



Catalogue of Examinations
International Hospitality
Management
Odense

Valid from
September 2017

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1. Introduction

This catalogue constitutes a supplement to the curriculum, covering the Bachelor's Degree Programme in International Hospitality Management, in effect at Lillebælt Academy as of 1 September 2017. It elaborates on the general rules and guidelines drawn up in the curriculum regarding mandatory learning activities and examinations.

Information on plagiarism, exemptions, etc., is available in the document covering examination regulations

2. Descriptions of Mandatory Learning Activities

As stipulated in the curriculum, students must have a number of mandatory learning activities approved in order to attend some of the exams. The mandatory learning activities vary, depending on the educational elements. Examples of mandatory learning activities include requirements for participation, presentations, assignments, etc.

Please, consult your lecturers' lecture plans.

3. Overview of Examinations Distributed on Semesters

Students are tested in the educational elements by means of a number of examinations determined conjointly by the institutions of higher education approved to offer the particular programme. At the International Hospitality Management programme, students are tested through the following exams, each of which will appear with one grade on the final diploma.

Semester	Name of the exam (internal/external)	Educational Element	Noted on final diploma (weight)	ECTS
1 st	Theory of Science and Methodology (internal)	- Theory of Science and Methodology	One grade (1)	5
	Economics (internal)	- Economics	One grade (2)	15
	Cultural Awareness and Customer Relations (external)	Cultural Awareness and Customer Relations: - The Concept of Culture and the Hospitality Industry - Guest/Customer Behaviour - Organizational Culture - Negotiation techniques	One grade (2)	10
2 nd	Electives exam (internal)	Electives	One grade (1)	5
	Management (internal)	Management: - Organizational Structures - HR/Competency Development - Leadership - Personnel Law	One grade (2)	15
	Strategy (external)	Strategy: - Strategic Analysis - Strategy, Concept and Product Development - Strategic Implementation	One grade (2)	10
3 rd	Internship exam (internal)	Internship	One grade (1)	15
	Bachelor Project (external)	Bachelor Project	One grade (4)	15

4. Descriptions of Assessment of Educational Elements – the Specific Exams

Theory of Science and Methodology	5 ECTS	Internal
Timing: At the end of 1 st semester		
<p>Examination form: Submission of a written paper where using theoretical analysis reveals relevant attitudes and point of views in regards to a chosen problem. The paper forms the basis for the group exam with opponents.</p>		
<p>Description of examination: The exam is based on a practical usage of the theories and methods introduced through the subject. The student drafts a discussion paper in a group of 3-5 students.</p> <p>After submission of the paper, the groups must prepare an opponent paper for one of the other groups. The lecturer appoints opponent groups, and the opponent paper must be submitted and afterwards used for examination. The examination is primarily initiated by the opponent group.</p> <p>Participation in the exam includes:</p> <ul style="list-style-type: none"> • Submission of a discussion paper of maximum 24.000 characters including spaces, but excluding appendices. Papers below 18.000 characters including spaces, but excluding appendices will NOT be accepted for evaluation. • Being an opponent for another group's project • Defending own project in the oral group examination <p>The oral exam is a 60 minutes exam. The opponent group is responsible for the first 40 minutes of the exam. Afterwards the teacher has 10 minutes for further questions. At the end 10 minutes are used for assessment and feedback.</p> <p>The assessment is based on both the written assignment, the opponent paper and the oral examination.</p>		
<p>Assessment: An individual grade is given according to the 7-point grading scale (weight 1).</p>		
<p>Admission criteria:</p>		
<p>Consequences of not passing the exam: If the exam is not passed, the student must attend a re-examination.</p>		
<p>Re-exam for students, who handed in their project at the ordinary exam:</p> <ul style="list-style-type: none"> • Oral individual exam based on the project handed in at the ordinary exam – 7 		

minutes presentation and 10 minutes discussion

Re-exam for students, who did not hand in their project at the ordinary exam:

