

# Exam Catalogue for Bachelor's Degree Programme in International Hospitality Management

Valid for Spring 2019

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## 1. Introduction

This catalogue for exams and testing is a supplement to the valid curriculum for Bachelor's Degree Programme in International Hospitality Management beginning in summer 2018 at UCL University College.

This catalogue presents descriptions of:

- all the exams for the programme, including
  - o exam form
  - o content
  - o admission requirements
  - o assessment form

For general exam regulations, including rules on plagiarism, please see *Examination Regulations for Lillebaelt Academy* at eal.dk and the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes and Executive Order on grade scale and other assessment.

For more information, see <https://www.retsinformation.dk>

## 2. Overview of exams by semesters

Students are tested in the various course elements through a series of exams and tests.

*Schematic representation of the relationship between tests, the components of the program and their time-based location*

Semester	Exam name (internal/external)	Course element	ECTS	Will appear on the diploma
<b>1st semester</b>	Exam part 1: Theme 1 (internal)	Employee and Organisation Development	25	20% of one overall grade
	Exam part 2: Theme 2 (internal)	Business Operations		20% of one overall grade
	Exam part 3: Reflection Exam (external)	First semesters' courses & activities		60% of one overall grade
	Employability (internal)	Elective module 1	5	One overall grade
<b>2nd semester</b>	Theme 3 (internal)	Hospitality & Hostmanship	14	One overall grade
	Theme 4 (internal)	Strategic value creation	11	One overall grade
	Destination Development (internal)	Elective module 2	5	One overall grade
<b>3rd semester</b>	Internship exam (internal)	Internship	15	One overall grade
	Bachelor exam (external)	Bachelor Project	15	One overall grade

### 3. Description of course element testing – the individual examinations

<b>Exam: Exam part 1: Theme 1</b>	<b>ECTS: 12</b>	<b>Internal</b>
<b>Timing:</b> Week 45 2018		
<b>Exam Form:</b> Oral group exam based on a handed out case		
<p><b>Detailed description of the examination form:</b>            In groups of 3-5 students and based upon a specific case, the students must participate in an oral test where the suggested solutions to the case must be presented. The case is based on theory taught during lessons in Theme 1</p> <p>The case will be available min. 8 days prior to the exam.</p> <p>Duration of the exam: 60 mins. regardless of number of group members of which: 20 mins. presentation, 30 mins. questions/discussion and 10 mins. feedback.</p>		
<b>Assessment:</b> The grade given is based on the 7-point scale and accounts for 20% of the combined grade for 1.semester excl. elective module 1 (weight 2)		
<b>Admission requirements:</b> None		
<p><b>Consequences of failing/failure to comply with formal requirements:</b> If the examination is not passed, the student must participate in a re-exam.</p> <p>1. re-exam: Week 49 2018            2. re-exam: Week 2 2019</p>		

<b>Exam: Exam part 2 : Theme 2</b>	<b>ECTS: 13</b>	<b>Internal</b>
<b>Timing:</b> Week 51 2018		
<b>Exam Form:</b> Written individual exam		
<p><b>Detailed description of the examination form:</b>            The written assignment must be based upon knowledge regarding the company's operations as well as on theories taught during Theme 1.</p> <p>Duration of the exam: 4 hours            All assistive devices are allowed for the exam except for all forms of communication with others.</p>		
<b>Assessment:</b> The grade given is based on the 7-point scale and accounts for 20% of the combined grade for 1.semester excl. elective module 1 (weight 2)		
<b>Admission requirements:</b> None		
<p><b>Consequences of failing/failure to comply with formal requirements:</b>            If the examination is not passed, the student must participate in a re-exam.</p> <p>1. re-exam: Week 2 2019            2. re-exam: Next ordinary exam</p>		

