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Erhvervsakademi og  
Professionshøjskole

# Curriculum for AP Degree Programme in Service, Hospitality & Tourism Management



## National part

Effective date 15 August 2019  
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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 §18, 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.

After it has been approved by either the Board of Directors (or the Rectors) and after consultation with the institutions' Educational Committee and the External Examiners chairmanship for the specific programme, the educational network for the AP degree programme in Service, Hospitality & Tourism Management prepares the institutional part.

# 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 elements

### 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:

- 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.

## 2.5 Number of exams in the national educational elements

The 1<sup>st</sup> year exam is worth 45 ECTS credits. They are made up of the examinations that are the first year examination.

In addition, there is one exam in the other national educational elements as well as one exam in the final examination project. For the number of exams in the internship, please refer to section 3.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national educational elements described in this curriculum can be examined together with the educational elements specified in the institutional part of the curriculum.

### 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).<sup>1</sup> 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.

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<sup>1</sup> 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 15 August 2019 and is valid for students who are enrolled after 1 August 2019.

### **Transition provisions**

Students who have had a leave of absence or in any way have been delayed in their study progression, will follow the semester that is natural for the ordinary semester and the study curriculum which is in effect and that apply. Students enrolled prior to 1 August 2019 can thus remain on the curriculum that they were originally admitted to.

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

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## 7. 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.



# **CURRICULUM** for **AP in Service, Hospitality & Tourism Management**

**Institutional Part**

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## 1. Institutional course elements

The programme's institutional course elements consist of study activities equivalent to 20 ECTS, hereof 10 ECTS elective module.

### 1.1 Specialization module: Hotel & Restaurant Management

#### Content

Understanding of the hotel and restaurant industry's practice with the guest in focus, including an understanding of the individual hotel and restaurant company's role in the industry

#### **Learning objectives for Hotel & Restaurant Management (national part 10 ECTS)**

##### Knowledge

The students should have acquired knowledge of:

- The practice and development of the hotel and restaurant industry, including ownership structures
- The organisation and operation of the hotel as well as the interaction between the different internal and external business partners
- The characteristics of hotel and restaurant services, including international and Danish concepts
- International and Danish classification systems within the hotel and restaurant industry

##### Skills

The students should be able to:

- Apply the hotel and restaurant industry's professional financial terminology
- Set up and select options for menu plans along with calculations
- Apply the industry's average numbers and key figures to set up and simulate options
- Identify and apply the hotel and restaurant industry's distribution channels
- Assess digital possibilities and suggest a solution within digital marketing
- Identify critical control areas in production and set up plans for self-monitoring

##### Competencies

The students should be able to:

- Identify and take part in developing and changing processes and deliveries with respect to the service concept
- Take part in pricing the services of the hotel and restaurant

#### **Learning objectives for Hotel & Restaurant Management (local part 5 ECTS)**

##### Knowledge

The students should have acquired knowledge of:

- The business tourism's general trends, terminology and financial impact
- Knowledge of, and understanding for the "International Meeting & Event Planner" as a term and strategic, tactical and operational tool.
- Regarding supply and demand in the national and international meeting industry
- Knowledge regarding meeting design, hereby the frames and techniques for the teaching meeting

##### Skills

The students should be able to:

- Give suggestions on environment improvements in connection to learning and guest satisfaction in relation to meetings

#### Competencies

The students should be able to:

- Incorporating future based meeting concepts and return of investments, hereby being able to help the guest measure the results and gains of the meeting or conference.
- Participate in cooperation on meeting development with a professional entry point
- Make employee- and guest-satisfaction analyses and evaluate the use of these.

#### ECTS weight

The course element Hotel & Restaurant Management is worth 10+5 ECTS credits.