- If 2 or more groups attend re-exam: Hand-in of project, prepare opponent paper and oral examination (similar to ordinary exam)
- If only one group attend re-exam: Hand-in of project and oral individual exam based on the project – 7 minutes presentation and 10 minutes discussion

Economics	15 ECTS	Internal
Timing: By the end of 1 st semester		
Form: Written paper based on a case, which must be carried out in groups, with individual oral exam.		
<p>Description of examination: The group project, which is based on a case, must be submitted within 24 hours. The paper must provide an answer to the questions presented in the case, while being in line with the prerequisites stipulated for the assignment. The size of the group is restricted to 3-4 members, and the report size must not exceed 4 pages, excluding appendices. The written case report forms the basis for the individual oral exam. During the oral exam, it is expected that the student comments and elaborates on the paper, and that the student is able put the case project into perspective. Simultaneously, the student must illustrate that he/she is able to work in a practice-oriented manner, while applying relevant theories and studies to the case.</p> <p>Participation in the exam includes:</p> <ul style="list-style-type: none"> • Submission of a written group project • Participation in the individual oral exam at the academy based on the written paper <p>The individual oral exam lasts for 30 minutes, incl. the assessment of the examinee's performance.</p> <p>The grade is given on the basis of the oral exam</p>		
Assessment: One grade is given according to the 7-point grading scale (weight 2)		
Admission requirements: Students must have had all the mandatory learning activities from the course Economics approved.		
Consequences of not passing the exam: If the student fails to pass the ordinary exam, the student must write a new paper based on a new case, which then forms the basis for the oral re-examination.		

Cultural Awareness and Customer Relations	10 ECTS	External
Timing: At the end of 1 st semester		
Examination form: Individual oral exam based on the semester project		
Description of examination:		
<p>The exam is based on the semester project which is made in groups of 3-5 students.</p> <p>At the individual oral exam, the student must present the group project and as part of the presentation include parts of the subjects related to Cultural Awareness & Customer Relations (i.e., Culture, Guest Behaviour, Negotiation Technique and Organizational Culture).</p> <p>Specific exam questions will be formulated within each of the four subjects, and the student must choose at least two questions to be incorporated into the oral presentation. The exam questions will be available min. 8 days before the oral exam.. The duration of the oral exam will be 30 minutes incl. feedback:</p> <p>10 min. Oral presentation 15 min. Questions from teacher and censor 05 min. Evaluation and feedback</p>		
Assessment: One grade is given according to the 7-point grading scale (weight 2) only based on the oral exam		
Admission criteria: Students must have all mandatory learning activities belonging to 1 st semester approved.		
Consequences of not passing the exam: Re-examination		

Elective Module	5 ECTS	Internal
Timing: In the middle of 2 nd semester		
Examination form: Group exam based on a 2-pager		
<p>Description of examination:</p> <p>The students must in groups hand in a 2-pager based on a business idea within the field of destination development. The 2-pager must have references showing that the students have read at least 100 pages of material within the broad field of destination development.</p> <p>At the 30 minutes oral exam the students have 10 minutes to present the business idea and how it can be commercialized. After the presentation the teacher has 15 minutes to ask questions before the 5 minutes of assessment and feedback</p>		
Assessment: One individual grade is given according to the 7-point grading scale (weight 1)		
Admission criteria: Students must have all mandatory learning activities belonging to 1 st semester approved.		
Consequences of not passing the exam: Re-examination		

