The Bachelor's Degree Programme in INTERNATIONAL HOSPITALITY MANAGEMENT

(PBA)

Curriculum 2019

Institutional part

UCN PROFESSIONSHØJSKOLEN

Contents

Contents **2**
1. Institutional part of the curriculum for the Bachelor's Degree Programme in International Hospitality Management **5**
2. Distribution and timing of national and local subject elements, internship and exams **5**
3. Local subject elements, including electives **6**
3.1 Electives 6
3.1.1 ECTS weight 6
3.1.2. Examination language 6
3.2 Local subject element: Employability 6
3.2.1 Learning objectives 6
3.2.2 Content 7
4. Framework and criteria for study programme examinations **7**
4.1 Automatic registration for all exams 7
5. First semester **8**
5.1 First part-exam for the national subject element: Employee and organisation development – First internal exam 8
5.1.1 Examination prerequisites 8
5.1.2 Formal requirements for the written project proposal 8
5.1.3 Examination procedure 8
5.1.4 ECTS credits weight 9
5.1.5 Assessment criteria 9
5.1.6 Scheduled time 9
5.1.7 Examination language 9
5.1.8 Exam aids 9
5.2 Second part-exam for the national subject element: Business operations – second internal exam 9
5.2.1 Examination prerequisites 9
5.2.2 Formal requirements for the written case 9
5.2.3 Examination procedure 10
5.2.4 ECTS credits weight 10
5.2.5 Assessment criteria 10
5.2.6 Scheduled time 10
5.2.7 Examination language 10
5.2.8 Exam aids 10
5.3 The examination in the local subject element: Employability - Third internal exam 11

5.3.1 Examination prerequisites ... 11
5.3.2 Formal requirements for the development plan ... 11
5.3.3 Examination procedure ... 11
5.3.4 ECTS credits weight ... 11
5.3.5 Assessment criteria ... 11
5.3.6 Scheduled time ... 11
5.3.7 Examination language ... 11
5.3.8 Exam aids ... 12

6. Second semester ... 12

6.1 The examination for the national subject elements: Hospitality and Hostmanship and strategic value creation - first external exam ... 12
6.1.1 Examination prerequisites ... 12
6.1.2 Formal requirements for the written project ... 12
6.1.3 Examination procedure ... 12
6.1.4 ECTS credits weight ... 12
6.1.5 Assessment criteria ... 13
6.1.6 Scheduled time ... 13
6.1.7 Examination language ... 13
6.1.8 Exam aids ... 13
6.2 The exam in the local subject element – elective – fifth internal exam ... 13
6.2.1 Examination prerequisites ... 13
6.2.2 Examination procedure ... 13
6.2.3 ECTS credits weight ... 13
6.2.4 Assessment criteria ... 14
6.2.5 Scheduled time ... 14
6.2.6 Examination language ... 14
6.2.7 Exam aids ... 14

7. Internship ... 14

7.1 Internship requirements and expectations ... 14
7.2 Examination method and examination prerequisites ... 15
7.3 The internship examination ... 15
7.4 Assessment criteria ... 16
7.5 Scheduled time ... 16
7.6 Examination language ... 16
7.7 Exam aids ... 16

8. The Bachelor project ... 16

8.1 Formal requirements of the examination ... 16
8.2 Examination procedure ... 17

8.3 Spelling and writing skills 17
8.4 ECTS credits 17
8.5 Assessment criteria 17
8.6 Scheduled time 17
8.6.1 Examination language 17
8.7 Exam aids 17

9. Subject elements that may be completed abroad 17
10. Withdrawal from exams 18
11. Learning and teaching methods 18
12. Compulsory participation and compulsory attendance 20
13. Student advisors 21
13.1 Student advisors 21
13.2 Lecturers as supervisors 21

14. Criteria for determining study activity 21
15. Credit transfer for subject elements 21
15.1 Subject elements from the same study programme passed at another educational institution 22
15.2 Credit transfer assessment (compulsory credit transfer) in connection with application for admission/enrolment on a study programme 22
15.3 In the event that a student does not meet their duty to disclose information on admission/enrolment 22
15.4 Pre-approval of credit transfer and final credit transfer 22

16. Language 23
16.1 Examination language 23

17. Resits and resits due to illness 23
18. Study aids 23
19. Special exam arrangements 23
20. Academic misconduct during exams 24
20.1 Use of own work and the work of others – plagiarism 24
20.2 Disciplinary actions in events of academic misconduct and disruptive behaviour during examinations 24

21. Complaints about exams and appeals against decisions 24
22. Exemption 24
23. Academic criteria for the selection of applicants for the top-up programme 24
24. Effective date and transition regulations 25

This text is a translation of a Danish curriculum intended for information purposes only. In the event of any discrepancy between this text and the Danish original, the original shall prevail. In addition, only the original, Danish text has legal validity.