## 1.2 Specialization module: Tourism Management

#### Content

Understanding of the practice of tourism with the destination as the central component, including an understanding of the individual tourism company's role in the tourism system

#### Learning objectives for Tourism Management (national part 10 ECTS)

##### Knowledge

The students should have acquired knowledge of:

- The practice, development and strategy of tourism in the public – private interaction
- What characterise tourism products
- Tourism supply and demand – Incoming & Outgoing

##### Skills

The students should be able to:

- Collect and process data with a view to preparing a destination analysis
- Identify the tourism distribution and marketing channels
- Turn strategy into practice, involving relevant business partners

#### Competencies

The students should be able to:

- Take part in planning and developing destinations, including a destination analysis
- Take part in planning and developing new and existing tourism products
- Use the tourism distribution and marketing channels

#### Learning objectives for Tourism Management (local part 5 ects)

##### Knowledge

- The students have acquired knowledge about trends in the tourism industry, amongst other knowledge about digital trends
- The students have acquired knowledge about the local and national tourism strategy and its political influence
- The students have acquired knowledge about marketing tools in a tourism context as well as branding
- The students have acquired knowledge about project management as a tool for organisation and development in the tourism sector

##### Skills

- The students are able to identify and handle trends according to the different types of tourism
- The students are able to assess the strategic and political possibilities of the tourism industry in accordance with its framework
- The students are able to choose the right marketing tools that are fitting the trends and the sector's development
- The students are able to identify possibilities to implement project management tools in the tourism industry

#### Competencies

- The students are able to be an active part of developing a company, organisation or destination
- The students are able to work strategically with marketing for a destination, company or organisation
- The students are able to work independently and goal-oriented with all aspects of tourism, with special focus on project management

#### ECTS weight

The course element Tourism Management is worth 10+5 ECTS credits.

### 1.3 Specialization module: Event Management

#### Content

The student is to acquire an understanding of the practice of the event with the overall aim of being able – in cooperation with others – to handle the development, planning, and implementation of small and medium-sized events.

#### Learning objectives for Event Management (national part 10 ECTS)

##### Knowledge

The students should have acquired knowledge of:

- What events are and what development they have undergone
- What tasks are connected to the life cycle of events

##### Skills

The students should be able to:

- Draw up and assess the suitability of a concept with respect to target group and stakeholders
- Identify and assess potential sponsorships and fundraising options
- Assess whether the event is financially sustainable
- Assess which persons and competences are required to run the event, including volunteers
- Assess the suitability of different communication channels for the promotion of events
- Apply digital planning tools to develop of events
- Assess practice-related risks and legal aspects

#### Competencies

The students should be able to:



- Take part in the operational, tactical, and strategic tasks in developing, planning, and implementing sustainable small and medium-sized events

### **Learning objectives for Event Management – Culture & MICE (local part 5 erts)**

#### Knowledge

The students should have acquired knowledge of:

- The significance of the event as an expression of “a good experience”, attention-grabbers and tools for profiling and marketing.
- Tendencies in the experience economy that are crucial to the decision about how and to what extent events are relevant and achievable

#### Skills

The students should be able to:

- Develop plans for sponsorships and fundraising.
- Develop and implement PR and communication plans for events.
- Compile knowledge about processes and methods in connection to approvals from the authorities, etc.
- Produce and present specific suggestions, which can potentially be used in, for example, the internship company.
- Build up personal and institutional networks as well as idea generation.

#### Competencies

The students should be able to:

- Unfold concrete ideas and turn them into reality through the development of the final exam project
- Participating in the preparation of return on investment calculations as a decision-making basis.

### **Event Management – sport events (local part 5 erts)**

#### Knowledge

- Different types of sponsors and how to work professionally with sponsorship and fundraising, as well as the possibilities for external support that can be provided by the consultancy industry in Denmark.
- The concept of branding and the different theoretical and practical considerations about and approaches to the development of branding strategies (city branding, nation branding, etc.).
- Different methods and opportunities for support that can be used in connection to event acquisition, as well as the professional bodies that can advise and assist in event applications designed to attract large international sports events to the country.

