

Curriculum Service, Hospitality and Tourism Management

Institutional section

2016 - 2018



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1. Overview of examinations

Overview of all examinations and their order

Semester scheduling	Examination	120 ECTS credits distribution	Assessment	Grading
1 st semester	First-semester examination	10	Internally assessed	7-point grading scale
2 nd semester	First-year interdisciplinary examination	31	Externally assessed	7-point grading scale
2 nd semester	Business economics examination	9	Internally assessed	7-point grading scale
2 nd semester	Elective educational component (Specialisation) examination 1	10	Internally assessed	7-point grading scale
3 rd semester	Internship examination	15	Internally assessed	7-point grading scale
3 rd semester	Elective educational component (Specialisation) examination 2	5	Internally assessed	7-point grading scale
4 th semester	Development and communication examination	25	Externally assessed	7-point grading scale
4 th semester	Final examination project	15	Externally assessed	7-point grading scale

Information about the time and venue for examinations can be found in the Academic calendar and in Wiseflow

2. Framework and criteria for the study programme's examinations

2.1 First-semester examination

Examination participation prerequisites

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

- All learning activities¹ in the 1st semester must be approved²;
- Compulsory participation in an individual semester talk with the Class coordinator;
- The written part, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar.

Non-performance in one or more study activities³ or incorrect submission of the written paper, which is regarded as the written part of the examination in question, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Examination procedure

The examination is a group examination⁴ with individual assessment. The examination is assessed according to the 7-point grading scale.

The examination is worth 10 ECTS credits.

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

² Before submission of the written part.

³ Study activities cover all compulsory activities in the programme.

⁴ Allowed groups size is 3-5 students.

An overall individual single grade is given to each examinee, based on the assessment of the written part (1/2 of the grade) and the oral part (1/2 of the grade).

Examination duration is 20 minutes per examinee, including deliberation.

Formal requirements to the written part

The written paper may not exceed 17 standard pages (a maximum of 40,800 characters with spaces).

A standard page includes 2,400 characters with spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

Non-compliance with the requirements means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Assessment criteria

The assessment criteria for the examination in question are the same as the learning outcomes for the compulsory educational components: Philosophy of science and methodology 1 and Industry knowledge 1⁵.

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

Scheduled time

The examination will take place at the end of the 1st semester. Further information about time and venue as well as submission of the written part can be found in the Academic calendar and in Wiseflow.

Examination language

English

2.2 First-year interdisciplinary examination

Examination participation prerequisites

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

- All learning activities⁶ in the 2nd semester must be approved before the start of the examination⁷.
- The written part, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar.

Non-compliance with the requirements means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Examination procedure

The examination is an externally assessed individual oral examination based on a case and questions announced 48 hours prior to the examination.

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

The examination is worth 31 ECTS credits.

⁵ See Table 3.3 in the national section of the Curriculum 2016-18 for more details.

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

⁷ Before case or assignment announcement.

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

Examination duration is 30 minutes per examinee, including time for deliberation.

Formal requirements to the written part

The written paper may not exceed eight standard pages (a maximum of 19,200 characters including spaces and footnotes). A standard page includes 2,400 characters with spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

Non-compliance with the requirements means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Assessment criteria

The assessment criteria for the examination are the same as the learning outcomes for the compulsory educational components:

Service design 1+2, Leadership & Project management 1+2, Creativity & Innovation 1, Strategy & Business plan 2, Service marketing & Trends 1+2, Business communication and networking 2, Global service economics 1, Intercultural competencies 2

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

Scheduled time

The examination will take place at the end of the 2nd semester. Further information about time and venue as well as release and submission of the case and written paper can be found in the Academic calendar and in Wiseflow.

Examination language

English

2.3 Business economics examination

Examination participation prerequisites

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

- All learning activities⁸ in the 2nd semester must be approved before the start of the examination⁹.
- The written part, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar.

Examination procedure

The examination is an internally assessed individual oral examination based on a case and questions. The case must be solved within 24 hours. The examination is assessed according to the 7-point grading scale.

The examination is worth 9 ECTS credits.

An overall individual single grade is given based on a weighting of the written part (1/3 of the grade) and the oral performance (2/3 of the grade).

Examination duration is 25 minutes per examinee, incl. time for deliberation.

Formal requirements to the written part

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

⁹ Before case or assignment announcement.

The written paper may not exceed eight standard pages (a maximum of 19,200 characters with spaces and footnotes). A standard page includes 2,400 characters with spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

Non-compliance with the requirements means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Assessment criteria

The assessment criteria for the examination are the same as the learning outcomes for the compulsory educational component: Business economics 1+2.

