



DANIA ACADEMY

**Curriculum for
AP Service, Hospitality &
Tourism Management**

Dania Academy Randers

Valid from 01.09.2021



Curriculum for
AP Service, Hospitality & Tourism Management at Dania Academy

Approved by the Rector on behalf of the Board.



Anders Graae Rasmussen

01.09.2021

Subject to any printing errors and changes

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1. Introduction

The curriculum for AP Service, Hospitality & Tourism Management consists of two parts:

Part 1 - The national part

Part 2 - The institutional part

The national part of the curriculum for AP Service, Hospitality & Tourism Management has been released in accordance with § 21, 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.

The national part of the curriculum has been developed by the educational network for AP Service, Hospitality & Tourism Management and approved by all the institutions that offer the programme. The institution-specific part has been approved by Dania Academy.

The curriculum and significant changes to it have been submitted to the chairmanship of external examiners and the educational committee.

Dania Academy may choose to grant exemptions from the rules and regulations established by the institution or institutions if justified by exceptional circumstances.

1.1. Purpose and professional aim

The purpose of this programme is to qualify the graduate to be able to participate in the work of developing, planning and delivering service and experience services nationally and internationally in companies and organizations within service, holiday and business tourism as well as hotel and restaurant.

This programme gives the graduate the right to use the title AP Graduate in Service, Hospitality and Tourism Management.

1.2. Overview of the education's subject elements

Subject areas	Weight	ECTS	National subject elements	ECTS	ECTS		
					Local subject elements	Elective	
					10	5	5
Subject area Service & Experiences	3	15	Service & Experiences	15	Tourism Management	<i>Elective 1</i>	<i>Elective 2</i>
Subject area Cooperation & Relations	3	15	Cooperation & Relations	15	Hotel & Restaurant Management		
Subject area Business Understanding	3	15	Business Understanding	15			
Subject area Business Development	5	25	Business Development	25			
				70	20		
		90					
Internship		15					
Final Exam Project		15					
Prescribed number of ECTS		120					

1.3. Timing of the education's subject elements

Placement	National subject elements	Local subject elements	ECTS
1st semester	Theme 1: Service & Experiences		15
	Theme 2: Cooperation & Relations		15
2nd semester		Local Course Element: <ul style="list-style-type: none"> Tourism Management Hotel & Restaurant 	10
	Theme 3: Business Understanding	<i>Elective 1</i>	5
3rd semester	Theme 4: Business Development		15
		<i>Elective 2</i>	5
4th semester	Internship		25
	Final examination project		15
ETCS points in total			120

Part 1 - The national part

The national part of the curriculum is supplemented by the institutional part, which is determined by the individual institution that offers the education. It has been prepared by the education network for the education and approved by all the providers “board” – or the rector after authorization – and after consultation with the institutions’ education committee and the external examining committee for the education.

2. The programme’s goals for learning outcomes

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 educated provides 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 organization 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 students 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 students 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.

3. The educational programme includes 4 national subject elements

3.1. Service & Experiences

Content

The Services and Experiences education element includes analyses of the hospitableness concept and the understanding guests including customer behavior 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 characterizes 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 utilize data regarding customer satisfaction, customer behavior 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.

3.2. 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:

- 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 students 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 students should be able to:

- 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 subject element is worth 15 ECTS.

3.3. 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 Services & Experiences

Knowledge

The student must:

- Have development-based knowledge regarding the service and experience industry's corporate and organizational, 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.

3.4. Business Development

Contents

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 analyzing the growth potential including assessment of the financial and organizational consequences of development activities.

Knowledge

The student must have knowledge of:

- 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 organizational 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 must 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 organizational 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 must 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 subject element Business development has a scope of 25 ECTS points.

3.5. The number of exams in the national subject elements

The 1st year exam is worth 45 ECTS credits. They are made up of the examinations that are the 1st 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 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.

4. Internship

Internship learning outcomes

Knowledge

The students should have acquired knowledge of:

- an understanding of the internship company's business and of the internship's application of theory and method in practice
- development-based knowledge of the service and experience company's possibilities including corporate, organizational, market, and competition forms as well an understanding of company's vision, mission, goals and values

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 subject element is worth 15 ECTS

Number of exams

The internship is completed with one exam.

5. Requirements for the final exam project

The final exam project, together with the internship exam and the other exams on the programme, must document that the learning objectives for the programme have been achieved.