#### Skills

- Analyse and evaluate the extent to which a local area has the potential to develop a branding strategy based on initiatives within sports and culture.
- Assess practical issues concerning the ability of own and others' qualifications to participate in the sales of sponsorships.
- Evaluate practical issues for the standards and documents typically used in connection to large-scale national and international event acquisition procedures.

#### Competencies

- Understand the business-oriented considerations and risks involved in investing in branding, including the importance of “emotional” elements.

- Select and contact potential sponsors, and plan, work out and execute short or long-term sponsor collaboration.
- Acquire an understanding of how costly an acquisition phase can be for an organisation – and whether one’s own qualifications are adequate

### ECTS weight

The course element Event Management is worth 10+5 ECTS credits.

## 1.4 Elective subjects

During the 3rd semester, there is the possibility to choose an elective subject.

For the current offers of elective subjects, including learning objectives and form of examination, we refer to the elective subjects catalogue, which is to be published on Fronter in august 2018.

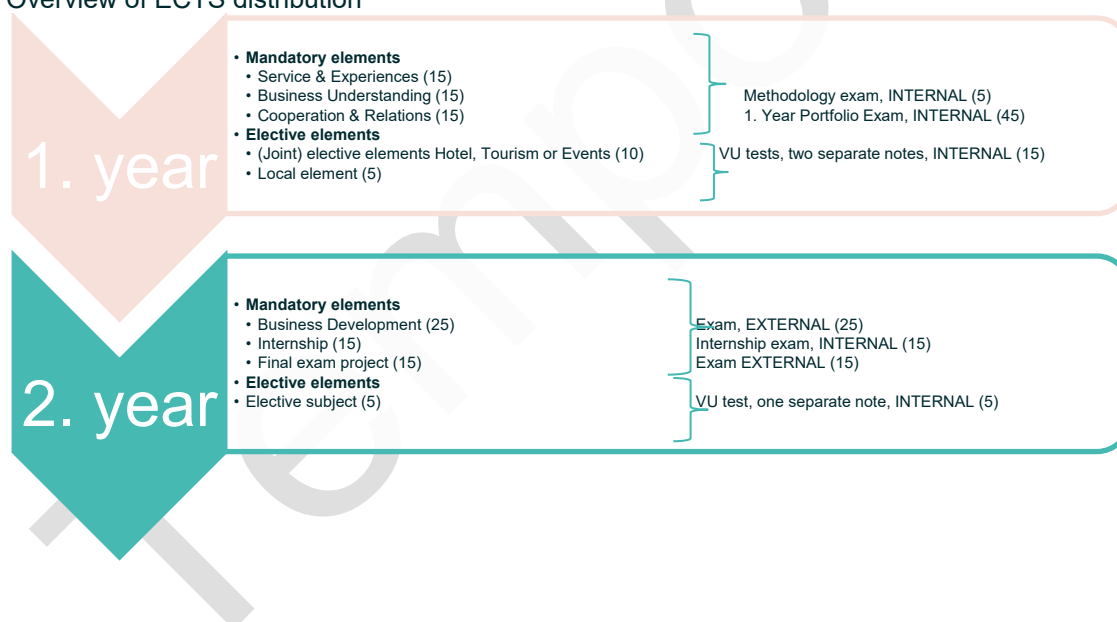
In that connection there will also be the possibility of a 14 days study stay at one of our partner universities.

### ECTS weight

The course element Elective subject is worth 5 ECTS credits.

## 1.5 Schematic representation of course elements:

Overview of ECTS distribution



## 2. Programme tests and exams

### 2.1 General rules for exams

Please see all general exam regulations in the most recently published version of UCL University College, Denmark's "Examination Regulations," available at eal.dk and the Executive Order on Examinations in professional higher education programmes and the Executive Order on grading scale and other types of evaluation at retsinformation.dk.

Starting a programme element, semester, etc., counts as enrolment in the corresponding tests. It is not possible to withdraw.