Management	15 ECTS	Internal
Timing: 2 nd semester		
Form: Written paper based on a case, which must be carried out in groups, with individual oral exam.		
<p>Description of examination: The exam is based on all disciplines introduced through the course Management. All learning objectives from the course may be included in the oral exam. The assessment of the exam is based on the student's ability to link relevant theory with practice-oriented solutions.</p> <p>Participation in this exam includes:</p> <ul style="list-style-type: none"> • Submission of a written group project (restricted to a maximum of 40.000 characters if 4 or 5 students) If 3 or fewer students submit together, the minimum is 10.000 characters and max. 12.000 characters PER STUDENT. • Participation at the individual oral exam based on the written project <p>The duration of the oral exam will be 30 minutes incl. feedback:</p> <p>10 min. Oral presentation 10-15 min. Questions from the teacher 5-10 min. Evaluation and feedback</p>		
Assessment: One grade is given according to the 7-point grading scale (weight 2)		
Admission requirements: Students must have passed all exams at 1 st semester and have had all mandatory learning activities from the 1 st and 2 nd semester approved.		
Consequences of not passing the exam: Re-examination. If the student fails to pass the ordinary exam, the student must write a new paper, which then forms the basis for the oral re-examination.		

Strategy	10 ECTS	External
Timing: 8 – 11/5		
Examination form: Group synopsis and an individual oral exam		
<p>Description of the examination form: The purpose of the exam is to test the student’s understanding of and competences related to the key subject area Strategy.</p> <p>The results from the exam are assessed in the light of the student’s ability to link relevant theory with solutions that are applicable in practice. The student will be tested in all learning objectives from the course Strategy at the oral exam.</p> <p>Participation in the exam includes:</p> <ul style="list-style-type: none"> • Submission of a written group presentation – a synopsis • Participation at the individual oral exam based on the written presentation <p>The individual oral exam lasts for 30 minutes, incl. the assessment of the examinee’s performance.</p> <p>The presentation must not exceed a maximum of 10 minutes.</p> <p>The grade is give on the basis of the oral exam.</p>		
Assessment: One grade is given according to the 7-point grading scale for the overall performance at the exam and the written (PowerPoint) presentation (weight 2)		
Admission criteria: Students must have passed all exams at 1 st semester and have had all mandatory learning activities from the 1 st and 2 nd semester approved.		
Consequences of not passing the exam: Re-examination		

Internship Exam	15 ECTS	Internal
Timing: In the middle of 3 rd semester		
Examination form: Reflection on learning, Participation in trade fair and individual oral exam		
<p>1 No later than 8 days after commencement of the Internship</p> <p>1.1 Listing Learning Objectives The student must have approved the learning objectives within 8 days into the internship. The learning objectives must be presented in relation to knowledge, skills and competencies listed in the curriculum and, after approval, added to the logbook document on Fronter.</p> <p>It is the supervisor who approves the learning objectives.</p> <p>It may require help and support from the supervisor to prepare the learning objectives, so it may not necessarily be expected that these are approved at the first attempt.</p> <p>2 During the internship</p> <p>2.1 Weekly e-mail to the lecturer regarding the logbook There is a logbook template on Fronter which the student completes and submits duly completed to the supervisor at least 7 times and at least every 14 days during the internship. Work on the same document is to be carried out throughout the training period, so continual writing on this document is done when sending a new update to the supervisor.</p> <p>The supervisor naturally reads the updates and answers the forwarded e-mails, if needed. However, the supervisor has a 3-4 week vacation period, so an increased response time may occur.</p> <p>The following questions must be answered by the students for each update of the document:</p> <ul style="list-style-type: none"> • How has your work during the period been related to your learning objectives? • Which tasks would you like to learn more about? • Have you experienced something in the period that has puzzled you? • Who have you met in the period that you would like to have in your network? • Have you got ideas that might be interesting to pursue your bachelor 		

project?

2.2 Facebook group to share experiences, frustrations etc.

The students have an internship group on Facebook where they are invited at least once a week to share a story about their internship. The group may of course also be used to describe the challenges of the internship and to seek good advice. It is the students' responsibility to make this group.

3 At the end of the internship

3.1 Reflection / Evaluation of learning

The students submit no later than the 1/11 an evaluation of the internship at max. 12,000 characters, which are evaluated based on the learning objectives and reflected on the overall learning in the internship.

The total final reflection is handed in on Wiseflow. Reflections must be approved by the supervisor and is a requirement for participation in the exam, but they are not included in the assessment.