1. Institutional part of the curriculum for the Bachelor's Degree Programme in International Hospitality Management

The curriculum for the programme is comprised of two parts (i.e. two sets of regulations)

1. The national part
2. The institutional part

The national part is prepared by the educational network for the study programme in order to ensure that the academic content of parts of the programme is identical across all educational institutions.

This institutional part is laid down by the study programme at the University College of Northern Denmark (UCN) and is designed to accommodate local and regional needs.

This institutional part of the Curriculum (as well as the national part) has been approved by University College of Northern Denmark (UCN) in accordance with all regulations applying to the programme, including the Ministerial Order on technical and mercantile academy profession degree programmes and professional bachelor's degree programmes (*Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser*).

In the event of any discrepancy between this Curriculum and other regulations governing the study programme, the other regulations take precedence.

2. Distribution and timing of national and local subject elements, internship and exams

Sem.	National subject elements	Local subject elements	ECTS	Internal/ external	Also called	Weight
1st	Employee and organisation development (12 ECTS credits)		12	Internal	*First internal part-exam*	2
	Business operations (13 ECTS credits)		13	Internal	*Second internal part-exam*	
		Local subject element (5 ECTS)	5	Internal	*Third internal exam*	1
2nd	Hospitality and Hostmanship (14 ECTS credits) Strategic value creation (11 ECTS credits)		25	External	*First external exam*	2
		Elective (5 ECTS)	5	Internal	*Fourth internal exam*	1
3rd	Internship		15	Internal	*Fifth internal exam*	2
	Bachelor's degree project		15	External	*Second external exam*	3
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 competencies and possibly an international network.

3. Local subject elements, including electives

The programme features local subject elements worth 10 ECTS credits. The local subject elements give the student the opportunity to qualify his/her study-related and professional competencies through specialisation and contextualisation of subjects that relate to the study programme's intended field of employment.

The local subject elements worth 10 ECTS consist of one institutional self-organised subject element worth 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 subject element: Employability. Its purpose is to build up the student's skills and competencies in relation to enabling future employment within the industry.

3.1 Electives

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

3.1.1 ECTS weight

The elective is worth 5 ECTS credits.

3.1.2. Examination language

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

3.2 Local subject element: Employability

3.2.1 Learning objectives

Knowledge
The student should be able 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 competencies

Skills
The graduate has acquired the skills needed to:

- identify the current and future competency 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 competencies and identify relevant, professional networks within the hospitality industry in which it would be beneficial to participate.

Competencies
The student should be able to:

- prepare a personal competency development plan based on the graduate's own competency 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.

The elective subject element is worth 5 ECTS credits.

3.2.2 Content

The purpose of the subject element is for the student to develop the ability to analyse and reflect on his/her own competencies relating to industry needs. The purpose is also for the student to prepare his or her own development plan based on the competency analysis. The plan must aim at developing the competencies required to develop the industry.

4. Framework and criteria for study programme examinations

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

4.1 Automatic registration for all exams

A subject element is completed by way of an exam that takes place immediately after the end of the element. When a student commences a subject element, the student will automatically be registered for the ordinary exam for that subject element.

A student cannot withdraw from any study programme exams.

If an exam was not 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 on the programme will be terminated.

However, if a student is on leave of absence, s/he will not automatically be registered for exams for that particular semester. After the end of the student's leave of absence, s/he will automatically be registered

for the exams that complete the semester s/he commences upon his/her return and also for prior, failed exams – if any.

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 at UCN's website.

5. First semester

The exam in the first semester is divided into two exam parts. These are the first internal part-exam (12 ECTS) and the second internal part-exam (13 ECTS), respectively.

Both part-exams must be passed, and the student will receive a single, total grade for the first-semester exam. The part-exams weight as follows for the total grade: First internal part-exam: 50% and the second internal part-exam: 50%.