The final exam project must also demonstrate the student's understanding of practices and centrally applied theory and methods in relation to a practice-orientated problem statement. The problem statement must be based on 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 institution must approve the problem statement.

The final examination project is based on gathered information, and its purpose is to demonstrate that the students can process, analyze 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.

Exams for the final exam project

The final exam project completes the programme once all the preceding exams have been passed.

ECTS weight

The final exam project is weighted 15 ECTS credits.

Examination form

The examination consists of a project report and an oral defence. The exam has an external co-examiner, and one overall individual mark for the project and oral exam will be given according to the 7-point scale.

6. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

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.

The students are obliged to inform us of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

The following credit agreements have been made for the national subject elements:
[Insert any agreements]

PART 2 - Institutional part

7. The education contains 2 local subject elements, including electives

In addition to the national subject elements the education includes local subject elements as well amounting to 20 ECTS points. The local subject elements give the student the opportunity to qualify the study and occupational competence through electives, customization and perspectivation of subjects relating broadly to the education's area of employment.

Each year the education offers a number of local subject elements as electives as described in the annex to this curriculum. The institution is not obliged to offer all the elective courses, but a suitable number of courses are offered according to a professional and capacity-related estimation.

7.1. Tourism Management

Content

The local subject element Tourism must provide the students with an understanding of the tourism practice, with the destination as the central element, including an understanding of the role of each tourism business in the tourism system.

Learning objectives for Tourism

Knowledge

The student must have knowledge of:

- Tourism's practice, development and strategy in public-private interaction including tourism supply and demand - Incoming and Outgoing
- What characterizes tourism products, tendencies within travel-life and its target groups

Skills

The student must be able to:

- Collect and process data to prepare a destination analysis
- Identify tourism distribution and marketing channels
- Transform strategy into practice with involvement of relevant business partners within the service and experience economy industry related to travel

Competences

The student must be able to:

- Participate in planning and development of destinations, including a destination analysis
- Participate in the planning and development of new and existing tourism products
- Apply the tourism distribution and marketing channels

ECTS Scope

The subject element tourism has an extent of 10 ECTS points.

7.2. Hotel & Restaurant Management

Contents

Understanding of the hotel and restaurant industry's practice with the guest as the central element, including an understanding of the role of the individual hotel and restaurant business in the industry.

Knowledge:

The student must have knowledge of:

- The hotel and restaurant industry's practice and development, including owner structures, the hotels organization and operations as well as the interaction between the various internal and external partners
- Characteristics of hotel and restaurant services, including international and Danish concepts including international and Danish classification systems within the industry

Skills:

The students should be able to:

- Apply the hotel and restaurant industry's terminology within economics, including applying industry standard numbers and key figures to set up and simulate solution options
- Identify and apply the hotel and restaurant industry's distribution channels
- Evaluate digital opportunities and set a solution proposal in digital marketing

Competences:

The students must be able to:

- Identify and take part in development and changes of processes and deliveries in respect of the service concept
- Participating in pricing of the hotel and restaurant services.
- Identify critical control areas in production and set up plans for self-monitoring.

ECTS Scope

The local subject element: Hotel & Restaurant management has a scope of 10 ECTS points.

7.3. Electives

Learning objectives for electives are described in the appendix to this curriculum.

- Elective subjects, The Academy Profession Degree Programme, 2nd Semester
- Elective Subjects, The Academy Profession Degree Programme, 3rd Semester

7.4. Exams

The purpose of exams during the education is to decide to which degree the student meets the professional objectives established for the education and its elements. The curriculum distinguishes between two different examination forms:

- External exam: Evaluated by the lecturer and one or more appointed co-examiners
- Internal exam: Evaluated by a lecturer and where the oral exams are concerned, a co-examiner appointed by the academy (as established by the individual education).

When a student begins a subject element semester, the student is simultaneously enrolled for the ordinary test. The educational institution sets a deadline for each examination for when the registration can take place. In the curriculum, the educational institution may stipulate that fulfilment of participation obligations and the submission of assignments and projects, etc. is a prerequisite for participation in a test. For all or part of the programs in the curriculum, the institution may stipulate that cancellation cannot take place.

See the section on study activity for information on the requirements for study activity and submission of assignments, projects, etc. in order to register for exams in the study programme. The student must acquaint themselves and comply with the business academy's rules for organizing exams. When the requirements for active participation have been fulfilled and assignments/projects, etc. have been submitted, the student will automatically be registered for the exams in the study programme. If students can opt out of an exam, the relevant time limits for doing so will appear in the description of the individual exam.