### 2.2 Description of exams

The following gives an overview of tests and examinations in the programme AP Service, Hospitality & Tourism Management. Requirements and details of the individual tests, including the examination period, formalities and the use of aids, is published in the Examination Catalogue on Fronter.

The student can be tested in several course elements at the same exam, and each exam will appear with one overall grade on the diploma. See also the schedule below for the timing of the exams.

**Schematic representation of the relationship between exams and the components of the programme, and when they occur.**

Semester	Exam name	ECTS and Course Element	Will appear on the diploma
1st semester	Study Start Test		Approved/not approved
	Methodology Exam 1	5 ECTS (please refer to enclosed exam catalogue for the program with the specific learning objectives and course elements)	1 grade
2nd semester	Specialization Exam	10 ECTS specialization module (optional educational element)	Separate grade (weight 50% of the total optional element)
	Optional Educational Element Exam 1	5 ECTS module (optional educational element)	Separate grade (weight 25% of the total optional element)
	1. Year Portfolio Exam	40 ECTS Exam in all learning objectives from the 1.year	1 overall grade

		excl. optional local elements and methodology project (specified)	
<b>3rd semester</b>	Optional Educational Element Exam 2	5 ECTS module (optional educational element)	Separate grade (weight 25% of the total optional element)
	Business Development Project	25 ECTS Exam in all learning objectives from the theme (educational element) Business Development	1 overall grade
<b>4th semester</b>	Internship Exam	15 ECTS	1 overall grade
	Final Exam Project (dissertation)	15 ECTS	1 overall grade

## 2.3 Other requirements for completing activities

In addition to the above-mentioned exams, the student is required to complete a number of compulsory activities in order to participate in examinations and continue the programme, cf. the Examination Order § 10 and § 5.3.

### 2.3.1 Compulsory learning activities: Participation and hand-in requirements

Several course elements require that the student must have completed a number of compulsory learning activities in order to participate in the exam. If the compulsory learning activities are not completed, the student cannot participate in the exam and has used one exam attempt. The student is automatically enrolled for the next exam, and must still meet the conditions for admission to the exam in order to participate. The compulsory learning activities vary from course element to course element and may include participation requirements, presentations or hand-in assignments. The compulsory learning activities of the AP in Service, Hospitality & Tourism Management are described as admission requirements for examinations and are published in the Examination Catalogue on Frontier.

### 2.3.2 Commencement test

A student must pass the commencement test in order to continue in the programme, cf. the Examination Order § 10.

<b>Commencement test</b>
<b>Timing:</b> The commencement test is held at the latest two months after the start of the programme
<b>Form:</b> The commencement test is described in the Examination Catalogue
<b>Assessment:</b> Pass/fail
<b>Admission requirements:</b> None

**Consequences of failing:** If the student fails the exam in the first try, the student has the opportunity to participate in a re-examination, which is held within three months after the start of the programme. If the student does not pass the examination, their enrolment in the programme will be terminated, cf. the Examination Order § 10.

**Particulars regarding the commencement test:** The commencement test is not covered by the rules for complaints about tests; cf. the Examination Order Section § 10 section 4. UCL University College, Denmark may grant dispensation for the individual student from the dates stipulated to pass the test on grounds of illness, maternity leave or exceptional circumstances. These conditions must be documented.

### 2.3.3 Study activity requirements: First-year exam

For technical and commercial Academy Profession programmes and Professional Bachelor programmes, all tests and exams that the student must participate in by the end of the first year of the programme after beginning studies (the first-year exam), must be passed by the end of the second year after beginning studies in order to continue in the programme.

Note that the first-year examination, as described in this section, does not consist of an exam but the requirement that all examinations in the first year must be passed before the end of the first year of study.

#### **Consequences of not passing the first-year exam**

If a student does not pass the exam in the relevant elements of the course, the student's enrolment in the programme will be terminated, cf. the Examination Order § 8 section 1 and the Access Order § 37, section 1, no. 4.

## 2.4 Use of aids for exams

All aids are, as a rule, permitted, unless otherwise specified in the Examination Catalogue.