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

Scheduled time

The examination will take place at the end of the 2nd semester. Information about time and venue can be found in the Academic calendar and in Wiseflow.

Examination language

English.

2.4 Development and communication examination

Exam prerequisites

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

- The written report, which makes up the basis of the assessment and of the exam, must meet the formal requirements (see below) and it must have been submitted on time, as per the Academic calendar.

Exam procedure

The exam is an externally assessed group examination¹⁰ with individual assessment of the following three elements:

- 1) The written paper
- 2) Group presentation of the business plan
- 3) Group discussion and group examination of the business plan

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

The examination is worth 25 ECTS credits.

The written and oral elements will be assessed as a whole, leading to a single, total grade.

Exam duration is 20 minutes per student, including time for deliberations, however, exam duration may not exceed 80 minutes per group.

¹⁰ 3–5 students per group

Formal requirements

1) The written paper

The students must write up and submit one written answer paper – a business plan. The business plan must, as a minimum, live up to the following:

The business plan must be written up according to the basic structure that is presented before the exam

The maximum extent of the business plan is 20 standard pages (max. 48,000 characters including spaces and footnotes), of which maximum 2 standard pages (max. 4,800 characters) must be an Executive Summary.

The cover page, table of contents, reference list and appendices are not included in the required number of pages. Appendices are not assessed.

2) Group presentation of the business plan

The presentation of the business plan must, as a minimum, live up to the following:

The presentation must be made by the group. A maximum of five minutes will be assigned per group member

3) Group discussion and group examination of the business plan

Assessment criteria

The following learning objectives are included in the assessment of the exam performance: The learning objectives for the third and fourth semester in the compulsory educational components: Service law, Organisation & HR, Creativity & innovation, Strategy & business plan, Service marketing & trends, Business economics, Business communication & networking and Intercultural competencies.

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

Scheduled time

The exam will take place halfway through the fourth semester. Further information on times and venues can be found in the Academic calendar and Wiseflow.

Exam language

English

3. Elective educational components (Specialisation): Tourism management, Hotel & Restaurant management and Sport & Event management

Content

The elective educational components (Specialisation) give the students the opportunity to qualify their study and professional competence through specialising and further expanding subjects.

Each year, the study programme offers three elective educational components (Specialisation), i.e. Tourism management, Hotel & Restaurants management and Sport & Event management. The educational components take different trades as their starting point; and the learning outcomes are thus adapted to the individual educational component.

ECTS credits

15 ECTS.

Curriculum for Service, Hospitality & Tourism Management – Institutional section

Learning outcome – Tourism management1st semester	2nd semester	3rd semester
<p>(2 ECTS)</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • The players and elements that form part of the tourism industry • The tourism industry, incoming and outgoing tourism, the tourism system as well as the destination concept, including public and private players • Different segments and types of tourists • The interdependence and collaboration of the tourism players 	<p>(8 ECTS)</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • The elements and players of the destinations • Tourism supply and demand • Tourism markets and segments • The Package Travel Act and the Package Travel Directive as well as other legal elements in relation to the tourism trade • The latest trends • Marketing of private tourism companies with focus on the commercial aspect (not destinations) • The development of Nordic tourism, including winter, urban and rural tourism 	<p>(5 ECTS)</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • Tourism policies, planning and development • Marketing and branding of tourism destinations • Understanding in practice about the tourism trade through visits or lectures made by professionals from the tourism trade <p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Assess policies, planning and development as well as destination marketing and branding in a practical context and set up possible solutions • Achieve practical understanding of the tourism trade through visits or lectures made by tourism professionals
<p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Apply their knowledge within incoming and outgoing tourism • Assess the characteristics of a tourism system • Achieve practical understanding of the tourism trade through visits or lectures by tourism professionals 	<p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Identify and analyse the latest tourism trends and tendencies • Assess tourism markets and segments as well as the players and elements of the destinations • Achieve practical understanding of the tourism trade through visits or lectures made by tourism professionals <p>Competences:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Prepare a destination analysis by means of relevant analyses, statistics, reports, strategies, etc., locally, regionally, nationally and internationally • Contribute to developing, designing and planning new tourism services at the destinations 	<p>Competences:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Work across disciplines in relation to policies, planning and development as well as destination marketing and branding • Acquire new knowledge of policies, planning and development as well as destination marketing and branding in a structured context

