, 15 ECTS total (1/3 weight)

All three weighted exams must be passed and achieve at least the grade of 02. The calculated average of the exams will constitute the grade for the first-year exam.

This is the description of the exam testing the national subject element Service & Experiences.

5.2.1 Scheduled time

The exam will take place at the end of semester 1.

Students must take this exam before the end of their first year of study after commencing studies, and they must have passed it before the end of their first year of study after commencing studies in order to progress in the programme. This applies no matter how many exam attempts have been used. However, a student must have had the opportunity to sit the exam twice during their first year of study before their enrolment can be terminated.

If a student has had the opportunity to take the exam two (2) times during their first year of study after commencing studies but has not taken the exam before the end of their first

year of study after commencing their studies, or if they have not passed the exam before the end of their first year of study after commencing their studies, their enrolment on the programme will be terminated.

UCN may, however, grant exemption from the deadlines above if exceptional circumstances are found to exist.

5.2.2 ECTS weight

The exam is worth 15 ECTS credits.

5.2.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following formal requirements to sit the exam:

The exam is an oral group exam based on submitted, written material spanning a maximum of 8 standard pages (between a maximum of 19,200 and a minimum of 14,400 keystrokes). One standard page is 2,400 keystrokes including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, please see the activity schedule.

If the student(s) do(es) not meet all the formal requirements, the answer paper will be rejected. No assessment will be made, and the student will have used an exam attempt and will then have two (2) exam attempts remaining to pass the exam.

5.2.4 Examination organisation and details

5.2.4.1 Examination type

The exam is an internally assessed, oral group examination which is based on the written answer paper. The group must comprise 3–5 students.

The exam is organised as a group exam.

Exam duration is 10 minutes per student, including time for deliberations.

In special cases where group participation is not possible, a student may be exempt from this requirement to allow them to write the material and attend the exam by themselves. In this case, exam duration will be set at 15 minutes.

5.2.4.2 Exam aids

All aids are permitted.

5.2.4.3 Examination language

The exam will be conducted in English.

5.2.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject element Service & Experiences. The learning objectives are described in the national part of the Curriculum.

The written and oral performances are assessed as a whole, leading to a single grade. The exam will be internally assessed. The examination will be individually assessed according to the 7-point grading scale. The grade will be weighted with the two other national subject elements to make up the grade for the first-year exam (see section 5.2).

5.2.6 Resit examination

The following rules apply to the first as well as the second resit examinations: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment with a clear indication of the name of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

5.3 The exam testing the national subject elements Hotel & Restaurant Management, Tourism Management, Sport & Event Management or Retail Management

5.3.1 Scheduled time

The exam will take place at the end of semester 1.

Students must take this exam before the end of their first year of study after commencing studies, and they must have passed it before the end of their first year of study after commencing studies in order to progress in the programme. This applies no matter how many exam attempts have been used. However, a student must have had the opportunity to sit the exam at least twice during their first year of study before their enrolment can be terminated.

If a student has had the opportunity to take the exam two (2) times during their first year of study after commencing studies but has not taken the exam before the end of their first year of study after commencing their studies, or if they have not passed the exam before the end of their first year of study after commencing their studies, their enrolment on the programme will be terminated.

UCN may, however, grant exemption from the deadlines above if exceptional circumstances are found to exist.

5.3.2 ECTS weight

The exam is worth 10 ECTS credits.

5.3.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following formal requirements to sit the exam:

The written answer paper is allowed to span a maximum of 15 standard pages (between a maximum of 36,000 and a minimum of 27,000 keystrokes) including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, see the activity schedule.

If a student does not meet all the formal requirements to the exam, the student will have used an exam attempt and will then have two examination attempts remaining to pass the exam.

5.3.4 Examination organisation and details

5.3.4.1 Examination type

The exam is an internally assessed, oral group examination which is based on a written answer paper.

The group must comprise 3–5 students.

The examination will be individually assessed according to the 7-point grading scale.

The student will receive a single, cumulative grade in which the written and the oral performances are each weighted 50%.