<b>Exam: Exam part 3: Reflection Exam</b>	<b>ECTS: 25*</b>	<b>External</b>
<b>Timing:</b> Week 4 2019		
<b>Exam Form:</b> Oral individual exam		
<p><b>Detailed description of the examination form:</b>  For the exam the student must, based on the semester curriculum, exams part 1+2 and other activities reflect upon:</p> <ul style="list-style-type: none"> <li>• How the student sees him-herself in relation to study area and understanding of the hospitality business?</li> <li>• How business activities initiated the students, corporate visits, lectures etc.- have contributed to creating an understanding of the hospitality business.</li> <li>• How does the AP program contribute to the student's "employability" (readiness for the job market and professional identity)</li> <li>• How does the student contribute to his-her own- and the teams learning?</li> </ul> <p>Duration of the exam: 25 mins. of which: 10 mins. presentation, 10 mins. questions/discussion and 5 mins. feedback.</p>		
<b>Assessment:</b> The grade given is based on the 7-point scale and accounts for 60% of the combined grade for 1.semester excl. elective module 1 (weight 2)		
<b>Admission requirements:</b> None		
<p><b>Consequences of failing/failure to comply with formal requirements:</b>  If the examination is not passed, the student must participate in a re-exam.</p> <ol style="list-style-type: none"> <li>1. re-exam: Week 10 2019</li> <li>2. re-exam: Next ordinary exam</li> </ol>		

\*) Exam covering 25 ECTS (Theme 1 & Theme 2)

<b>Exam: Employability</b>	<b>ECTS: 5</b>	<b>Internal</b>
<b>Timing:</b> Week 50 2018		
<b>Exam Form:</b> Written individual exam		
<p><b>Detailed description of the examination form:</b>  The student must individually hand in a written career plan containing the student's personal competence file as well as an individual presentation video (video application).</p>		
<b>Assessment:</b> The grade given is based on the 7-point scale (weight 1)		
<b>Admission requirements:</b> None		
<p><b>Consequences of failing/failure to comply with formal requirements:</b>  If the examination is not passed, the student must participate in a re-exam.</p> <ol style="list-style-type: none"> <li>1. re-exam: Week 3 2019</li> <li>2. re-exam: Next ordinary exam</li> </ol>		

<b>Exam: Theme 3</b>	<b>ECTS: 14</b>	<b>Internal</b>
<b>Timing:</b> week 17 2019		
<b>Exam From:</b> Oral individual exam		
<b>Detailed description of the examination form:</b>		

The oral exam is focused on Culture and Hostmanship and the students must, in groups of 3-5 persons, work out a written synopsis of max. 15.000 characters (min. 75% = 11.250) based upon a case. Number of characters are excl. front page, table of contents, bibliography and appendices.

Participation in the exam encompasses:

- Hand in of a written group paper – synopsis based on the taught theories during Theme 3.
- Participation in an individual oral exam – a presentation based on the written group paper

Duration 30 min. (10 min. Presentation, 15 min. Questions, 5 min. Feedback)

One overall grade is awarded based on the oral presentation – the written paper is not part of the assessment.

**Assessment:** The grade given is based on the 7-point scale (weight 2)

**Admission requirements:** None

**Consequences of failing/failure to comply with formal requirements:**

**In case the ordinary exam is not passed the student must participate in a re-exam. For the re-exam a new written synopsis must be handed in based upon a new case.**

1. Re-exam may 2019
2. Re-exam next ordinary exam

<b>Prøvens navn: Theme 4</b>	<b>ECTS: 11</b>	<b>Internal</b>
<b>Timing:</b> week 24 2019		
<b>Exam Form:</b> Oral individual exam		
<p><b>Detailed description of the examination form:</b>  <b>Oral exam based on a written group project (3-5 students): max. 40.000 characters (min.30.000)</b>  <b>Duration 30 min.</b> (10 min. Presentation, 15 min. Questions, 5 min. Feedback)            One overall grade is awarded based on the oral and the written presentation.</p> <p>Submission deadline for the project: 3. juni 2019 at 12:00</p>		
<b>Assessment:</b> The grade given is based on the 7-point scale (weight 2)		
<b>Admission requirements:</b> None		
<p><b>Consequences of failing/failure to comply with formal requirements:</b>  <b>In case the ordinary exam is not passed the student must participate in a re-exam. For the re-exam a new written project must be made.</b></p> <ol style="list-style-type: none"> <li>1. Re-exam medio November 2019</li> <li>2. Re-exam next ordinary exam</li> </ol>		

