

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

Effective date 1 August 2022

Revised 9 June 2022

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This national part of the curriculum for the AP degree programme in Service, Hospitality & Tourism Management has been released in accordance with §22, section 1 in the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, provided by the individual institution that offers the programme.

The national part has been developed by the educational network for the AP degree programme in Service, Hospitality & Tourism Management and approved by all the institutions that offer it.

1. Purpose and Objectives of the Study Programme

Overall, the student must in a development-oriented situation within the service industry, acquire new knowledge and from this collaboration evaluate practice-oriented solutions for a service company on a tactical and operational level.

Knowledge

The student should have acquired knowledge of:

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

Skills

The student should be able to:

- Assess the conditions relating to costs for the service and experience company in order to perform financial calculations and budgeting
- Assess the connection between the company's service concept, supply system and competition system as well as assess relevant development trends for the company
- Apply knowledge about cultures in relation to sales and negotiation situations as well as set up and communicate practical possible solutions to business partners and users in Denmark and internationally
- Set up and select portfolio models to describe the products of the service and experience company
- Assess practical managerial situations in order to choose appropriate solutions.

Competences

The student should be able to:

- Handle different national and international development and sales situations within the service and experience industry

- Acquire new knowledge, skills and competences in relation to the service and experience industry in a structured manner
- Participate in academic and interdisciplinary intercultural collaboration in the service and experience company at an operational and tactical level, including managerial functions and staff assignments.

2. The programme includes 4 national educational elements¹

2.1. Services & Experiences

Content

The Services and Experiences education element includes analyses of the hospitableness concept and the understanding guests including customer behaviour in relation to the company's services and experience offerings.

Learning outcomes for Services & Experiences

Knowledge

The student must:

- Have development-based knowledge of the service and experience industry's practice, development in supply and demand, as well as central applied theory and methods with focus on economically sustainable management of service and experience companies
- Understand what characterises service and experience offerings and be able to understand the industry's use of theory and methods within the development of hospitableness and guest understanding.

Skills

The student should be able to:

- Apply academic key methods and tools and evaluate practice-oriented issues
- Collect and utilise data regarding customer satisfaction, customer behaviour and market conditions in relation to the companies' service offerings and experiences
- Apply key economic methods and tools to assess practice-oriented issues and apply creative techniques to set up and select service and experience offerings and the communication of these to business partners and users

Competences

The student must:

¹ The number of examinations in the national educational elements will be determined in the institutional part of the curriculum

- Handle development-oriented situations in the service and experience industry with a focus on good hospitableness and the good experience
- Participate in professional and interdisciplinary collaboration for service and experience offerings
- In a structured context be able to acquire new knowledge, skills and competencies in relation to the service and experience industry.

ECTS credits

The Services & Experiences educational element is worth 15 ECTS.

2.2. Business Understanding

Content

The Business Understanding education element includes an analysis of the company's livelihood. Focus is on the internal and external situation in relation to developing the company's financial operations and creating a holistic understanding of the company's present situation.

Learning outcomes for Business Understanding

Knowledge

The student must:

- Have development-based knowledge regarding the service and experience industry's corporate and organisational, market, competition forms and understanding of companies' vision, mission, goals and values
- Be able to understand the business and legal practice and central applied theory and methods in service and experience companies and their application.

Skills

The student should be able to:

- Apply key methods and tools from the service and experience industry to describe the service and experience company situation
- Evaluate practice-oriented challenges of service and experience companies including the financial conditions for setting up and choosing solutions at tactical and operational levels
- Communicate service and experience companies' practice-oriented issues and solutions to collaborators, guests, customers, employees, volunteers and others at a tactical and operational level.

Competences

The student must:

- Handle development-oriented situations in the service and experience company at a tactical and operational level
- Participate in professional and interdisciplinary collaboration in the service and experience company's tactical and operational management
- In a structured context be able to acquire new knowledge, skills and competencies in relation to the operation of service and experience companies at tactical and operational levels.

ECTS credits

The Business Understanding educational element is worth 15 ECTS.

2.3. Cooperation & Relations

Content

The Cooperation and Relations educational element includes communication and management forms in an intercultural perspective focusing on the interaction between the guest and employee. Focus is on analysis and data material as the basis of developing internal and external communication in a national and international perspective.

Learning outcomes for Cooperation & Relations

Knowledge

The student must:

- Have development-based knowledge in relation to the service companies' management and collaboration practices and the central applied theory and methods
- Be able to understand practice and central applied theory and methods when recruiting, hiring, retaining and dismissing employees and volunteers in service and experience companies and their application
- Be able to understand the applied practice regarding intercultural interaction and communication with the national as well as international guest, customer, employee, volunteers and others in service and experience companies and their application.

