



Erhvervsakademi og
Professionshøjskole

CURRICULUM
for
for the AP Degree Programme in
Service, Hospitality & Tourism Management
2019-20 Winter
National part

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Jane Hansen, Head of Programme


Erik Knudsen

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This national part of the curriculum for 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 AP degree programme in Service, Hospitality & Tourism Management prepares the institutional part.

1. The programme's goals for learning outcomes

Knowledge

The students 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 on developing services and experiences
- 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
- Basic strategic concepts and tools of influence to the service company's choice of strategy and models
- The potential for internationalisation through collaboration as well as understanding of the influence of the internationalisation process on the service company.

Skills

The students should be able to:

- Assess the conditions relating to costs for the service and experience company with a view to 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 negotiation situations as well as set up and communicate practical possible solutions to business partners and users in Denmark and internationally
- Apply portfolio models to describe the service and experience company's products
- Assess practical management situations with a view to choosing appropriate solutions

Competences

The students should be able to:

- Handle different national and international development and sales situations within the service and experience industry
- Acquire new skills, knowledge and competences in relation to the service and experience industry in a structured manner
- Handle structural and cultural issues within their own professional field based on an overall assessment of the specific service and experience company
- Take part in discipline-specific and interdisciplinary intercultural collaboration at an operational and tactical level, including collaboration on the service and experience company's managerial functions and staff assignments

2. The programme includes four national subject elements

2.1. Services & Experiences

Content

The Services & Experiences subject area includes analyses of the hospitality concept and the understanding of the concept of guests, including customer behaviour in relation to the company's services.

Learning outcomes for Services & Experiences

Knowledge

The students should have acquired knowledge of:

- The practice and development of the service and experience industry
- What characterise services and experiences
- The development of the demand for experience products
- The sustainable financial operation of service and experience companies
- The development of the hospitality concept and the understanding of the concept of guests

Skills

The students should be able to:

- Identify and assess customer satisfaction, customer behaviour and market situation in respect of the company's services and experiences
- Apply creative techniques to design, develop, assess, plan and communicate services and experiences
- Set up the financial basis for decisions as well as communicate proposed decisions
- Use service management as a framework for assessing and communicating practice-related solution models
- Use the hospitality concept in practice

Competences

The students should be able to:

- Handle new knowledge, skills and competences within services and experiences in an interdisciplinary cooperation as well as structure data collection as a basis for new solutions

ECTS credits

The Services & Experiences subject element is worth 15 ECTS.

2.2. Business understanding

Content

The Business understanding subject area includes an analysis of the company's livelihood. Focus is on the internal and external situation with a view 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 students should have acquired knowledge of:

- The service and experience industry's company, organisation, market and competition forms as well as an understanding of the vision, mission, goals and values of companies
- The legal matters of importance to the service and experience company

Skills

The students should be able to:

- Analyse and assess the company's financial situation as well as set up a total budget for an experience or service company
- Set up and communicate a basis for decisions based on the company's positioning, target groups and micro- and macroeconomic situation

Competences

The students should be able to:

- Take part in interdisciplinary work on drawing up and assessing the internal and external analysis with a view to the running of the company
- Acquire new knowledge, skills and competences concerning the running of service and experience companies at a tactical and operational level

ECTS credits

The Business understanding subject element is worth 15 ECTS.

2.3. Cooperation & Relations

Content

The Cooperation & Relations subject area includes communication and management forms in an intercultural perspective with focus on the interaction with the guest and the 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 students should have acquired knowledge of:

- Management within service and experience industries
- The applied practice concerning intercultural interaction and communication with the national as well as international guest, customer, employee, volunteer, etc.
- Recruitment, employment, retention and dismissal of employees and volunteers

Skills

The students should be able to:

- Build up a personal and professional network with a view to strengthening relations with the labour market
- Identify and evaluate managerial issues and set up appropriate solutions
- Develop internal and external communication, digitally, in writing and orally to guests, customers, colleagues and business partners
- Apply knowledge of intercultural aspects in relations with the company's internal and external partners and stakeholders

Competences

The students should be able to:

- Take part in interdisciplinary cooperation with internal and external partners and stakeholders in an intercultural environment
- Take part in the development of the professional communication
- Acquire new knowledge, skills and competences concerning management and communication within the service and experience industry at a tactical and operational level

ECTS credits

The Cooperation & Relations subject element is worth 15 ECTS.

2.4. Business development

Content

The Business development subject area 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 students should have acquired knowledge of:

- Strategic planning tools and models within the service and experience industry
- Innovation, intrapreneurship, entrepreneurship and further development of existing companies, concepts and services
- Legal, financial and organisational considerations in connection with development and change
- Megatrends and trends with special significance to the service and experience industries

Skills

The students should be able to:

- Set up and assess financial and organisational consequences of growth, development and change activities
- Communicate practice-related problems and issues as well as appropriate solutions to business partners at a tactical and operational level
- Assess and communicate the value of growth ideas and their potential as a basis for decision in a Danish as well as an international context

Competences

The students should be able to:

- Take part in discipline-specific and interdisciplinary cooperation with a view to creating a sustainable running and development of the service and experience company, concepts and services
- Acquire new knowledge, skills and competences concerning the development and running of financially sustainable service and experience companies at a tactical and operational level

ECTS credits

The Business understanding subject element is worth 25 ECTS.

2.5. The number of exams in the national subject elements

National subject elements for the 1st year of study constitute 45 ECTS which make up the first-year exam covering the national elements (Services & Experiences, Business understanding and Cooperation & Relations) and an exam in the final project.

In addition, there is an exam in the other national subject elements as well as one further exam in the main exam 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 subject elements described in this curriculum can be examined together with the subject elements specified in the institutional part of the curriculum.