Learning outcomes – Hotel & Restaurant management

1st semester	2nd semester	3rd semester
<p>(2 ECTS)</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • Traditions and trends within the hotel, MICE and restaurant trade as well as an understanding of the interaction with related trades • National and international hotel, conference and restaurant-related classification systems, certifications and ownership forms <p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Understand the difference between job assignments in all departments in 	<p>(8 ECTS)</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • The MICE market, including present and future perspectives for the trade as well as the processes underlying the holding of hospitality-related events • Gastronomical tendencies, trends and cultural differences • The legal matters and legislation in respect of the running of hotels, MICE and restaurants <p>Skills:</p> <p>The students should be able to:</p>	<p>(5 ECTS)</p> <p>Knowledge:</p> <p>The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • The applied strategic collaboration models and growth strategies of the hospitality sector <p>Skills:</p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Communicate issues through knowledge of the make-up of the international hospitality trade and identify leading companies which have had a marked influence on developments in the hospitality trade <p>Competences:</p> <p>The students should be able to:</p>

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<p>order to succeed and be able to cooperate in all trade contexts</p>	<ul style="list-style-type: none"> • Compare and price the services of hotels and restaurants • Assess and optimise the earnings of the hotels, restaurants and conferences based on revenue management, additional sale/up-selling and key figures • Identify needs and requirements for the management of conferences or other events within the MICE sector, compared with the purpose of holding the conference • Identify F&B concepts, new gastronomical trends and their historical development • Make suggestions for menu planning in relation to the concept of the restaurant and as a strategic tool for additional sale <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Take part in the planning of a conference/meeting/event, including understand how to join a professionally run project team • Make suggestions for developing a hotel, restaurant or meeting and conference concept in an innovative context <p>Handle the conversion into sustainable operation of companies in the hotel, restaurant and MICE trade</p>	<ul style="list-style-type: none"> • Acquire knowledge and understanding of strategic initiatives in the hospitality trade and suggest solutions based on this
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Learning outcome – Sport & Event management

1st semester	2nd semester	3rd semester
<p>(2 ECTS)</p> <p>The sport industry from an experience economy perspective:</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • What is sport from an experience economy context? • What characterise products within the sport and event industry? <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Assess different Danish and international systems within the sport world which create the context behind the sport industry <p><i>Competences:</i> The students should be able to:</p>	<p>(8 ECTS)</p> <p>Event and event management:</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • What is strategic event management, and what role do events and event management have in a regional as well as a global context? • What characterises an event and the planning process underlying the finished event experience? <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Apply, analyse and communicate product and concept development within strategic event management • Apply the stages in relevant theoretical planning models to plan and implement a specific event <p><i>Competences:</i></p>	<p>(5 ECTS)</p> <p>Sport and politics</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • The sport organisation and its place in the political context as well as the sport industry's significance to society <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Assess practical issues about associational sports in future • Communicate practical issues and suggested solutions to stakeholders and partners as well as members of the sport world <p><i>Competences:</i> The students should be able to: <i>Not required at this level</i></p>

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<ul style="list-style-type: none"> Understand the concept of sport and the organisation of sport in general as well as the significance of sport in relation to society Understand the connection between sport and society as an overall experience industry <p>Product and concept development</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> What is concept development and how can the concept be used as part of product developments within the sport and event industry? <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> Apply different creative tools for product/concept development as well as assess qualitative issues and set up possible solutions <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> Assess and develop a product/concept within the sport and event industry 	<p>The students should be able to:</p> <ul style="list-style-type: none"> Apply event management and underlying strategic, tactical and practical tools to develop an event Assess relevant stakeholders in connection with organising and holding events as well as how to make use of relations to these stakeholders <p>The consultant's role:</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> An introduction into the basic concepts characterising the work of the consultant <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> Assess different consultant/advisor roles to describe the future development of the service enterprise <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> Understand the consultant/advisor concept in relation to external as well as internal services to a client/customer <p>Sponsoring and fund-raising</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> What do the concepts sponsoring and fund-raising cover? What is the significance of sponsoring and fund-raising to organisations within the sport and event industry? <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> Prepare basic elements for the development of concepts to seek funds through sponsoring and fund-raising Assess strategic and practical sponsoring and fund-raising initiatives in sport and event organisations <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> Convert theory into practice in respect of handling the development of sponsorship concepts and fund-raising projects adapted to the individual event or the needs of the sport organisation 	<p>Coaching / teambuilding: (3)</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> An introduction to the coaching concept and teambuilding <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> Apply coaching and teambuilding courses as a development tool <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> Understand and assess the significance of coaching and teambuilding within the sport world <p>Sport law</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> General business-law concepts as well as legal concepts related to sport and leisure General conflict solving, in society in general as well as in the sport and leisure sector The special property law and public law regulatory systems of special importance to the sport and leisure sector <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> Apply and assess the laws that regulate the sport authorities, including the act on non-formal adult education activity Communicate practice-related legal decisions on sport issues to the users of the sport sector <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> Acquire knowledge of business law concepts relating to sport and leisure Handle issues within the sport law area <p>The role of coach and trainer (HR management)</p> <p><i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> The many-sided functions and roles of the coach/trainer in the execution of their daily work The qualifications, personally as well as professionally, required for a coach/trainer to fulfil their role in the best way <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> Carry out the trainer's role of leader and communicator through planning in connection with management of meetings, negotiations, instructions and teaching Assess the significance of teamwork and the role of the coach/trainer in order to achieve
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		<p>success</p> <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Handle and assess the recruitment and management of trainer teams based on their competences and practical sporting results <p>Sport economics <i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • The special economic conditions governing the sport world <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Assess and communicate key performance indicators to the stakeholders of the sport world <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Understand and use knowledge of the special economic conditions within the sport world and its players <p>Sport and media <i>Knowledge:</i> The students should have acquired knowledge about:</p> <ul style="list-style-type: none"> • What is the connection between sport and media, and how do the two parties influence each other? • How do sport and event organisations work actively to handle media as a promotion and public relations platform? <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Assess which central media to be used by a sport and event organisation with focus on relations to the organisation's surroundings • Understand the importance of communicating with the organisation's central stakeholders through various communication channels <p><i>Competences:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Acquire knowledge of how to solve organisational communication needs in practice • Understand theoretical communication models and their use in respect of practical promotion and public relations objectives
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Scheduled time