Exam duration is 15 minutes per student, including time for deliberations. If a student is granted exemption to attend the exam by themselves, the exam duration will be set at 20 minutes per student.

5.3.4.2 Exam aids

All aids are permitted.

5.3.4.3 Examination language

The exam will be conducted in English.

5.3.5 Assessment

The assessment criteria for the exam are the learning objectives for the local subject elements Hotel & Restaurant Management, Tourism Management, Sport & Event Management and Retail Management.

Please find the learning objectives in section 3 above.

The written and oral performances are assessed as a whole, leading to a single grade. The exam will be internally assessed. The examination will be individually assessed according to the 7-point grading scale.

5.3.6 Resit examination

The following rules apply to the first as well as the second resit examinations: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment with a clear indication of the name of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

6. Examinations in semester 2

6.1 The exam testing the elective

6.1.1 Scheduled time

The exam will take place in February/March of semester 2.

Students must take this exam before the end of their first year of study after commencing studies, and they must have passed it before the end of their first year of study after commencing studies in order to progress in the programme. This applies no matter how many exam attempts have been used. However, a student must have had the opportunity

to sit the exam twice during their first year of study before their enrolment can be terminated.

If a student has had the opportunity to take the exam two (2) times during their first year of study after commencing studies but has not taken the exam before the end of their first year of study after commencing their studies, or if they have not passed the exam before the end of their first year of study after commencing their studies, their enrolment on the programme will be terminated.

UCN may, however, grant exemption from the deadlines above if exceptional circumstances are found to exist.

6.1.2 ECTS weight

The exam is worth 5 ECTS credits.

6.1.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following formal requirements to sit this exam:

The written answer paper is allowed to span a maximum of 6 standard pages (between a maximum of 14,400 and a minimum of 10,800 keystrokes) including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, see the activity schedule.

If a student does not meet all the formal requirements to the exam, the student will have used an exam attempt and will then have two examination attempts remaining to pass the exam.

6.1.4 Examination organisation and details

6.1.4.1 Examination type

The exam is an internally-assessed, individual written exam.

6.1.4.2 Exam aids

Exam aids are allowed.

6.1.4.3 Examination language

The exam will be conducted in English.

6.1.5 Assessment

The assessment criteria are the same as the learning objectives for electives as described above in section 4.

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

6.1.6 Resit examination

The student must submit a new/edited written product in accordance with the stipulations of the exam description and its formal requirements.

6.2 The exam testing the national subject element Collaboration & Relations

The national subject element Collaboration & Relations is weighted with the two other national subject elements in the first academic year and is passed as described in section 5.2.

6.2.1 Scheduled time

The exam will take place halfway through semester 2.

Students must take this exam before the end of their first year of study after commencing studies, and they must have passed it before the end of their first year of study after commencing studies in order to progress in the programme. This applies no matter how many exam attempts have been used. However, a student must have had the opportunity to sit the exam twice during their first year of study before their enrolment can be terminated.

If a student has had the opportunity to take the exam two (2) times during their first year of study after commencing studies but has not taken the exam before the end of their first year of study after commencing their studies, or if they have not passed the exam before the end of their first year of study after commencing their studies, their enrolment on the programme will be terminated.

UCN may, however, grant exemption from the deadlines above if exceptional circumstances are found to exist.

6.2.2 ECTS weight

The exam is worth 15 ECTS credits.

6.2.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following formal requirements to sit the exam:

The written answer paper is allowed to span a maximum of 8 standard pages (between a maximum of 19,200 and a minimum of 14,400 keystrokes) including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, see the activity schedule.

If the student does not meet all the formal requirements, the answer paper will be rejected. No assessment will be made, and the student will have used an exam attempt and will then have two exam attempts remaining to pass the exam.

6.2.4 Examination organisation and details

6.2.4.1 Examination type

The exam is an internally-assessed, individual written exam.

6.2.4.2 Exam aids

Exam aids are allowed.

6.2.4.3 Examination language

The exam will be conducted in English.

6.2.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject element Collaboration & Relations. The learning objectives are described in the national part of the Curriculum.