3. Internship

Internship learning outcomes

Knowledge

The students should have acquired knowledge of:

- The livelihood and organisation of the internship company

Skills

The students should be able to:

- Assess practice-related problems and issues and gather knowledge to solve work assignments and functions

Competences

The students should be able to:

- Take part in the running of the internship company as well as development-oriented work processes and functions
- Prepare a project based on a practice-related problem or issue in a structured manner
- Reflect on the achievement of discipline-specific and personal goals during the internship

ECTS credits

The internship subject element is worth 15 ECTS

Number of exams

The internship is completed with one exam.

4. Requirements for the main exam project

The learning objectives for the main exam project are identical to the programme's learning objectives listed above under point 1.

The main exam project must demonstrate the student's understanding of practice and centrally applied theory and method in relation to a real-life problem, which is based upon a specific task within the programme's area. The problem statement that must be central to the programme and profession is formulated by the student, possibly in collaboration with a private or public company. The Academy approves the problem statement.

The main exam 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).¹ It is required that the students use a high degree of field and desk research in their final examination project.

The topic of the individual project is formulated by the student together with the institution and the work placement company, and the assignment aims at solving a practical problem or issue. The institution assigns a supervisor to the student and approves the subject and initial problem statement and research question.²

The final project should be related to the core elements of the programme.

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>

¹ 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.

² Students are allowed to make only minor adjustments in the problem statement and research question; thus it will always be advisable to contact the supervisor.

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.³ The number of characters must appear clearly from the cover page.

Exams for the main exam project

The main exam project completes the programme in the last semester once all preceding exams have been passed.

ECTS weight

The main exam project subject element is weighted 15 ECTS credits.

Examination form

The exam is an oral and written examination with an external co-examiner, a combined mark is given based on the 7-point scale for the written project and the oral presentation.

5. Rules on credit

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 higher 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.

6. Commencement and transitional schemes

Effective date

This national part of the curriculum is valid from 1 September 2018 and is valid for students who are enrolled after 1 August 2018.

Transition provisions

³ Lecturer and examiner are not under an obligation to read appendices.

Students enrolled in 2016 have the right to complete the programme in accordance with the 2018-curriculum. If the student is unable to complete the programme within the standard time limit and the immediate re-exam term, she/he is they are transferred to this curriculum.

When you are transferred, an action plan will be made in co-operation with the student counsellor.

Students transferred to the 2018-curriculum can apply to complete the programme including elements from the curriculum that they originally enrolled on in accordance with that curriculum. This will be subject to if it is possible within the maximum numbers of ECTS and the rules about maximum time of study described in paragraph 1.2.

An application for this must be handed in no later than 4 months prior the exam term.

In the event of future issues of a new curriculum or significant modifications to this curriculum, a transitional agreement will be included in the new curriculum.


CURRICULUM
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Service, Hospitality & Tourism Management
2019-20 Winter

Institutional Part

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Jane Hansen, Head of Programme


Erik Knudsen

Erik Knudsen
Rector

1. Institutional course elements

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

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

ECTS weight

The course element Event Management is worth 10 ECTS credits.

1.4 Elective subjects

During the 2-3 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 UCL's learning platform.

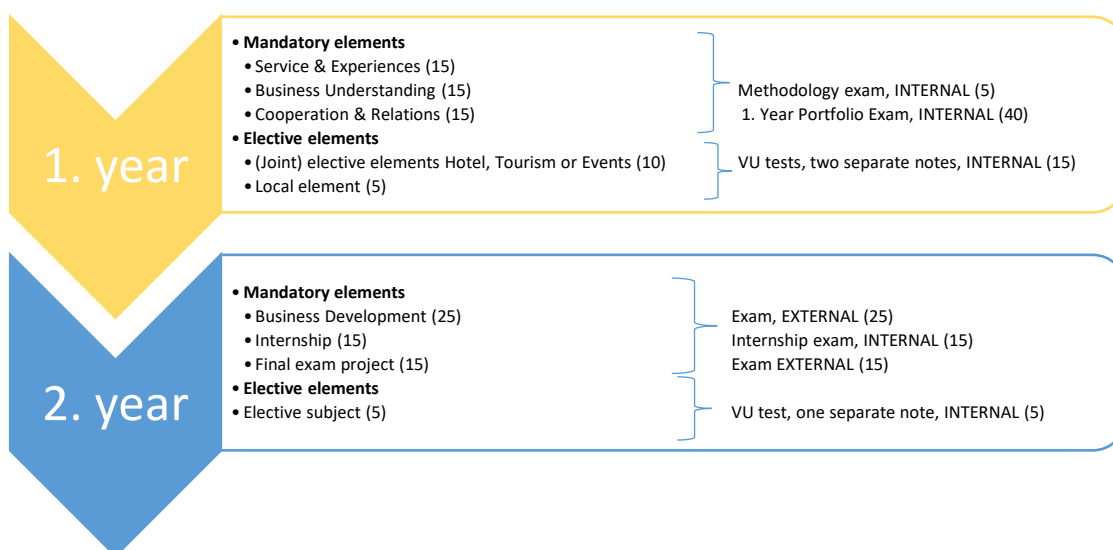
In that connection there may also be the possibility of a 14 days study stay at one of our partner universities.

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. 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 (Weight 25% of the first year exam)
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 excl. optional local elements and methodology project (specified)	1 overall grade (Weight 75% of the first year exam)
3rd semester	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
4th semester	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.

2.3.2 Commencement test

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

Commencement test
Timing: The commencement test is held at the latest two months after the start of the programme
Form: The commencement test is described in the Examination Catalogue
Assessment: Pass/fail
Admission requirements: 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 test 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 use 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 UCL's learning platform.

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.

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: ucl.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.