If a student at Dania Academy of higher education fails one of the ordinary exams, they will automatically register for a new examination, unless otherwise agreed. For further information, see the study programme's rules and regulations for examinations.

Non-participation in an exam means that the student will have used one examination attempt. This does not apply, however, if the student was unable to attend due to documented illness. The student is entitled to three examination attempts for each exam.

With written exams, one standard page is equal to 2,400 characters including spaces.

NB: Enrolment will be terminated for students who have not passed any exams in a continuous period of at least one year.

Part-exams that have not been passed cannot be re-taken if they form part of an overall exam that has been passed unless otherwise stipulated in the ministerial order or the curriculum for the education.

Reference is also made to *the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes, the Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes under the Ministry of Higher Education and Science* as well as **Dania Academy's examination rules** at: <https://eadania.com/media/3992/exam-regulations-dania-academy-2020.pdf>

7.4.1 Overview of exams

The exam below will appear on the certificate of the program:

Placement	Exam	Subject elements	ECTS	Assessment	Grade	Weight of mark
1 st semester	1st internal exam	1st year exam, part 1 - Theme 1: Services & Experiences	15	Internal	7 – point scale	0.33
		1st year exam, part 2 - Theme 2: Cooperation & Relations	15			0.33
		1st year exam, part 3 - Theme 3: Business Understanding	15			0.33
2 nd semester	2nd internal exam	Local course element: Hotel & Restaurant Management or Tourism Management	10	Internal	7 – point scale	0.5
	3rd internal exam	Elective 1	5	Internal	7 – point scale	0.25
	1st external exam	Theme 4: Business Development	25	External	7 – point scale	1
3 rd Semester	4th internal exam	Elective 2	5	Internal	7 – point scale	0.25
	5th internal exam	Internship	15	Internal	7 – point scale	1
4 th Semester	2nd external exam	Final examination project	15	External	7 – point scale	2
		Total ECTS	120			

7.4.2 Description of exams

1 year exam, part 1 – Theme 1, Service & Experience

Placement	The exam is an internal exam and is held in the first semester. The exam is 1/3 of the total 1st year exam, covering a total of 45 ECTS.
Contents	Identical to the learning objectives for Theme 1 - Service & Experiences and can be found in the national part of the curriculum
ECTS in total	15 ECTS
Prerequisites	The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers. Prerequisite assignments in groups: <ul style="list-style-type: none"> • Desk research (sources, source criticism, correct citation use) • Field research: Observations at a service company • Approval of the written assignment's problem statement <p>If the student fails to hand-in one or more of the above prerequisite assignments, they will be required to participate in and pass a substitute assignment defined by the teachers.</p>
Deadline for when prerequisites must be met	No later than a week before the exam.
Form	The exam is an individual assessment and consists of the following: <ul style="list-style-type: none"> • Handing-in a written report based upon work done with a service company/organization <p>The student prepares a written report based upon the chosen problem statement. The problem statement has to be approved by the lecturer. The report is written individually.</p> <p>The report is based upon a service company / organization in the tourism- and experience industry and in relation to the learning objectives within Subject Element 1 Service and Experiences.</p>
Contents related extent (formalities)	Based on a company / organization in the tourism- and experience industry the students prepare a written report of minimum 11,000 keystrokes and maximum 14,000 keystrokes not including the cover page, table of contents, bibliography and appendices. The report must be submitted in time on WiseFlow
Evaluation	The grade for the exam is individual and is given as an assessment of: <ul style="list-style-type: none"> • The written report

	<p>Internal evaluation according to the 7-point scale.</p> <p>Consequence of failing the exam: If the student does not pass the exam, the student must participate in the re-examination. Upon re-examination, the student is to prepare a new report based upon a new problem statement approved by the lecturer.</p>
Evaluation criteria	The assessment criteria are identical to the learning objectives for Theme 1; Service and Experiences and are found in the national part of the curriculum.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