5.1 First part-exam for the national subject element: Employee and organisation development – First internal exam

5.1.1 Examination prerequisites

The following are prerequisites for sitting the exam:

- According to paragraph 12 “Compulsory participate and compulsory attendance”, students must have participated in teaching and learning activities and have been present in the time specified.

5.1.2 Formal requirements for the written project proposal

- The maximum number of characters is 12,000 and the minimum is at least 75 % of the maximum number of characters.
- The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices. Appendices are not included in 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 proposal must be based on one of two potential, focused problems. Once the student has chosen the problem, s/he will have 48 hours to prepare the written project brief addressing the issue of the chosen problem.

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

5.1.4 ECTS credits weight

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 subject elements "employee and organisation development"

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

5.1.6 Scheduled time

The exam will take place medio first semester.

5.1.7 Examination language

The examination language is English.

5.1.8 Exam aids

No aids are allowed for the oral exam.

5.2 Second part-exam for the national subject element: Business operations – second internal exam

5.2.1 Examination prerequisites

The following are prerequisites for sitting the exam:

- According to paragraph 12 "Compulsory participate and compulsory attendance", students must have participated in teaching and learning activities and have been present in the time specified.

5.2.2 Formal requirements for the written case

- The allowed maximum number of characters is 16,800 and the minimum is at least 75 % of the maximum number.

- 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 at least 3 and no more than 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 weight

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 subject element ”Business operations”

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

5.2.6 Scheduled time

The exam will take place at the end of the first semester. Information about the time and venue for the exam as well as an exam description can be found on Pointer.

5.2.7 Examination language

The examination language is Danish.

5.2.8 Exam aids

No aids are allowed for the oral exam.

5.3 The examination in the local subject element: Employability - Third internal exam

5.3.1 Examination prerequisites

The following are prerequisites for sitting the exam:

- According to paragraph 12 “Compulsory participate and compulsory attendance”, students must have participated in teaching and learning activities and have been present in the time specified.

5.3.2 Formal requirements for the development plan

- The maximum number of characters is 12,000, and the minimum is at least 75 % of the maximum number of 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.

5.3.3 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 according to the 7point grading scale.

5.3.4 ECTS credits weight

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 subject element ”Employability”.

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

5.3.6 Scheduled time

The exam will take place at the end of the first semester. Information about the time and venue for the exam as well as an exam description can be found on Pointer.

5.3.7 Examination language

The examination language is Danish.

5.3.8 Exam aids

All aids are permitted.

6. Second semester

6.1 The examination for the national subject elements: Hospitality and Hostmanship and strategic value creation - first external exam

6.1.1 Examination prerequisites

The following are prerequisites for sitting the exam:

- According to paragraph 12 “Compulsory participate and compulsory attendance”, students must have participated in teaching and learning activities and have been present in the time specified.

6.1.2 Formal requirements for the written project

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 individual examination with an exam duration of 30 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 weight

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 subject elements ”Hospitality and Hostmanship” and ”Strategic value creation”

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

6.1.6 Scheduled time

The exam will take place in the second semester. Information about the time and venue for the exam as well as an exam description can be found on Pointer.

6.1.7 Examination language

The exam language is English.

6.1.8 Exam aids

Books and electronic aids are allowed, although not during the oral part of the examination.

6.2 The exam in the local subject element – elective – fifth internal exam

6.2.1 Examination prerequisites

The following are prerequisites for sitting the exam:

- According to paragraph 12 “Compulsory participate and compulsory attendance”, students must have participated in teaching and learning activities and have been present in the time specified.
- The student must have participated in one of the possible study trips, either the international trip or the Danish one.

6.2.2 Examination procedure

See the description of each elective and their examination in the appendices.

6.2.3 ECTS credits weight

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 subject element - Local subject element of the student's choice.

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

6.2.5 Scheduled time

The exam will take place in the second semester. Information about the time and venue for the exam as well as an exam description can be found on Pointer.

6.2.6 Examination language

The exam language is English.

6.2.7 Exam 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 will work on problems that are relevant to the profession while achieving knowledge of relevant work functions. The relationship between theoretical studies and the internship will be the starting point for the student's learning objectives for the internship.

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 period compares 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 their 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 furthermore 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 the student has two attempts remaining to pass the examination.

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 concluding written report must have an extent a maximum of 18,000 characters and as a minimum 75 % of the maximum number of 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 Scheduled time

The exam will take place at the end of the third semester. Information about the time and venue for the exam as well as an exam description can be found on Pointer.