Skills

The student should be able to:

- Apply key methods, tools and data from service and experience companies to describe management challenges
- Apply key methods, tools and data regarding cultural understanding and apply skills associated with employment within service and experience companies in order to interact with guests, customers, employees and volunteers, etc.

- Evaluate close to practice cultural and communication issues in order to choose solution options at tactical and operational levels
- Communicate close to practice issues and solutions both verbally and in writing to partners, guests and colleagues in analogue and digital contexts.

Competences

The student must:

- Handle development-oriented situations in the service and experience company at a tactical and operational level in relation to management, cooperation and cultural interaction
- Participate and communicate in a professional and interdisciplinary collaboration or network with internal and external partners in an intercultural environment with a professional approach
- In a structured context, acquire new knowledge, skills and competences in relation to management and communication within the service and experience industry's tactical and operational level.

ECTS credits

The Cooperation & Relations educational element is worth 15 ECTS.

2.4. Business Development

Content

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

Learning outcomes for Business development

Knowledge

The student must:

- Have development-based knowledge in relation to central applied theory and methods regarding megatrends, trends and tendencies which have particular significance for the service and experience industries
- Understand central strategic planning tools and models and the application of the legal, economic and organisational practices in connection with development and change in service and experience companies
- Understand central applied theory and methods within business development, innovation and intra/entrepreneurship and their use in service and experience companies.

Skills

The student should be able to:

- Apply the service industry's key methods and tools at operational and tactical levels in a development and change situation
- Assess close to practice economic and organisational challenges related to development and change activities to set up and select solutions
- Communicate close to practice challenges at the tactical and operational level to business partners and colleagues within service and experience companies as a basis for decision-making at the strategic level in both Danish and international contexts

Competences

The student should be able to:

- Handle development-oriented situations in relation to business development of service and experience companies at the tactical and operational level with a focus on creating sustainable growth
- Participate in professional and interdisciplinary collaboration in order to create sustainable operations and development of the service and experience company
- In a structured context be able to acquire new knowledge, skills and competencies regarding the development and management of economically sustainable service and experience companies at tactical and operational levels.

ECTS credits

The Business Understanding educational element is worth 25 ECTS.

3. Internship

Learning objectives for the programme's internship.

Knowledge

The student should have understanding of:

- the internship company's business
- development-based knowledge of the service and experience company's possibilities including corporate, organisational, market, and competition forms as well an understanding of company's vision, mission, goals and values
- business and legal practice and key applied theory and methods in service and experience companies and their use thereof

Skills

The students should be able to:

- Apply key methods and tools from the service and experience industry to collect data and describe chosen challenges in the internship company
- Assess practice-related challenges and gather knowledge to solve work assignments and functions
- Communicate close to practice challenges and solutions to the internship company on tactical and operational levels.

Competences

The students should be able to:

- Take part in the management of the internship company as well as handle development-oriented situations in a professional and interdisciplinary collaboration
- Prepare a project based on a close to practice problem or issue in a structured manner, where new knowledge, skills and competencies related to the profession are included
- Consider the achievement of academic and personal goals during the internship.

ECTS credits

The internship educational element is worth 15 ECTS

Number of exams

The internship is completed with 1 exam.

4. Final examination project requirements

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

4.1 Vocational requirements for the final examination project

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

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

Financial considerations and elements are to be included as a natural part of the basis for choosing the solution(s).² It is required that the students use a high degree of field and desk research in their final examination project.

Examination form

The examination is an oral and written examination with external censorship, where an overall individual grade is given according to the 7 point grading scale for the written project and the oral performance.

Final examination project exam

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

ECTS credits

The final examination project educational element is worth 15 ECTS.

Examination form

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

5. Rules on credit transfer

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

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

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

The decision is based on a professional assessment.

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

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

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

² Financial considerations can be included through various budgets (cash budgets, operating budgets, start-up budgets, etc.), accounts analysis, financing, investment, calculations or wholly or partly quantitative cost-benefit analyses.

6. Effective date and transition provisions

Effective date

This national part of the curriculum is valid from 1 August 2022 applies to all students who are enrolled on the programme from the date of commencement.

Transition provisions

Students who have started the programme before the commencement date, and who have taken leave or have otherwise been delayed in their course of study, can apply to remain enrolled on the original curriculum which was in force when they were admitted.

In case of doubt about the interpretation of this curriculum, please consult the Danish document.

Appendix with the network's agreements about demanded scope for the final examination project

This paragraph is not part of the national curriculum, but is input to the institutional part, as the education network has made the following agreement about the scope of the final examination project:

Scope:

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

Final examination project	Maximum no. of characters in the examination paper, including spaces
1 student	<i>57.500-67.000</i>
2 students	<i>86.500-100.000</i>
3 students	<i>100.000-117.500</i>

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

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

If the final examination project does not meet the framework, cf. the table above, the student has used an examination attempt.