1 year exam, part 1 – Theme 2, Cooperation and Relations

Placement	The exam is an internal exam and is held in the first semester. The exam is 1/3 of the total 1st year exam, covering a total of 45 ECTS.
Contents	Identical to the learning objectives of Theme 2: Cooperation & Relations . The learning objectives are stated in the national part of the curriculum.
ECTS in total	15 ECTS
Prerequisites	<p>The student must have been active in study, including having participated actively in the teaching. The student must have handed in the assignments defined by the teachers.</p> <p>Prerequisite assignments – individual or in groups:</p> <ol style="list-style-type: none"> 1. Multiple choice test (individual) 2. Qualitative interview (in groups) where 3-5 minutes transcript including the interview guide are to be submitted <p>If the student fails to hand-in one or more of the above prerequisite assignments, they will be required to participate in and pass a substitute assignment defined by the teachers.</p>

Deadline for when prerequisites must have been met	See Moodle
Form	<p>The exam is in groups with individual evaluations:</p> <p>A specific task is asked of the teacher, which the students then have 48 hours to work on in groups.</p> <p>The end product of the work is a synopsis. The synopsis must be 1 standard page per student in the group - plus / minus 10% not including the cover page, table of contents, bibliography and appendices. One standard page is equal to 2,400 characters including spaces.</p> <p>At the examination, there are two groups present at a time. The groups must oppose each other's synopsis and the oral presentation.</p> <p>The teacher identifies which groups should oppose each other.</p> <p>Firstly, a group should spend approx. 1/3 of his time (except the time of assessment) to present their synopsis. Then the opponent group has approx. 1/3 of the time to oppose. Finally, the teacher has approx. 1/3 of the time to ask in-depth questions.</p> <p>Then the groups change roles.</p> <p>An individual grade is given and it is the group's own responsibility that all group members receive the contribution right in the presentation, the defence and the opponents' speech.</p>
Contents related extent (formalities)	<p>The synopsis must be submitted in good time to both the teacher and an opponent group.</p> <p>The synopsis does not count towards the grade. The synopsis is the group's access to the exam.</p> <p>Teachers are not available for guidance during the 48 hours.</p> <p>Groups must be between 3 and 5 students.</p> <p>Groups of 3 students: total examination time exclusive of grading: 40 minutes Groups of 4 students: total examination time exclusive of grading: 50 minutes Groups of 5 students: total examination time exclusive of grading: 60 minutes</p> <p>All members of the group are responsible for all parts of the synopsis, and questions can therefore be asked in all parts of it, as well as in all relevant parts of the curriculum for Theme 2.</p>
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> • The oral presentation of the synopsis

	<ul style="list-style-type: none"> • Defence against the opponent group's questions • Questions asked in the role of opponent group <p>Internal evaluation according to the 7-point scale.</p> <p>Consequence of failing the exam: If the student does not pass the exam, the student must participate in the re-examination. Upon re-examination, the student is given a new case.</p>
Evaluation criteria	The assessment criteria are identical to the learning objectives for Theme 2; Cooperation & Relations and are found in the national part of the curriculum.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

1 year exam, part 2 – Theme 3, Business Understanding

Placement	The exam is an internal exam and is held in the second semester. The exam is 1/3 of the total 1st year exam, covering a total of 45 ECTS.
Contents	Identical to the learning objectives for element 2 Business Understanding . The learning objectives are stated in the national part of the curriculum.
ECTS in total	15 ECTS
Prerequisites	<p>The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers. In groups the following prerequisite assignments are to be submitted:</p> <ul style="list-style-type: none"> • Three financial reports based upon the group's hotel operations in the RevSIM-simulation game <p>If the student fails to hand-in one or more of the above prerequisite assignments, they will be required to participate in and pass a substitute assignment defined by the teachers.</p>

Deadline for when prerequisites must have been met	See Moodle.
Form	<p>The examination is a 30-minutes individual verbal exam.</p> <p>The student participates individually in an oral exam, where the student makes a presentation based upon the group prerequisite reports including different perspectives in relation to the course learning goals for Theme 3 Business understanding (The learning goals are described in the curriculum's national part).</p> <p>30 minutes are allocated for the oral examination per individual student: The time is used as follows:</p> <ul style="list-style-type: none"> • The student's presentation: approx. 10 minutes • Dialogue with the examiner: approx. 15 minutes • Grading: approx. 5 minutes.
Contents related extent (formalities)	<p>The synopsis must be submitted in good time to both the teacher and an opponent group.</p> <p>The synopsis does not count towards the grade. The synopsis is the group's access to the exam.</p> <p>Teachers are not available for guidance during the 48 hours.</p> <p>Groups must be between 3 and 5 students.</p> <p>All members of the group are responsible for all parts of the synopsis, and questions can therefore be asked in all parts of it, as well as in all relevant parts of the curriculum for Theme 2.</p>
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> • the individual performance at the exam <p>Internal evaluation according to the 7-point scale.</p> <p>Consequence of failing the exam: If the student does not pass the exam, the student must participate in a 30-minute verbal re-examination.</p>
Evaluation criteria	The assessment criteria are identical to the learning objectives for Theme 3; Business Understanding and are found in the national part of the curriculum.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	<i>English</i>