7.6 Examination language

The examination language is Danish.

7.7 Exam aids

All aids are permitted, except during the oral examination.

8. The Bachelor project

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

8.1 Formal requirements of 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 or failure to meet all formal requirements for the written project report, which constitutes the written exam component, implies that the student is not allowed to attend the examination and that they have used one examination attempt.

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 other study programme exams have been passed.

8.2 Examination procedure

The examination is an externally assessed, oral examination based on the written bachelor's degree project. The bachelor's degree project report may be prepared individually or in groups of two or three students at the most.
Exam duration is 45 minutes per examinee, including time for deliberations, with the possibility of making a presentation of a maximum of 15 minutes' duration.

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

8.3 Spelling and writing skills

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 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 Scheduled time

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 as well as an exam description can be found on Pointer.

8.6.1 Examination language

The examination language is Danish.

8.7 Exam aids

Books and electronic aids are allowed, although not during the oral part of the examination.

9. 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.

Following the end of a pre-approved period abroad, the student has a duty to document the subject elements that were completed during that period. When applying for pre-approval, the student must consent to allow the educational institution to collect any information that may be required after the student has completed the period abroad.

On final approval of pre-approved credit transfer, the 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 Department may help students find out how to complete part of their study outside Denmark. Please contact UCN's International Department 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 the individual student who is responsible for finding out which subjects credits are offered etc. at the higher education institution of their choice. UCN's international office can offer advice etc. but does not go into the detailed planning of a study-abroad period. This is the student's own responsibility.

10. Withdrawal from exams

The regulations for withdrawal from exams can be found at www.ucn.dk/english under Examination Regulations for UCN's Undergraduate Programmes.

11. Learning and teaching methods

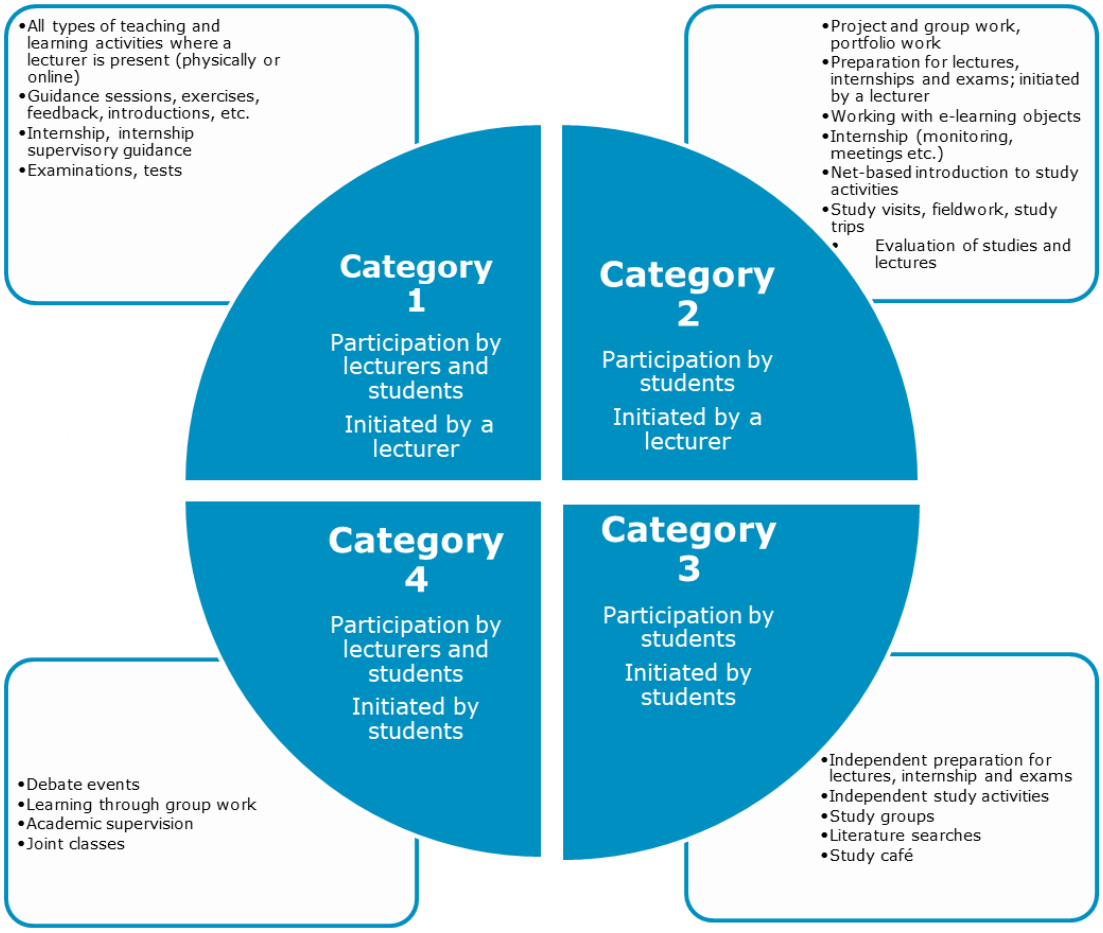
UCN's approach to learning is called 'Reflective Practice-based Learning'. By *Reflective* we mean that, throughout their studies, students are motivated to develop personal and academic competencies such as the ability to reflect on and assess their own learning outcomes.
Through systematic feedback processes, studies and contemplation on the profession's current knowledge and practices, the student will qualify himself/herself during the course of his/her studies to become an autonomous, innovative and problem-solving employee in relevant occupational functions. In so doing, and as a result of their studies, students will become strongly rooted in the profession/occupation that the study programme targets.