The written and oral performances are assessed as a whole, leading to a single grade. The exam will be internally assessed. The examination will be individually assessed according to the 7-point grading scale. The grade will be weighted with the two other national subject elements to make up the grade for the first-year exam (see section 5.2).

6.2.6 Resit examination

The student must submit a new/edited written product in accordance with the stipulations of the exam description and its formal requirements.

6.3 The exam testing the national subject element Business Sense

The national subject element Business Sense is weighted with the two other national subject elements in the first academic year and is passed as described in section 5.2.

6.3.1 Scheduled time

The exam will take place at the end of semester 2.

Students must take this exam before the end of their first year of study after commencing studies, and they must have passed it before the end of their first year of study after commencing studies in order to progress in the programme. This applies no matter how many exam attempts have been used. However, a student must have had the opportunity to sit the exam twice during their first year of study before their enrolment can be terminated.

If a student has had the opportunity to take the exam two (2) times during their first year of study after commencing studies but has not taken the exam before the end of their first year of study after commencing their studies, or if they have not passed the exam before the end of their first year of study after commencing their studies, their enrolment on the programme will be terminated.

UCN may, however, grant exemption from the deadlines above if exceptional circumstances are found to exist.

6.3.2 ECTS weight

The exam is worth 15 ECTS credits.

6.3.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following formal requirements to sit the exam:

The written answer paper is allowed to span a maximum of 20 standard pages (between a maximum of 48,000 and a minimum of 36,000 keystrokes) including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, see the activity schedule.

If the student does not meet all the formal requirements, the answer paper will be rejected. No assessment will be made, and the student will have used an exam attempt and will then have two exam attempts remaining to pass the exam.

6.3.4 Examination organisation and details

6.3.4.1 Examination type

The exam is an internally assessed, oral group examination which is based on the written answer paper.

The group must comprise 3–5 students.

Exam duration is 12 minutes per student, including time for deliberations.

If a student is granted exemption to attend the exam alone, exam duration will be set at 20 minutes.

6.3.4.2 Exam aids

Exam aids are allowed.

6.3.4.3 Examination language

The exam will be conducted in English.

6.3.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject element Business Sense. The learning objectives are described in section 2.2 of the National Part of the Curriculum.

The written and oral performances are assessed as a whole, leading to a single grade. The exam will be internally assessed. The examination will be individually assessed according to the 7-point grading scale. The grade will be weighted with the two other national subject elements to make up the grade for the first-year exam (see section 5.2).

6.3.6 Resit examination

The following rules apply to the first as well as the second resit examinations: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment with a clear indication of the name of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

7. Examinations in semester 3

7.1 The internship exam

7.1.1 Scheduled time

The exam will take place halfway through semester 3.

7.1.2 ECTS weight

The exam is worth 15 ECTS credits.

7.1.3 Internship requirements and expectations

During the internship, the student will work on problems that are relevant to the profession while acquiring knowledge of relevant work functions. The student's learning objectives for the internship must be based on the relationship between the student's theoretical studies and practical tasks and working methods.

Based on the internship learning objectives – as indicated in the national part of the Curriculum – the student and the supervisor/contact person collaborate on defining specific objectives for the student's internship.

The objectives must be entered in the Internship Portal. The objectives will then guide the planning of the student's work during the internship, including the writing of the internship report.

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

The student must satisfy the following requirements for the internship to be considered completed:

- The student must have been participating actively for the duration of the internship.
- The student must have been present full time during the internship corresponding to what would be expected of a regular full-time employee.
- The student must have worked continuously to achieve the objectives described in the learning plan.

It is the supervisor at the educational institution who, possibly in consultation with the internship, assesses whether the above criteria are met. If the student has not been present or active to the required extent, UCN will concretely assess whether this, for example, can be remedied by expanding the scope of the internship report. The description of the student's work and goals for personal development will be at the core of the study programme's approval of the internship agreement.

Whether the student has worked continuously with his development goals is assessed based on the submitted experience report, the meetings held and the oral exam.