Aids	<i>All aids can be used</i>
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

Exam in the Local Course Element

Placement	The exam is an internal exam and is held in the second semester.
Contents	Identical to the learning objectives for the element. The learning objectives are stated in the institutional part of the curriculum.
ECTS in total	10 ECTS
Prerequisites	<p>The student has participated in one of the following local course elements:</p> <ul style="list-style-type: none"> • Tourism Management • Hotel & Restaurant Management <p>The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers.</p>
Deadline for when prerequisites must have been met	See Moodle.
Form	<p>The exam is individual and consists of:</p> <ul style="list-style-type: none"> • A written project • An oral exam <p>At the end of the local course element, each student must prepare a project of minimum 14,400 keystrokes – maximum 16,800 keystrokes including spaces., but not including the cover page, table of contents, bibliography and appendices.</p> <p>The project must demonstrate the student's knowledge, skills and competencies within relevant subjects in the joint local course element.</p> <p>The second part of the exam consists of an individual oral test of 30 minutes, which is based on the student's written project.</p> <p>In connection with the exam, the student will be assigned a supervisor. The subject matter that the student chooses for the project must be based on a practical problem within the joint local course element. The problem formulation is approved by the supervisor. The project must involve desk research. In addition, it is a requirement that additional literature should be included to support the project's problem formulation.</p>

	The student is not required to carry out field research in connection with the project, but they are welcome to include individual field research if this is called for by the problem formulation.
Contents related extent (formalities)	A citation standard must be chosen regarding knowledge sources.
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> the written report's professional and methodical content and the oral exam <p>Internal evaluation according to the 7-point scale.</p> <p>Consequence of failure: If the student does not pass the exam, the student must participate in the re-examination. Upon re-examination, the student is to hand in a new project based upon a new problem statement approved by the lecturer.</p>
Evaluation criteria	The assessment criteria are identical to the learning objectives for Local Course Element and are found in the institutional part of the curriculum.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

2. year exam, part 1 – Theme 4, Business Development

Placement	<i>The exam is an external exam and is held in the third semester.</i>
Contents	Identical to the learning objectives for the element. The learning objectives are stated in the national part of the curriculum.
ECTS in total	25 ECTS
Prerequisites	<p>The student must have been study active, while having actively participated in the teaching. The student must have handed in the assignments defined by the teachers.</p> <p>It should also be noted that in order to be able to take part in the exam, the group must submit an overall business plan, which is a summary of the 4 preceding milestone meetings.</p>

Deadline for when prerequisites must have been met	See Moodle
Form	<p>The exam is in groups with individual evaluation and consists of two parts:</p> <ol style="list-style-type: none"> 1. Four milestone meetings in connection with the teaching 2. A joint business plan followed by a joint oral exam <p>Re 1) Subject Area 4 is built around the preparation of a business plan for a company/organization of the students' own choosing.</p> <p>The students work together in groups of 3 to 5. The students form their own groups.</p> <p>Along the way, four milestone meetings are conducted, each group presenting to the assigned supervisor the status, achievements, challenges and plan until the next milestone meeting.</p> <p>Three days before the milestone meetings, each group uploads a number of partial analyses as well as a summary of them. The partial analyses and summaries must be included in the final joint business plan.</p> <p>For each milestone meeting, the following applies:</p> <ul style="list-style-type: none"> • Each group must submit max. 3 standard pages of partial analysis and a summary of max. 1 standard page 3 days before the milestone meetings which are based on these hand-ins. • Each group and group member must be able to explain and argue for what has been included and excluded in the partial analyses and the summaries. • Each milestone meeting lasts no more than 30 minutes per group. If the advisor can- not approve the work produced, a follow-up milestone meeting will be held. • The students are under an obligation to attend these meetings, which form part of the tabled time. <p>Re 2) Field research must be included in connection with testing ideas, prototypes and strategies. As part of the oral exam each group must show a project-video of a maximum 60 seconds</p> <p>The business plan must make up a report of minimum 19,200 keystrokes and no more than 24,000 keystrokes including spaces, not including the cover page, table of contents, bibliography and appendices.</p> <p>The business plan must include all relevant academic elements from the subject in question.</p> <p>Field research must be included in connection with testing ideas, prototypes and strategies. As part of the oral exam each group must show a project-video of a maximum 60 seconds.</p>

