



INTERNSHIP FACTS

INTERNATIONAL HOSPITALITY MANAGEMENT

EXAMPLES OF AREAS IN WHICH THE INTERN CAN CONTRIBUTE:

- Suggestions for how your company can work with service, guest culture, and hosting
- Yield management, annual accounts analyses, key figure management, activity budgeting, and calculations on and analyses of investments
- Management system assignments, e.g. proposals for competence development, handling of busy periods with stress, and conflict management
- Strategic analyses and proposals for getting out of the crisis and improve earnings
- Idea and product/concept development including financial assessment, competence needs, market analyses, guest profiles, sales channels, marketing plans, etc.
- Strategic development and implementation of events and other activities
- Developer and editor on web sites, apps, brochures, handbooks, etc.
- Analyses assignments based on both statistics, reports, and guest interviews

TIMING AND DURATION

The internship begins in early August. The internship is placed on the 3rd semester and lasts for 3 months.

FINANCIAL CIRCUMSTANCES

As a rule, the student receives SU (the Danish state education grant) during the entire internship and the company therefore has no expenditure on wages for the intern. It is, however, possible to give the student an acknowledgement for up to 3000 DKK a month, as an appreciation for the student's effort during the internship.

INTERESTED?

Then get more information by contacting:

Odense

Johnny M. Nielsen

Internship Coordinator

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THE STUDY PROGRAMME IN BRIEF

International Hospitality Management is a 1½-year BA top-up programme. Typically the student has a background within service management or marketing management. It is targeted at a career within experience economy, special tourism, and events including conference and meeting activity.

The study programme is based on 3 specialisations (hotel, meetings and conferences, tourism and destination development, and adventure, leisure and event), which is supplemented with economy, management, strategy, and culture and guest understanding. Lessons on the 2nd semester are in English. The study programme is completed with a bachelor project written in collaboration with a company.