The internship compares to a full-time job with the same requirements in terms of number of working hours, effort, commitment and flexibility that a graduate of Service, Hospitality and Tourism management (Serviceøkonom) should expect to meet in their first job.

7.1.4 Conditions for attending the exam (examination prerequisites)

The allowed maximum length of the written answer paper is 19 standard pages (a maximum of 45,600 keystrokes including spaces and footnotes) distributed across the sections of the report as follows:

The finished report must be compiled in a single file (pdf):

Internship report	Minimum 27,000 and maximum 36,000 keystrokes including spaces and footnotes.
Reflection section	Minimum 7,200 and maximum 9,600 keystrokes including spaces and footnotes.

One standard page is 2,400 keystrokes including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The report must be prepared individually by each student.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, see the activity schedule.

If a student does not meet the examination prerequisites, the student will have used an examination attempt. This means that the student will have two attempts remaining to pass the examination.

7.1.5 Examination organisation and details

7.1.5.1 Examination type

The internship period is finalized by an individual oral examination based on a written internship report.

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

7.1.5.2 Exam aids

Exam aids are allowed.

7.1.5.3 Examination language

The exam will be conducted in English.

7.1.6 Assessment

The assessment criteria for the internship are the learning objectives described in the National Part of the Curriculum.

The written and oral performances are assessed as a whole, leading to a single grade. The exam will be internally assessed. The examination will be individually assessed according to the 7-point grading scale.

7.1.7 Resit examination

For the purposes of the resit examination, the written product may be revised and re-submitted. The product can have the same extent as for previous exam attempts. The student will take part in a new oral examination.

7.2 The exam testing the elective (semester 3)

7.2.1 Scheduled time

The exam will take place in November/ December of semester 3.

7.2.2 ECTS weight

The exam is worth 5 ECTS credits.

7.2.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following formal requirements to sit this exam:

The written answer paper is allowed to span a maximum of 6 standard pages (between a maximum of 14,400 and a minimum of 10,800 keystrokes) including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, see the activity schedule.

If a student does not meet all the formal requirements to the exam, the student will have used an exam attempt and will then have two examination attempts remaining to pass the exam.

7.2.4 Examination organisation and details

7.2.4.1 Examination type

The exam is an internally-assessed, individual written exam.

7.2.4.2 Exam aids

Exam aids are allowed.

7.2.4.3 Examination language

The study programme may offer electives in Danish and English. Students can take electives delivered in English if they have an English proficiency that is equivalent to the Danish high school B-level. If this is not the case, the student must pass an English test held by UCN before the elective begins (see section 10).

7.2.5 Assessment

The assessment criteria are the same as the learning objectives for electives as described above in section 4.

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

7.2.6 Resit examination

The student must submit a new/edited written product in accordance with the stipulations of the exam description and its formal requirements.

8. Examinations in semester 4

8.1 The exam testing the national subject element Business Sense

8.1.1 Scheduled time

The exam will take place halfway through semester 4.

8.1.2 ECTS weight

The exam is worth 25 ECTS credits.

8.1.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following formal requirements to sit the exam:

The written answer paper is allowed to span 15 to 20 standard pages (between a maximum of 48,000 and a minimum of 36,000 keystrokes) including spaces and footnotes. The cover page, table of contents, reference list and appendices are not included in the number of keystrokes. Appendices are not assessed.

The written material, which constitutes both the assessment basis and the examination basis, must:

- meet the formal requirements, see above
- be submitted on time, see the activity schedule.

If the student does not meet all the formal requirements, the answer paper will be rejected. No assessment will be made, and the student will have used an exam attempt and will then have two exam attempts remaining to pass the exam.

8.1.4 Examination organisation and details

8.1.4.1 Examination type

The exam is an internally assessed, oral group examination which is based on the written answer paper.

The group must comprise 3–5 students.

Exam duration is 12 minutes per student, including time for deliberations.

If a student is granted exemption to attend the exam by themselves, the exam duration will be set at 20 minutes per student. To be exempt, a student must be able to supply documentary evidence of relevant, special personal circumstances.

8.1.4.2 Exam aids

Exam aids are allowed.