	<p>It is the responsibility of each group to ensure that all members get time to speak during the examination, and all the group members must be able to account for the full content of the report.</p> <p><i>The students presentations: 10 min. with 3 students; 15 min. with 4 students; 20 min. with 5 students</i></p> <p><i>Dialogue with examiner: 20 min. with 3 students; 25 min. with 4 students; 30 min. with 5 students</i></p> <p>Deliberation and awarding of marks: 10 min. per group</p> <p>In total:</p> <ul style="list-style-type: none"> • 40 min. with 3 students • 50 min. with 4 students • 60 min. with 5 students
Contents related extent (formalities)	A citation standard must be chosen regarding knowledge sources
Evaluation	<p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> • the written business-plan • the individual presentation for the exam • the groups project-video • dialogue with examiner/teacher <p>External evaluation according to the 7-point scale.</p> <p>Consequence of failure:</p> <p>If the student fails the exam, they must sit a re-examination. The exam must be passed in order to be able to take part in the final exam project.</p> <p>Whether the students must write individually or in groups is for the instructor to decide. It is also the instructor who makes up the groups.</p> <p>In case of re-examination, the student(s) must hand in a revised business plan. The formal requirements are the same as those for the exam.</p> <p>In case of small groups of 2 or individual examination, it is the instructor who decides the duration of the exam time.</p>
Evaluation criteria	The assessment criteria are identical to the learning objectives for Theme 4; Business Development and are found in the national part of the curriculum.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams.

	It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.
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Internship exam

The table below is based on the formal local requirements for the completion of the internship for the programme in question

Placement	The exam is an internal exam and is held in the fourth semester during the final week of the internship placement.
Contents	Identical to the learning objectives for the element. The learning objectives are stated in the national part of the curriculum.
ECTS in total	15 ECTS
Prerequisites	The student must have been study active during their internship. The student must submit on WiseFLOW a logbook covering their internship together with a one-page personal evaluation of the internship course latest 10 days before the internship finishes.
Deadline for when prerequisites must have been met	No later than 10 days before the internship finishes.
Form	The exam is individual and consists of: 1. An online oral test Re 1) The student must individually present a solution to an actual task or assignment completed during the internship. The actual task or assignment must be agreed with the internship company together with the internship advisor from Business Academy Dania during the preliminary period of the internship.
Contents related extent (formalities)	The solution to an actual task or assignment for the internship company forms the basis for an individual 35 minute verbal exam including deliberation and grading. The student is responsible for preparing a presentation and for providing a perspective on the chosen solution based upon the learning goals for the internship. Parts of the compulsory subjects Themes 1, 2, 3, and 4 will be included in the internship where appropriate. 35 minutes are allocated for the oral examination per individual student: The time is used as follows: For individual exams:

	The student's presentation: approx. 15 minutes Dialogue with the examiner: approx. 15 minutes Grading: approx. 5 minutes.
Evaluation	The grade for the exam is individual and is given as an overall assessment of: <ul style="list-style-type: none"> • the individual presentation and considerations for the exam • the student's independence, ability to answer questions and participate in a dialogue with the examiner <p>Internal evaluation according to the 7-point scale.</p> <p>Consequence of failure: If the student does not pass the exam, the student must participate in the re-examination.</p>
Evaluation criteria	The assessment criteria are identical to the learning objectives for Internship and are found in the national part of the curriculum.
Writing and spelling skills	
Language	English
Aids	All aids can be used
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

Exams for the final exam project

Placement	The exam is an external exam and is held in the 4 th semester.
ECTS in total	The final exam project is weighted 15 ECTS credits.
Contents	The final exam project, together with the internship exam and the other exams on the programme, must document that the learning objectives for the programme have been achieved. The final exam project must also demonstrate the student's understanding of practices and centrally applied theory and methods in relation to a practice-orientated problem statement.
Prerequisites	The examination can only be taken after the internship exam and all the other exams have been passed. The student must meet the requirement for study activity, including having participated actively in the teaching and handed in relevant assignments. The final exam project completes the programme once all the preceding exams have been passed.