1st - 3rd semester

3.1 Elective educational component (Specialisation) examinations

Elective educational component (Specialisation) examination 1

Examination participation prerequisites

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

- All learning activities¹¹ of the elective educational component in the 2nd semester must be approved before the start of the examination
- The written paper, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar.

Non-performance of one or more study activities¹² or incorrect submission of the written paper, which is regarded as the written part of the examination in question, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Examination procedure

The examination is an internally assessed individual oral examination where the written paper is presented and defended at the internal conference.

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

The examination is worth 10 ECTS credits.

One individual grade is given, based on an overall assessment of the written and oral performance. The student has a duty to attend the whole conference.

Examination duration is 30 minutes per examinee, including time for deliberation.

Formal requirements to the written part

The student must prepare an article based on the learning outcome of the elective educational component in the 1st and 2nd semester. The article must take its point of departure in a problem/challenged observed within the industry. The student must present the article at an internal conference for fellow students, academic supervisor and examiner. The article must include the following:

- Title and author's name
- Topic
- Methodology
- Literature review
- Secondary data analysis. Optionally, primary data analysis can be used
- Conclusion & Future research
- Reference list (incl. all sources referred to in the paper)
- Appendices (include only appendices central to the paper)

The written paper may not exceed seven standard pages (a maximum of 16,800 characters with spaces and footnotes).

A standard page includes 2,400 characters with spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

Non-compliance with the requirements means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Assessment criteria

¹¹Information on learning activities as well as release and submission information can be found in the Academic calendar.

¹² Study activities cover all compulsory activities in the programme.

The assessment criteria for the examination in question are the same as the learning outcomes for the compulsory educational component:

Elective educational component (Specialisation) 1 + 2.

The learning outcomes are described in Chapter 3.

Scheduled time

The examination will take place at the end of the 2nd semester. Further information about time and venue as well as submission of the written part can be found in the Academic calendar.

Examination language

English

Elective educational component (Specialisation) examination 2

Examination participation prerequisites

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

- All learning activities¹³ in the 3rd semester must be approved before the start of the examination
- The written paper, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar

Non-performance of one or more study activities¹⁴ or incorrect submission of the written paper, which is regarded as the written part of the examination in question, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Examination procedure

The examination is an internally assessed individual written examination.

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

The examination is worth 5 ECTS credits.

An overall individual single grade is given based on the assessment of the written performance.

Formal requirements to the written part

The written paper – three professional blog posts that constitute the assessment as well as the examination basis must as a minimum live up to the following requirements:

- The student is required to produce three professional blog posts. Each blog post must present and discuss a new trend and tendency within the chosen area of specialisation
- The blog posts must include relevant theory that can be applied in a practice-related and development-oriented context
- The blog posts must include a proper referencing system.

The written paper may not exceed six standard pages (a maximum of 14,400 characters with spaces and footnotes), and each blog post may not exceed two standard pages (a maximum of 4,800 characters with spaces and footnotes).

¹³ Information on learning activities as well as release and submission information can be found in the Academic calendar.

¹⁴ Study activities cover all compulsory activities in the programme.