8.1.4.3 Examination language

The exam will be conducted in English.

8.1.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject element Business Sense. The learning objectives are described in section 2.2 of the National Part of the Curriculum.

The written and oral performances are assessed as a whole, leading to a single grade. The exam will be internally assessed. The examination will be individually assessed according to the 7-point grading scale.

8.1.6 Resit examination

The following rules apply to the first as well as the second resit examinations: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment with a clear indication of the name of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

9. AP degree project

9.1 The exam testing the AP degree project

9.1.1 Scheduled time

The exam testing the AP degree project can only take place once the internship exam and all other exams for the study programme have been passed.

The exam will take place at the end of the final semester of the programme.

9.1.2 ECTS weight

The exam is worth 15 ECTS credits.

9.1.3 Conditions for attending the exam (examination prerequisites)

The written project, which constitutes both the assessment basis and the examination basis, must

- meet the formal requirements to the degree project, as indicated in the national part of the curriculum
- be submitted in the correct manner and in due time.

If a student does not meet all the formal requirements to the exam, the student will have used an exam attempt and will then have two examination attempts remaining to pass the exam.

All exam prerequisites must have been met before a student can attend the exam of a particular educational element.

If a student does not satisfy all exam prerequisites at the time of the ordinary exam for that particular educational element, the student cannot attend the exam. As a consequence, the student will have used an exam attempt and will have two exam attempts remaining for passing that particular exam.

9.1.4 Examination organisation and details

9.1.4.1 Examination type

The exam comprises a project and an oral performance which are assessed as a whole and receive a single grade for the combined performance.

The exam is an externally assessed, oral exam based on the written project report. The written part of the AP degree project may be prepared individually or in groups of two or three students at the most. The oral examination is individual.

Exam duration is 45 minutes per student, (including time for deliberations) of which a maximum of 10 minutes is allowed for the presentation.

The following permitted number of keystrokes apply to the final degree project:

AP degree project	Number of keystrokes including spaces
1 student	57,500–67,000
2 students	86,500–100,000
3 students	100,000–117,500

The estimated number of keystrokes includes figures and tables etc. but does not include the front page, table of contents, reference list and appendices. Appendices may be attached in support of the project, but these will not be assessed.

The number of keystrokes must be clearly indicated on the front page of the project.

9.1.4.2 Exam aids

Exam aids are allowed. No aids are permitted in the oral part of the examination.

9.1.4.3 Examination language

The exam will be conducted in English.

9.1.5 Assessment

In conjunction with the internship exam and the other exams of the programme, the final exam testing the AP degree project documents that the learning outcomes for the programme have been achieved.

For the AP degree project requirements as well as learning objectives, please see the national part of the curriculum.

The students' writing and spelling skills will be included in the assessment of the AP degree project. However, students who have a physical or mental impairment and students whose mother tongue is not Danish may be exempt in cases where UCN finds that an exemption is necessary in order to put those students on an equal footing with other students. A condition for exemption is that the level of the discipline-specific content of the exam must remain unchanged.

An application for exemption must be made in writing to the study programme using UCN's online forms no later than 4 weeks before the exam date. The student must attach documentary evidence of their grounds for applying for an exemption.

UCN may waive the application deadline if exceptional circumstances are found to exist.

Spelling and writing skills will be part of the assessment of the written exam project. Spelling and writing skills may, however, only increase or decrease a student's grade by one grade at the most. The assessment is expressed as an overall assessment of the profession-related and academic content as well as the student's spelling and writing skills.

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

9.1.6 Resit examination

For students who wrote the project alone:

If the student attended the oral examination for the previous exam, they must submit a revised and improved version of the original written product for the second and for the possible third attempt. The student must attend a new oral examination.

If the student did not attend the oral examination, they may submit the same or a new/revised written product in accordance with the exam description and its formal requirements. The student must attend a new oral examination.

For students who wrote the project together:

The following rules apply to the first as well as the second resit examinations: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment with a clear indication of the name of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

10. Language

The study programme is approved as a Danish-language study programme, and lessons are planned and organised to be delivered in Danish.