Reflection document must contain:

- Reasons for the choice of learning objectives
- Reflection on whether and how the objectives have been reached
- Reflection on how the internship has made the students ready for the labour market after the education
- Reflection on how the learning can be used in connection with the Bachelor project

The document with the ongoing reflections is to be added as an appendix. The supervisor provides a written feedback on the reflection document before the oral exam.

4 Approximately one week after the internship: Trade Fair and Oral Exam

4.1 Trade Fair

Each student must make an "Exhibition Stand" where the internship is to be presented. Here a uniform from the internship is allowed and other physical

"evidence" that can give a picture of the internship and work tasks. The first semester students will attend the trade fair and get inspiration for their own internship search.

Participation in the fair is a requirement for being able to go to an oral examination

In case the student, due to extended internship abroad, cannot not participate in the fair, then he/she must forward a PowerPoint presentation before the start of the fair, which will run on a projector during the fair. There will be some formal requirements for the setup of PowerPoint.

4.2 Oral exam

20-minute exam during which the student must present for 8 minutes (then 7 minutes for questions and 5 minutes for feedback). Here a problem area from the company is presented and a solution based on a professional approach to solving the problem. The solution must be presented as a concrete action plan with considerations of both gains and costs for the company. All subjects from the program can be used.

At the lastest.

2 days before the exam, the student must send her/his presentation to the supervisor

4.3 Proposed timetable for the trade fair day:

08:00 to 09:30: Setting up the exhibition stand

09:30 to 11:00: Trade fair

11.00 to 12.00: Cleanup and lunch

From 12.00: Oral examination - Plan uploaded in Wiseflow

Assessment: One grade is given according to the 7-point grading scale based on the oral exam. But it is not possible to participate at the oral exam without

- Submission and approval of reflections on their own learning
- Participation in the internship fair
- Setup of exhibition stand and answering business-related problem

Admission criteria: It is a precondition for attending the exam that the student has passed all mandatory learning activities belonging to the 1st and 2nd semester. Moreover, the student must have completed Lillebaelt Academy's

electronic evaluation of the internship period in order to be able to attend the exam.

Consequences of not passing the exam

Is individually and can contain of: Submission of a new reflection on the learning and/or a PP describing the internship company or/and a new oral exam

Bachelor Project	15 ECTS	External
Timing: Concludes the study programme and the 3 rd semester		
Examination form: An individual written project and an individual oral exam		
<p>Description of the examination form: The bachelor project at the International Hospitality Management programme must document the student's understanding of practice as well as centrally applied theory and methods in relation to a practice-oriented problem. The problem must be central to the respective field of study and thus take a specific task from this field as a starting point. The problem statement, which must be key to not only the programme but also the respective type of industry/profession, has to be formulated by the student and if desired in cooperation with a private or public company. The bachelor project must have an interdisciplinary character and must contain deliberations regarding possible economic outcomes of the suggested solutions to the underlying problem. Lillebaelt Academy approves of the problem underlying the bachelor project.</p> <p>Generally, the project is an individual written piece, but if several students want to work on the same problem, they have the possibility to request for exemption, so that they may work on the problem in groups (of maximum 3 students nonetheless). If the report becomes a group project, the contribution of each group member should be evident in the written project.</p> <p>Participation in the exam includes:</p> <ul style="list-style-type: none"> • Submission of a written bachelor project • Participation at the individual oral exam based on the bachelor project <p>The individual oral exam lasts for 60 minutes, incl. the assessment of the examinee's performance.</p>		
Assessment: One grade is given according to the 7-point grading scale for the overall performance at the exam and the written project (weight 4)		
Admission criteria: As a precondition for attending the exam, students must have passed all other tests and exams, including the internship exam.		
Consequences of not passing the exam: If the overall assessment of the bachelor project and oral exam results in a grade lower than 02, the student will have to write a new project. The student may choose to make use of the same topic, however, the problem statement of the new project must differ substantially from the previous. Guidance is offered to students, who have to write a new report. Subsequently, the student must attend a second oral exam.		