A standard page includes 2,400 characters with spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

Non-compliance with the requirements means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Assessment criteria

The assessment criteria for the examination in question are the same as the learning outcomes for the compulsory educational component:

- Elective educational component (Specialisation) 3

The learning outcomes are described in Chapter 3.

Scheduled time

The examination will take place at the end of the 3rd semester. Further information about time and venue as well as submission of the written part can be found in the Academic calendar.

Examination language

English

4. Internship

Internship requirements and expectations

During the internship, the students work on discipline-specific issues within the core areas¹⁵ of the study programme and achieve knowledge of relevant business functions. The students will be associated with one or more companies during the internship. The internship may be organised in a flexible, varied manner and may form the basis of the students' final examination project.

Based on the learning outcomes for the internship, cf. the national section of this Curriculum, the students and the supervisors/contact persons will collaborate on setting the specific goals for the learning outcomes of the internship.

These goals will determine the planning of the students' internship tasks and work.

The internship should be likened to a full-time job with the same requirements for working hours, effort, commitment and flexibility that Service, Hospitality & Tourism Management graduates can expect to meet in their first jobs.

4.1 Internship examination

Examination participation prerequisites

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

- The written part, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar.

¹⁵ See § 10, Article 2, no. 1, § 11, Article 2, no. 1 and § 12, Article 2, no. 1 of Ministerial Order no. 1521 of 16 December 2013 on Academy Profession Programmes and Professional Bachelor Programmes.

Non-performance in one or more study activities or incorrect submission of the written papers, which are regarded as written part of the examination in question, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Examination procedure

The examination is an internally assessed individual oral examination based on the internship project report, reference letter and internship reflections.

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

The examination is worth 15 ECTS credits.

One individual overall grade is given based on an overall evaluation of the written and oral performance. Examination duration is 30 minutes per examinee, including time for deliberation.

Formal requirements to the written part¹⁶

The project report, that constitutes the written part of the examination, must live up to the following formal requirements and as a minimum include:

- Cover page with author's name, class and number of characters with spaces (follow the Internship guide instruction)
- Table of contents
- Introduction, incl. problem area and research question
- Main body, divided into chapters¹⁷
- Solutions based on analysis of the collected primary and secondary data
- Conclusion
- Reflection chapter
- Reference list (incl. all sources referred to in the paper)
- Appendices (include only appendices central to the paper)

The written assignment⁶ may not exceed 19 standard pages (a maximum of 45,600 characters, including spaces and footnotes), of which the reflection chapter may not exceed four standard pages (a maximum of 9,600 characters, including spaces and footnotes).

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

Non-compliance with the requirements means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Assessment criteria

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

Scheduled time

The examination will take place after completion of the internship. Further information about time and venue and submission of the written part can be found in the Academic calendar and in Wiseflow.

¹⁶Further description can be found on Canvas.

¹⁷Requirements to the content are published together with the assignment presentation. Requirements can be found on Canvas and Wiseflow.

Examination language

English

5. Final examination project

Please consult the national section of the Curriculum for the Service, Hospitality & Tourism Management programme for final examination project requirements as well as learning outcomes.

5.1 Final examination project

Examination participation prerequisites

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

- The internship examination and other examinations of the study programme must be passed and all learning activities must be approved before the start of the examination.
- The written part, i.e. a final examination project report, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. common provisions for the Final examination project, and must be submitted in due time, cf. the Academic calendar.

Incorrect submission of the written project report, which is regarded as written part of the examination in question, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

Examination procedure

The examination is an externally assessed oral examination based on a written project report.

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

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

Examination duration is 60 minutes per examinee, including time for deliberation. A maximum of 15 minutes of the time may be used for presentation of the project.

The examination is worth 15 ECTS credits.

Assessment criteria

The assessment criteria for the examination are the same as the learning outcomes for the final examination project. The learning outcomes are described in the national section of this Curriculum.

Writing and spelling skills as well as the ability to use the correct technical terms form a part of the assessment (1/10 of the grade).

Scheduled time

The examination will take place at the end of the 4th semester. Information about time and venue can be found in the Academic calendar and in Wiseflow.

Examination language

English.

6. Educational components that may take place abroad

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

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

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

7. Learning and teaching forms

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

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

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

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

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

8. Credit transfer for the elective educational components

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

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

9. Obligation to participate

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

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

Furthermore, some programme elements may have compulsory attendance.