However, up to 49% of the programme's total value in terms of ECTS credits may be delivered in English. The language of delivery will be indicated in the description of the individual local subject element/elective.

If compulsory educational elements are planned and organised to be delivered in English, students will have to satisfy a language requirement equivalent to at least Danish B-level on admission to the study programme.

If electives are available in English, students will have to satisfy an English language requirement equivalent to at least Danish B-level at the time when they choose to study an elective that is delivered in English.

If only English-language electives are offered on a particular programme, meaning that students cannot choose between Danish and English language of delivery for their electives, students will have to satisfy an English language requirement equivalent to Danish B-level at the time of admission to the study programme.

At www.optagelse.dk, you can find out whether a particular study programme has language requirements that must be met on admission to the programme.

English proficiency equivalent to at least Danish B-level can be identified by a language test. At UCN's website you can find out about the language tests we accept as well as the required scores etc.

11. Special exam arrangements

UCN may exempt students from exam terms and conditions that were laid down in the institutional part of the curriculum. Exemption includes offering special exam arrangements to students who have a physical or mental impairment and students whose mother tongue is not Danish in cases where UCN finds that an exemption is necessary in order to put those students on an equal footing with other students. A condition for exemption is that the level of the discipline-specific content of the exam must remain unchanged.

Students must use UCN's online forms to apply for exemption from UCN's exam conditions or to apply for special exam arrangements no later than 4 weeks before the exam is to take place. The student must attach documentary evidence of their grounds for applying for an exemption.

UCN may waive the application deadline if exceptional circumstances are found to exist.

12. Obligation to participate and compulsory attendance

12.1 Obligation to participate

For teaching and learning activities to be most efficient and for students to achieve the learning objectives of the programme, students have an obligation to participate by submitting or presenting assignments/project work etc.

The students' submission/presentation of assignments/project work etc. may be expressed as exam prerequisites which must be satisfied before students can attend a particular exam.

If, at the time of an exam, a student has not met all the exam prerequisites, the student will not be allowed to attend the exam, and as a consequence they will have used an exam attempt. Subsequently, the student will only have two attempts remaining to pass that particular exam and will not be allowed to attend the exam until all exam prerequisites have been satisfied.

The study programme will offer help and guidance as early as possible if a student is neglecting his/her obligations to participate and attend.

13. Criteria for determining study activity

Students have an obligation to stay informed about the time and venue for teaching and learning activities and exams, which can be found in the activity schedule.

Registration as a student may be terminated for students who have not passed any exams for a continuous period of at least one year.

UCN may waive this stipulation if justified by exceptional circumstances.

Before enrolment is terminated, the student will be consulted in writing.

14. Teaching and working methods used in the programme

UCN's study programmes are based on Reflective Practice-based Learning (RPL) enabling students to develop the competencies to act professionally in a changing world. Throughout their studies, students develop professional, social and personal competencies that enable them to link theoretical reflection with practical actions and qualify them to reflect on and implement relevant theories and knowledge.

In our study programmes, RPL sets the stage for students to engage in practice-related learning activities that link practice-related knowledge, theoretical knowledge and research-based knowledge. Various teaching and learning activities are planned according to these six fundamental principles that foster reflection:

Fundamental principle No. 1: The students' own experiences are incorporated into teaching and learning activities.

Fundamental principle No. 2: Teaching and learning activities are designed to include appropriate disturbances.

Fundamental principle No. 3: Teaching and learning activities are organised as exploration.

Fundamental principle No. 4: The content of teaching and learning activities is based on the good example.

Fundamental principle No. 5: Lecturers and students work together on learning processes.

Fundamental principle No. 6: Lecturers and students create room for dialogue.

The six fundamental principles manifest themselves in different ways in different study programmes, semesters and subjects. However, all of them require students to participate and engage actively to maximise the learning yield.

15. Subject elements that may be completed abroad

Each of the subject elements of the study programme may be completed abroad if a student applies for, and is granted, pre-approval of credit transfer by the study programme.