However, learning is not simply the transfer of knowledge from lecturer to student. A fundamental idea on the Bachelor's Degree Programme in International Hospitality Management is that learning takes place ***within*** the student and in his/her ***relations*** with fellow students and lecturers, and that students learn in different ways. This is why the study programme is designed around a range of teaching methods. The study activity model shows the different study activities that are used to help students achieve the learning objectives for the programme. It is important to emphasise, however, that the student must take ownership of their own education processes.

The study activity model for the programme is available on www.ucn.dk and each semester, the semester plan specifies which study activities in the study activity model will take centre stage in the semester in question.

According to the Ministry of Higher Education and Science, a student must achieve "30 ECTS credits of learning" per semester. One ECTS credits credit equates to 27 working hours for a student.

The Study Activity Model



As noted, the study programme uses a wide range of teaching and learning methods that – in combination – are intended to support the above and promote the achievement of the learning objectives described in this curriculum. Throughout the study programme, there is clear progression in the teaching and learning methods, from being knowledge-oriented and managed by the lecturer, to being problem-oriented and managed by the participants.

The learning and teaching activities are also based on relevant occupational practice and link together practice and theory: ***Practice-based Learning***. Professional problems and challenges from various types of businesses and companies related to the professional disciplines of the study programme are included in the subject fields of the programme.

Learning and teaching activities can be designed to include foreign languages in teaching materials and in the class room. The students' development of information and communication technology competencies are also supported through the learning and teaching methods used.

12. Compulsory participation and compulsory attendance

The study programme has a compulsory attendance percentage of at least 80 in each of the first and second semesters and absence will be recorded. The minimum requirement for attendance must be fulfilled before a student can sit the exams of the particular semester. Compulsory attendance is required because learning requires students to be present and actively participating in study activities.

In order to achieve the learning objectives and outcomes of the study programme and for the associated forms of teaching and learning to work, it is also important to underline that students are subject to compulsory participation in the shape of

- submission/presentation of assignments/projects etc.

Assignment submission may be expressed as an examination prerequisite.

The extent of compulsory attendance is stated in "Extent of compulsory attendance" which can be found on Pointer, and scheduled teaching and learning activities can be found in the timetable in TimeEdit.

Having met the requirements of compulsory attendance is prerequisite (a condition) for participating in the exams of the study programme.

Attendance will be recorded. More information about attendance registration can be found on Canvas.

If a student does not meet the compulsory attendance requirements before the ordinary exams, the student will have used an exam attempt.

In cases of non-compliance with compulsory attendance requirements, the study programme will require the student to write a *make-up assignment* corresponding to the extent of his/her absence. The study programme will determine whether the answer paper meets the requirements, before the student will be allowed to sit the exam. Formal requirements and formalities relating to the make-up assignment can be found on Pointer.

The student will be notified of whether the make-up assignment *meets the requirements or not*, but the assignment will not receive any feedback. If the make-up assignment is not submitted in due time or correctly, of if the the requirements to the make-up assignment have been met, the student will not be allowed to sit the exam and will thus have used an exam attempt.