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

10. Criteria for assessing study activity

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

The definition of study activity is that within the past 12 calendar months the students

- have participated in at least two different examinations;
- have passed at least one examination;
- have fulfilled their obligations to participate in any kind of activity that is part of the education, including group projects, joint projects, distance learning activities etc. as described in this Curriculum;
- have submitted the assignments, reports, learning activities, etc. that are prerequisites for participating in examinations as described in this institutional section of the curriculum; the coursework being academically honest and not including material which is the copyright of others; and
- have attended activities to which an obligation to attend applies as stated in this institutional section of the curriculum.

Non-compliance with one or more criteria in the definition of study activity may cause cessation of registration as a student.

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

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

Before registration is terminated, the individual students will be notified in writing. In connection with such notification, the students will be made aware of the above rules. The letter to the students must state that they have 14 days to document that periods in which they did not participate actively in studies should not count in; together with a deadline for making an appeal for exemption.

If the students have not responded within the fixed deadline, their registration as students will be terminated.

If the students request that registration is not terminated, the procedure will be suspended until the programme director has decided the case.

The students may make a complaint about the decision to the programme director within two weeks of receipt of the decision. The complaint will suspend the proceedings. If the programme director maintains the decision, the students may appeal to the Ministry of Higher Education and Science within two weeks of receipt of the decision, but only in respect of legal matters.

The rules about the examinations in which the students must have participated before the end of the 2nd semester and passed before the end of the 2nd semester according to Ministerial Order no. 1519 of 16 December 2013 on examinations in higher education programmes (Examination Order), and the deadlines for

completion of the programme stated in the ministerial order for this study programme, remain in force regardless of the stipulations in this document.

11. Language

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

The students' English skills must meet the requirements of the Admission Order. Students are not required to have any knowledge of foreign languages other than that stated in the Admission Order.

11.1 Examination language

The examination language is English.

12. Illness resit examinations and resit examinations

12.1 Illness resits

Students who were prevented from attending an examination owing to verified illness or other unforeseen reason will be able to resit the (illness resit) examination as soon as possible. If the examination takes place in the final examination term, the students will have the opportunity to sit the examination in that examination term or immediately after the term.

The illness resit examination may be identical with the next ordinary exam. It is the students' responsibility to stay informed on when (illness) resit examinations will be held.

Information about time and venue for illness resits can be found in the Academic calendar and in Wiseflow.

Illness must be verified by a medical certificate. The educational institution must receive the medical certificate within three working days after the examination was held. Students who suffer from acute illness during an examination must substantiate that they have been ill on the day in question.

If illness is not verified according to the above rules, the students will be considered to have made an examination attempt.

It is the students' responsibility to cover the expense of the medical certificate.

12.2 Resits

Where students have failed or not attended an examination, they are automatically registered for a resit, as long as examination attempts remain. The resit may be identical with the next ordinary examination.

It is the students' responsibility to stay informed about when resits will be held.

Information about time and venue for illness resits can be found in the Academic calendar and in Wiseflow.

The programme can grant exemption from continued registration when this is founded in exceptional circumstances, including documented disability.

13. Study aids

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

14. Special examination arrangements

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

15. Academic misconduct at examinations

On submission of a written examination assignment, the students must confirm by signature¹⁸ that the assignment was prepared without undue help.

15.1 Use of own work and that of others – plagiarism

Academic misconduct at examinations in the form of plagiarism are instances where a written assignment, in full or in part, appears to have been made by the students themselves, even though the assignment

- includes identical or near-identical wording of other people's statements or works where the text is not set off by quotation marks, italics, indentation or any other clear indication with a reference to the source, cf. UCN's requirements for written work;
- includes substantial sections of text that are so similar to another work in wording etc. that on comparison it is clear that the sections could not have been written without the use of the other work;
- includes the use of the words or ideas of others without giving due credit to the sources; and
- re-uses text and/or central ideas from their own previously assessed works without observing the stipulations in sections 1 and 3.

15.2 Disciplinary actions in events of academic misconduct and disruptive behaviour

During examinations

An examinee who without question

- unduly obtains help; or
- helps another student do an assignment, or
- uses non-authorised aids

and

an examinee who

- behaves in a disruptive manner

at an examination may be expelled from the examination room while the examination is taking place by the programme director, a person authorised by the director, or jointly by the assessors. In such cases, the justification of the expulsion from the examination room will be assessed in connection with the subsequent decision on the sanctions to be imposed.

In cases of less serious disturbing behaviour, the students will first be given a warning.

¹⁸ Takes place automatically through our digital examination platform WISEflow.

15.3 Suspected academic misconduct at examinations, including plagiarism, during and after the examination

If, during or after an examination, an examinee is suspected of

- having obtained or provided undue help;
- passing off another person's work as their own (plagiarism), or
- having used his/her own previously assessed work or parts of it without reference (plagiarism), this will be reported to the programme.