If a study-abroad period has been pre-approved, the student has a duty to document completion of the subject elements when the pre-approved study-abroad period is over. When applying for pre-approval, the student must consent to allow the educational institution to collect any required information once the pre-approved study-abroad period is over.

On final approval of pre-approved credit transfer, a subject element is considered completed if it was passed according to the regulations governing the study programme.

UCN has a large network of partners abroad, and UCN's International Relations Office may help students find out how to do part of their studies outside Denmark. Contact UCN's International Relations Office for further information. Please note however, that studying or going on an internship abroad requires more work of the student than staying in Denmark. It is up to the student to find out which subjects can be studied abroad with the higher education institution that s/he wants to attend etc. UCN International Relations Office will stand by with advice but cannot take part in the actual planning of the study abroad period.

16. Credit transfer

Credit transfer can take place in different situations.

16.1 Subject elements from the same study programme passed at another educational institution

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

16.2 Credit transfer assessment (compulsory credit transfer) associated with application for admission/enrolment on a study programme

When a student has met his/her duty to disclose information about passed subject elements from another Danish or foreign higher-education study programme and about any work experience that may be assumed to qualify for credit transfer, the study programme will decide whether or not to grant credit transfer in each individual case. This will take place on the basis of completed educational elements and work experience that compare with subjects, educational elements or internship elements. The decision whether to award credit transfer is based on an assessment of academic achievement.

16.3 In the event that a student does not meet their duty to disclose information on admission/enrolment

If a student does not disclose information about prior education and work experience on admission/enrolment, their application for credit transfer will not be considered until July or January, whichever comes first, in connection with admission/registration of new students.

This means that students applying for credit transfer may have to wait longer than anticipated for a decision of credit transfer.

It is therefore at each student's own risk that a decision of credit transfer may not have been made in due time before a relevant exam.

- IF the student does not sit the exam and UCN subsequently decides NOT to grant the credit transfer, the student will have used one exam attempt.
- IF the student decides to sit the exam before UCN has made a credit transfer decision and if UCN would have granted the credit transfer, then credit transfer will NOT be awarded because the student has already decided to sit the exam. In this instance, the grade given for the 'new' exam will apply irrespective of whether the 'old' exam grade – which might have resulted in credit transfer, had the student applied for it in due time – is higher, and irrespective of whether the student failed the 'new' exam.

So, once a student has decided to sit an exam, this will exclude the possibility of awarding due transfer credit.

16.4 Pre-approval of credit transfer and final credit transfer

Before going to another educational institution in Denmark or abroad with the intent of getting credit transfer for a subject element under this Curriculum, students must apply for pre-approval of credit transfer.

Pre-approval of credit transfer will be carried out by UCN.

Final credit transfer will be granted when a student has successfully completed the requested subject element, and once the application for final credit transfer has been received with the appropriate documentation attached.

If the student has not passed the requested subject element, the student must sit an exam according to the regulations for that particular subject element as set out in the Curriculum.

For an in-depth description of the credit-transfer rules, please see the current version of the Examination Regulations for UCN's Undergraduate Programmes.

17. Exemptions

If justified by exceptional circumstances, UCN may opt to waive stipulations in the Curriculum; however, only stipulations made by UCN alone or those made jointly by the institutions offering the programme may be disregarded.

According to UCN's practice, exceptional circumstances are generally characterised as a sudden and unexpected change of conditions that a student has been unable to guard themselves against. This could be sudden, serious illness or a death in a student's immediate family.

Each individual case will require a specific assessment of whether exceptional circumstances exist, just as each case will be considered to decide whether the facts of that particular case justify a deviation from the general characterisation of exceptional circumstances.

18. Effective date and transition regulations

This Institutional Part of the Curriculum will come into effect as of 1 September 2022 and will apply to all students who are admitted/registered on the study programme on that date or later. This shall include students who are re-admitted or re-registered.

The Institutional Part of the Curriculum of 1 September 2021 will be repealed as of 1 September 2022.

Students who were admitted/registered on the study programme before 1 September 2022 – including those who were re-admitted/re-registered – will transfer to this institutional part of the Curriculum on 1 September 2022.

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