Non-compliance with compulsory attendance/the examination prerequisite, e.g. if a written assignment is rejected, or in cases of non-compliance with formal requirements, means that the student will have used an exam attempt.

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. Student advisors

13.1 Student advisors

If a student is finding it difficult to meet study programme requirements for compulsory participation and attendance, they can contact the programme's student advisor. Students can also turn to the student advisor if they have questions about the design and course of studies, periods abroad etc. Find contact information for your student advisor on www.ucn.dk/english.

13.2 Lecturers as supervisors

Lecturers on the study programme often act as supervisors to the students when it comes to study activities such as project work.

Supervisory guidance is provided because UCN wishes to:

- support the development of a good learning environment
- support social learning processes and constructive collaboration
- support innovation and development
- support study groups to gradually take over the functions of the supervisor at a pace that matches the group's competencies

generally, the supervisor will focus on project and learning processes, particularly

1. the content of the project
2. working methods and processes
3. group dynamics and processes
4. learning and metacognition.

14. Criteria for determining study activity

A student's enrolment on a study programme will be terminated if the student has failed to pass at least one exam over a continuous period of at least one year (non-compliance with study activity requirements).

Periods during which a student has not actively participated in their studies due to leave of absence, maternity or paternity leave, adoption of a child, verified illness or military service are not considered as non-compliance with study activity requirements. On request, the student must provide documentation of such matters.

The study programme may grant exemption from these provisions in exceptional circumstances. An application for exemption must be submitted to the programme director.

The student will be informed in writing before their enrolment is terminated. In connection with such notification, students will be made aware of the above-mentioned regulations.

15. Credit transfer for subject elements

Credit transfer evaluations take place in different situations.

15.1 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 providing the same study programme.

15.2 Credit transfer assessment (compulsory credit transfer) in connection 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 programme and about any work experience that may be assumed to warrant credit transfer, the study programme will decide whether or not to grant credit transfer in each individual case and based on completed educational elements and work experience that compare with subjects, course units or internship elements. The decision whether to award credit transfer is based on an academic assessment.

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

Twice a year (in July and January, respectively, in connection with the start of studies), any applications submitted by students subsequent to a failure to disclose information about prior education and work experience on admission/enrolment, are assessed to determine whether or not credit transfer should be granted.

This means that students may have to wait longer than anticipated for a decision of credit transfer.
It is therefore the student's choice to run the risk that a decision of credit transfer is not made in due time before the examination concerned.

- *IF the student does not sit the examination,* and UCN later decides NOT to grant the student transfer credit, the student will have used an 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, credit transfer will NOT be awarded because the student has decided to sit the exam. In this instance, the grade from the 'new' exam will be applicable 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 than the 'new' exam grade, and irrespective of whether the student failed the 'new' exam.

Once the student has decided to attend an examination this will exclude the possibility of awarding transfer credit after the application has been processed, even in cases where transfer credit would have been awarded.

15.4 Pre-approval of credit transfer and final credit transfer

If a student wishes to obtain credit transfer for a subject element under this Curriculum, the student must submit an application for pre-approval of credit transfer prior to leaving UCN for another educational institution in Denmark or abroad.
Pre-approval of credit transfer is carried out by UCN.

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

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

For an in-depth description of the rules, please refer to the current Examination regulations for UCN's undergraduate programmes.

16. Language

All teaching and learning materials are all in English and all lessons and lectures are delivered in English.

Students are not required to have any knowledge of foreign languages other than that stated in Ministerial Order no. 223 of 11 March 2014 on admission to academy profession degree programmes and professional bachelor's degree programmes (the Admission Order).

16.1 Examination language

If a student is enrolled in a study programme that is provided in English, the exam language will be English. It is not possible to make agreements for doing the examination in any other language.

17. Resits and resits due to illness

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

18. Study aids

Regulations on the restricted use of study and exam aids, if any, are set out in the description of each individual examination.

19. Special exam arrangements

Students may apply for special examination arrangements if a physical or mental impairment qualifies them to do so. The application must be submitted to the study programme no later than four weeks before the exam is to be held. The application deadline may be waived in cases of sudden health-related problems. The application must be accompanied by a medical certificate, a statement from e.g. an institute for speech, hearing, dyslexia or for the blind, or other evidence of the student's health-related condition or relevant specific impairment.