15.4 Process of identifying academic misconduct, including plagiarism

Suspension of the examination

If the reported misconduct regards plagiarism in a written assignment that is to make up the basis of assessment for a subsequent oral examination, the programme director will suspend the examination if the matter cannot be settled before the scheduled examination date.

Form and contents of the report of misconduct

Misconduct must be reported without undue delay. The report must include a written presentation of the case with information to identify the reported persons, as well as a brief account of the matter and the existing evidence. Previous incidents of academic misconduct by one or more of the reported students must be stated explicitly.

When plagiarism is reported, the plagiarised sections must be marked with a clear reference to the sources from which they are plagiarised. The plagiarised text must also be indicated in the source text.

Involving the student – hearing of the parties

The programme director decides whether the hearing of the student will be oral, in writing or a combination.

For an oral hearing, the examinee will be summoned for a discussion for further clarification of the case where he/she will be presented with the documentation of the assumption of academic misconduct and where he/she will be able to state his/her point of view. The examinee has a right to bring a companion.

For a written hearing, the documentation of suspected academic misconduct will be sent to the students requesting them to state their point of view in writing.

Sanctions against academic misconduct and disruptive behaviour during examinations

If the suspected misconduct is confirmed after the matter has been investigated, and if the misconduct has had or may be having an influence on the assessment of the examinee's performance, the programme director will suspend the examinee from the examination.

For less serious offences, the examinee will first receive a warning.

In aggravating circumstances, the programme director may suspend the examinee for a period of time. In such cases, the examinee will receive a written warning that any further instances of misconduct may lead to expulsion.

A period of suspension means that any grades awarded for the examination in question will be annulled, and that the examinee will be considered to have made an examination attempt.

The examinee will not be allowed to resit the examination and will have to wait until the next ordinary examination in that particular programme is offered.

In cases of aggravating circumstances, the programme director may decide to suspend the examinee from the institution for a period of time. In such cases, the examinee will receive a written warning that any further instances of misconduct may lead to expulsion.

The student cannot participate in lectures or examinations while suspended.

Complaints

The decision that a student is suspended and has used an examination attempt is final and cannot be brought before a higher administrative authority.

Complaints on the grounds of legal matters (e.g. legal incapacity, the hearing procedure, guidelines on making complaints, correct interpretation of the examination Order, etc.) may be brought before the Danish Agency for Higher Education. The complaint must be brought before the institution and directed to the attention of the relevant programme director who will make a statement. The complainant will have the opportunity to comment on the statement, the deadline being usually one week. The institution will submit the complaint, the statement and any comments made by the complainant to the Danish Agency for Higher Education. The deadline for complaints made to the institution is two weeks from the day the student was notified of the decision, see section 51 of the examination Order.

16. Complaints about examinations and appeals against decisions¹⁹

16.1 Complaints about examinations

Students are recommended to seek guidance from the student advisors in connection with the complaints procedure and writing a complaint.

The rules of complaints about examinations can be found in section 10 of the examination Order.

The Examination Order divides complaints into:

1. complaints about the examination basis etc., examination procedure (course of the examination) and/or the assessment; and
2. complaints about legal matters.

The two kinds of complaints are dealt with differently.

16.1.1 Complaints about the examination basis etc., examination procedure and assessment

Within two weeks after the assessment of the examination has been announced in the usual way, an examinee may submit a written, substantiated complaint about

1. the examination basis, including the examination questions, assignments etc., and its connection to the programme objectives and requirements;
2. the examination procedure; and
3. the assessment.

The complaint may concern any examination, including written examinations, oral examinations and combined examinations as well as practical or clinical examinations.

The complaint must be sent to the programme director.

¹⁹ See section 10 of the Examination Order: 10: <https://www.retsinformation.dk/Forms/R0710.aspx?id=160839>

The complaint will immediately be brought before the original assessors, i.e. the examiner and the external examiner from the examination in question. The statement made by the assessors must be usable as the basis of the institution's decision on academic/professional matters. The institution will usually give the assessors a deadline of two weeks to make their statements.

Immediately after the statements are made available, the complainant will be given the opportunity to comment on them within, usually, one week.

The decision will be made by the institution based on the academic/professional statements made by the assessors and any comments made by the complainant.

The decision must be made in writing and be substantiated. It may regard

1. an offer of a new assessment (re-assessment) – this only applies to written examinations;
2. an offer of a new examination (resit); or
3. a dismissal of the complaint.

If it is decided to offer a re-assessment or a resit exam, the programme director will appoint new assessors. Re-assessment may only be offered in cases of written examinations where written material exists for assessment, as new assessors will not be able to (re-)assess an already held oral examination and as the notes of the original assessors are personal and cannot be passed on to others.