<b>Exam: Destination Development</b>	<b>ECTS: 5</b>	<b>Internal</b>
<b>Timing:</b> February/March 2019		
<b>Exam Form:</b> Oral group exam based upon poster made by the group		
<p><b>Detailed description of the examination form:</b>  The students must in groups of 3-5 students hand in a poster based on a business idea within the topics: Destination identity, Destination development and National heritage. The business idea must be described commercially through the use of Business Model Canvas or similar tool for business development and must be based on theories and activities from the elective module.</p> <p>The poster must meet the guidelines, which are uploaded onto Fronter</p> <p>Duration of the oral exam: 15 min. per group, where the students in groups present their posters and describe the business idea</p> <p>Furthermore, the students must also, as part of the exam, assess and evaluate posters from other groups and hand in a written assessment before the end of the exam; this being the kick off to the presentation.</p>		
<p><b>Assessment:</b> The grade given is based on the 7-point scale (weight 1)  The grade is primarily given for the quality of the poster and for the oral presentation, but also the assessment of the other posters will be taken into consideration and similarly, the hand in of the written assessment is a pre-requisite for passing this exam.</p>		
<b>Admission requirements:</b> None		
<p><b>Consequences of failing/failure to comply with formal requirements:</b>  If the examination is not passed, the student must participate in a re-exam.  For the re-exam a written individual project is made based on a business idea within the above mentioned areas using the Business Model Canvas – max. 12.000 characters (min. 75% = 9.000 characters) for the description of the idea.</p>		

<b>Exam: Internship Exam</b>	<b>ECTS: 15</b>	<b>Intern</b>
<b>Timing:</b> Week 45 2019		
<b>Exam form:</b> Reflection on learning, Participation in trade fair and individual oral exam		
<p><b>Detailed description of the examination form:</b></p> <ol style="list-style-type: none"> <li><b>1. No later than 8 days after commencement of the Internship</b> <ol style="list-style-type: none"> <li><b>1.1. Listing Learning Objectives</b> <p>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 Itslearning.</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> </li> </ol> </li> </ol>		

## **2. During the internship**

### **2.1 Weekly e-mail to the lecturer regarding the logbook**

There is a logbook template on Itslearning 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.

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.

The following questions must be answered by the students for each update of the document:

- 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 latest 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

The grade is given for the oral exam, but students cannot participate in this, unless they have handed in the reflection document and participated in the fair

**Admission requirements:** Completion of internship

**Consequences of failing/failure to comply with formal requirements:** 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

<b>Exam: Bachelor Project</b>	<b>ECTS: 15</b>	<b>Extern</b>
<b>Timing:</b> Concludes the study programme and the 3 <sup>rd</sup> semester		
<b>Exam form:</b> An individual written project and an individual oral exam		
<b>Detailed description of the examination form:</b> 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		

<p>interdisciplinary character and must contain deliberations regarding possible economic outcomes of the suggested solutions to the underlying problem. UCL University College 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"> <li>• Submission of a written bachelor project</li> <li>• Participation at the individual oral exam based on the bachelor project</li> </ul> <p>The individual oral exam lasts for 60 minutes, incl. the assessment of the examinee's performance.</p>
<p><b>Assessment:</b> One grade is given according to the 7-point grading scale for the overall performance at the exam and the written project (weight 3)</p>
<p><b>Admission requirements:</b> As a precondition for attending the exam, students must have passed all other tests and exams, including the internship exam.</p>
<p><b>Consequences of failing/failure to comply with formal requirements:</b> 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.</p>

#### 4. Exam dates and deadlines

Exam calendar for Spring 2019

Semester	Exam	Deadline if any hand-in	Exam date	Date for re-exam (including deadline)
1st semester	Exam part 1: Theme 1		Week 45 2018	Re-exam 1: Week 49 2018 Re-exam 2: Week 2 2019
	Exam part 2: Theme 2		Week 51 2018	Re-exam 1: Week 2 2019 Re-exam 2: Next ordinary exam
	Exam part 3: Reflection Exam		Week 4 2019	Re-exam 1: Week 10 2019 Re-exam 2: Next ordinary exam
	Employability	Week 50 2018	Week 50 2018	Re-exam 1: Week 3 2019 Re-exam 2: Next ordinary exam
2nd semester	Theme 3		Week 17 2019	Re-exam 1: May 2019 Re-exam 2: Next ordinary exam
	Theme 4		Week 24 2019	Re-exam 1: November 2019

				Re-exam 2: Next ordinary exam
	Destination Development	February/March 2019	February/March 2019	Spring 2019
<b>3rd semester</b>	Internship Exam	1. November 2019	Week 45 2019	November/December 2019
	Bachelor Project	January 2020	January 2020	Spring 2020

## 5. Any further information regarding exams