If the exam language is Danish:

Students whose mother tongue is not Danish may apply for permission to bring dictionaries to exams where aids are not otherwise permitted.

Applications for permission to bring other aids must be submitted to the study programme no later than four weeks before the exam is to be held.

20. Academic misconduct during exams

When handing in a written exam assignment or answer paper, the student must confirm by signature that the assignment/answer paper was written without undue help.

20.1 Use of own work and the work of others – plagiarism

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

20.2 Disciplinary actions in events of academic misconduct and disruptive behaviour during examinations

Regulations on disciplinary actions in the event of academic misconduct and disruptive behaviour during exams can be found on www.ucn.dk/english in the Examination regulations for UCN's undergraduate programmes.

21. Complaints about exams and appeals against decisions

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

22. Exemption

In the case of exceptional circumstances, the educational institution may grant exemption only from those regulations in this institutional part of the Curriculum that were laid down by the educational institution individually. The educational institutions co-operate on a uniform exemption practice.

23. Academic criteria for the selection of applicants for the top-up programme

If all applicants applying to the study programme cannot be admitted for reasons of capacity, one or more of the following academic criteria will be considered (not listed in order of priority):

- Grades achieved in (business)economics (“økonomi”) as well as the student's final degree project
- Application letter 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)
- Applicants may also be invited for an interview before their possible admission.

24. Effective date and transition regulations

This institutional part of the Curriculum is valid from 1 September 2019 and applies to all students enrolled on the programme and to students who enroll on the programme as of that date.

The 2018 Curriculum will be repealed as of 31 August 2019. This, however, does not apply to examinations that have commenced before the date of repeal. All these examinations must be finalized before the end of August 2020.

Elective **Appendix 1 – Destination development – Italy**

Second semester, International Hospitality Management (IHM)

Weight: 5 ECTS

Content:
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.

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.

Learning outcomes:

Knowledge:
The students should have acquired knowledge about:

- 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

Skills:
The students should be able to:

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

Competencies:
The students should be able to:

- 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.

Examination:
The examination is carried out in groups of three to five students and includes two parts:

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

- 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 maximum allowed length of the written assignment is 24,000 characters including blank spaces. The minimum required length is 75% of the maximum number of characters.
- The examination is oral and based on the written assignment and a group presentation. The presentation form is free, e.g., poster, video, PowerPoint or Prezi.
- The oral examination takes 20 minutes per student, including time for deliberations.

Appendix 1 Destination development – Denmark

Second Semester, International Hospitality Management (IHM)

Weight: 5 ECTS

Content:
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.

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.

Learning outcomes:

Knowledge:
The students should have acquired knowledge about:

- 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

Skills:
The students should be able to:

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

Competencies:
The students should be able to:

- Participate in destination development, including development of marketing and branding strategies on the level of individual stakeholders and on the destination level
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Appendix 1 – Event Management – Italy

Second semester, International Hospitality Management (IHM)

Weight: 5 ECTS

Content:
The aim of this module is to qualify the student to understand, analyse and develop an event aimed at the hospitality industry.

Learning outcomes:

Knowledge:
The students should have acquired knowledge about:

- 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.

Skills:
The students should be able to:

- 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.

Competencies:
The students should be able to:

- Individual, or in cooperation, participation in the operational, tactical and strategic work in regards to the development, planning and implementation of an event.

Examination:
The examination is carried out in groups of three to five students and includes two parts:

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

- 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 the second semester of the IHM programme.
- The maximum allowed length of the written assignment is 24,000 characters including blank spaces. The minimum required length is 75% of the maximum number of characters.
- The examination is oral and based on the written assignment and a group presentation. The presentation form is free, e.g., poster, video, PowerPoint or Prezi.
- The oral examination takes 20 minutes per student including time for deliberations.

Appendix 1 – Event Management – Italy

Second semester, International Hospitality Management (IHM)

Weight: 5 ECTS

Content:
The aim of this module is to qualify the student to understand, analyse and develop an event aimed at the hospitality industry.

Learning outcomes:

Knowledge:
The students should have acquired knowledge about:

- The different tasks relating to an event
- Stakeholders and how the stakeholder analysis can contribute to the development and content of the event.

Skills:
The students should be able to:

- 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.
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- The oral examination takes 20 minutes per student including time for deliberations.