If the decision is to offer the students a re-assessment or resit examination, the complainant must be notified that a re-assessment or a resit examination may result in a lower grade. The students must accept the offer within two weeks of the announcement of the decision. Acceptance of an offer cannot be cancelled. If the complainant does not accept the offer within the deadline, re-assessment or a resit examination will not be held.

Re-assessment or a resit examination must take place as soon as possible.

For re-assessments, the assessors must be presented with the case documents: the examination paper, the students' assignment, the appeal, the statements made by the original assessors with the comments made by the appellant and the decision made by the institution.

The assessors will deliver the result of the re-assessment including a written explanation and their assessment. Resit examinations and re-assessments may result in lower grades than the initial grades.

If it is decided that a re-assessment or resit examination will be offered, the decision will apply to all examinees who took the examination in question, if their assignment features the same deficiency as the one being complained about.

The complaint must be submitted to the programme director not later than two weeks (14 calendar days) after the announcement of the assessment results of the examination in question. If the deadline falls on a holiday, the deadline will be extended to expire on the first weekday after that day.

The deadline may be disregarded in exceptional circumstances.

16.2 Appeals

The appellant may bring the institution's decision on academic/professional matters before an appeals board. The activities of the appeals board fall under the Danish Public Administration Act including the stipulations on legal incapacity and the duty of silence.

The appeal must be sent to the programme director.

The deadline for appeals is two weeks after the examinee has been notified of the decision. The requirements stated above under complaints (being in writing, substantiated etc.) also apply to appeals.

The appeals board is made up of two appointed external examiners who will be appointed by the chairman of the external examiners, one examiner and a student within the same field (from the study programme) both appointed by the programme director.

The appeals board will make a decision based on the material that formed the basis of the institution's decision and the appellant's substantiated appeal.

The appeals board will consider the appeal, and the decision may regard

1. an offer of a new assessment made by new assessors – this only applies to written examinations;
2. an offer of a new examination (resit) with new assessors; or
3. a dismissal of the appeal.

If the decision is to offer the students a re-assessment or resit exam, the appellant must be notified that a re-assessment or a resit examination may result in a lower grade. The students must accept the offer within two weeks of the announcement of the decision. Acceptance of an offer cannot be cancelled.

If the appellant does not accept the offer within the deadline, re-assessment or a resit examination will not be held.

Re-assessment or a resit examination must take place as soon as possible.

For re-assessments, the assessors must be presented with the case documents: the examination paper, the students' assignment, the appeal, the statements made by the original assessors with the comments made by the appellant and the decision made by the institution.

The appeals board must have made a decision not later than two months – three months for summer examinations – after the appeal was made.

The decision of the appeals board is final, meaning that the case cannot be brought before a higher administrative authority regarding the parts of the appeal that concern academic/professional elements.

16.3 Complaints about legal matters

Complaints about legal matters in decisions made by the assessors in connection with re-assessment or resit examinations or the appeals board's decisions may be brought before University College of Northern Denmark within two weeks of the day the complainant was notified of the decision.

Complaints about legal matters in decisions made by the institution according to the stipulations of the examination Order (e.g. legal incapacity, the hearing procedure, correct interpretation of the examination Order, etc.) may be submitted to the institution, which will make a statement on which the complainant must be given the opportunity to comment, the deadline being usually one week. The institution will submit the complaint, the statement and any comments made by the student to the Danish Agency for Higher Education. The deadline for lodging complaints with the institution is two weeks (14 calendar days) from the day the complainant was notified of the decision.

17. Exemption

The institution may grant exemption from the rules in this institutional section of the curriculum that are laid down solely by the institutions²⁰, when found substantiated in exceptional circumstances. The institutions co-operate on a uniform exemption practice.

18. Effective date and transition provisions

This institutional section of the curriculum enters into force on 1 September 2014 with effect for all students who are and will be registered in the programme and for all examinations commenced on said date or thereafter.

The curriculum (national and institutional in the same curriculum) from September 2012 still applies to students registered for this programme. The curriculum is repealed upon graduation of the last student registered for the programme; not later than 30 June 2016, however.

The curriculum (national and institutional in the same curriculum) from September 2013 still applies to students registered for this programme. The curriculum is repealed upon graduation of the last student registered for the programme; not later than 30 June 2017, however.

²⁰ This means that the individual institution cannot deviate from rules that stem from the orders, such as the rule that the internship examination must be graded according to the 7-point grading scale, or that all examinations must be passed before the students may sit an examination in the final examination project.