## 2.5 Language used for exams

The language of the exam is the same as the language of the individual subjects, i.e. either Danish or English. Exams held in Danish may be taken in Swedish or Norwegian instead of Danish, unless the objective of the exam is to test the student's proficiency in Danish, cf. the Examination Order § 18.

If the academy has decided to conduct all or part of the education in English, because there are joint classes with Danish and international students, it is permitted to take the exam in Danish unless the purpose of the course is to document foreign language skills.

### **3. Other rules for the programme**

#### **3.1 Teaching and work methods**

There are several different teaching and work methods at UCL University College, Denmark. For example lectures, case studies, business projects, minor assignments, practical and theoretical exercises, laboratory work, oral presentation, homework, excursions and the like.

The teaching can be theme-oriented, as well as divided into different subjects.

The purpose of the work methods chosen by the programme is that the students acquire knowledge, skills and competencies within the core components of the programme, and that the students also uses these in accordance with the learning objectives of the programme.

More detailed descriptions of the courses, i.e. objectives, content, structure, work methods, etc., is published in lesson plans on Fronter.

#### **3.2 Differentiated teaching**

Differentiated teaching is applied when relevant.

#### **3.3 Study language**

AP Service, Hospitality & Tourism Management is an English-language programme, and all of the teaching is in English. In some cases, it may be possible to follow elective course elements in Danish, and furthermore it is possible to complete the internship in a Danish-language company.

#### **3.4 Rules for completion of internship**

##### *Requirements for the parties involved*

The internship company provides a contact person for the student during the internship. In collaboration with the student, the contact person formulates an internship agreement, stipulating which tasks the student will work on during the internship. The tasks must cover the learning objectives for the internship.

When organizing the internship, the student's prerequisites and knowledge must be taken into account. The internship agreement is then forwarded to the educational institution for approval.

UCL University College, Denmark has appointed a number of internship counsellors for AP Service, Hospitality & Tourism Management, one of whom will act as a sparring partner for the student throughout the internship, and serves as examiner for the internship report.

Furthermore, there is a range of tools available for the internship period. Information material and tools manual describe the framework and requirements for the internship period in detail and support the learning outcome of the student.

After the conclusion of the internship the UCL University College, Denmark conducts an electronic evaluation of the internship, which both the student and the internship company takes part in.

### **3.5 How writing and spelling skills affect assessment**

In the assessment of the final exam project spelling and writing skills form part of the overall assessment of performance, regardless of the language in which the project is written, but the academic content will be weighted most heavily, cf. the Examination Order § 35, section 4.

### **3.6 Compulsory study trip**

There is no compulsory study trip in the programme. The individual classes may alone or together with one or more teachers arrange a study tour during the 1st or 2nd semester. During the 3rd semester it is also possible to choose a short study stay abroad (see 1.4).

### **3.7 Dispensation regulations**

UCL University College, Denmark may dispense from what the institution or institutions themselves have provided for in this curriculum if special circumstances apply. A student must apply for dispensation and document the special circumstances as grounds for dispensation. UCL University College, Denmark will process the case and inform the student of the ruling, when it is available. The detailed rules for dispensation and applications for dispensation can be found at the UCL University College, Denmark website: [eal.dk](http://eal.dk).

### **3.8 Leave of absence**

It is possible to apply for leave from the programme, e.g. in the case of maternity leave, adoption or call for military service. UCL University College, Denmark cannot award a student leave before the student has passed the examinations of the first year of study of an academy or a bachelor's degree program or has completed the first half of the year in an independent postgraduate education (professional bachelor). The detailed rules for leave and applications for leave can be found at the UCL University College, Denmark website: [www.eal.dk](http://www.eal.dk). UCL University College, Denmark can dispense from these rules under special circumstances.

### **3.9 Credit agreements for institutional course elements**

Not relevant. Based on an individual assessment.

### **3.10 Agreements with foreign educational institutions**

Not available.