	<p>The student must meet the requirement for study activity, including having participated actively in the teaching and handed in relevant assignments.</p>								
<p>Form</p>	<p>The problem statement must be based on 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 institution must approve the problem statement.</p> <p>The examination consists of a project report and an oral defence.</p> <p>The exam is an external in two parts:</p> <ul style="list-style-type: none"> • 1) an oral examination • 2) based on the written project. <p>The written part of final exam project can be prepared individually or in groups of two to three students. The oral part of the exam is an individual assessment.</p> <p><u>Scope:</u></p> <p>The following maximum no. of characters, including spaces, apply to the final examination project:</p> <table border="1" data-bbox="539 1010 1422 1294"> <thead> <tr> <th>Final examination project</th> <th>Maximum no. of characters in the examination paper, including spaces</th> </tr> </thead> <tbody> <tr> <td>1 student</td> <td>57.500-67.000</td> </tr> <tr> <td>2 students</td> <td>86.500-100.000</td> </tr> <tr> <td>3 students</td> <td>100.000-117.500</td> </tr> </tbody> </table> <p>The number of characters is 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.</p> <p>The number of characters must appear clearly from the cover page.</p> <p>If the final examination project does not meet the framework, cf. the table above, the student has used an examination attempt.</p> <p>Spelling and writing skills form part of the assessment of the written exam project. However, spelling and writing skills cannot affect the final mark by more than one mark.</p> <p>The assessment reflects an overall assessment of the academic content as well as the spelling and writing skills.</p>	Final examination project	Maximum no. of characters in the examination paper, including spaces	1 student	57.500-67.000	2 students	86.500-100.000	3 students	100.000-117.500
Final examination project	Maximum no. of characters in the examination paper, including spaces								
1 student	57.500-67.000								
2 students	86.500-100.000								
3 students	100.000-117.500								
<p>Contents related extent (formalities)</p>	<p>The written exam project, that is the basis for the evaluation has to:</p>								

	<ul style="list-style-type: none"> • Live up to the form demands for the final examination project, <i>as section 4 “Final examination project requirements” in the national part of the curriculum.</i> • Be handed-in on time and at the correct place <p>Failure to observe these two points will result in the student not being able to participate in the exam, and the student will have used an exam attempt.</p> <p>The exam is an oral exam based upon a written report and the examination is with an external examiner.</p> <p>A citation standard must be chosen regarding knowledge sources</p>
Evaluation	<p>The exam has an external co-examiner, and one overall individual mark for the project and oral exam will be given according to the 7-point scale.</p> <p>The grade for the exam is individual and is given as an overall assessment of:</p> <ul style="list-style-type: none"> • the written report • the individual verbal presentation for the exam • the student’s ability to answer questions and participate in a dialogue with the examiners <p>The student is awarded one individual mark based on an overall assessment of the written and the oral performance.</p> <p>Consequence of failure: If the student fails the exam, they must sit a re-examination. The student must hand in a new project and get a new problem formulation approved.</p>
Evaluation criteria	The assessment criteria are identical to the learning objectives for Internship and are found in the national part of the curriculum.
Writing and spelling skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that it is not deemed to be disruptive to the understanding.
Language	English
Aids	All aids can be used
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy’s examination rules.

7.4.3 Make-up examination, exemption, cheating, complaints and special examination conditions

Dania Academy has established rules and procedures regarding special conditions when conducting examinations. The rules and procedures will appear from **Dania’s examination regulations, which the student is expected to have read at the beginning of the 1st semester.**

The examination regulations include, among other things, rules and procedures in the following areas:

- When a student may attend a make-up examination

- When the student must pass the exam
- How the student should relate to physical or psychological disability
- Examinations taken abroad
- Complaints
- Cheating, plagiarism and disruptive behaviour during examinations, etc.

7.5. Study activity criteria

At Dania Academy we regularly follow up on the study activity of our students. Study activity is a prerequisite for being enrolled as a student at Dania, and for being entitled to the State Educational Grant and Loan Scheme (SU).

Enrolment will be terminated for students who:

- Haven't passed any commencement of studies exam within 3 months after the start of study.
- Haven't passed exams of a scope of 45 ECTS credits per academic year.
- Haven't passed at least one exam in a continuous period of at least 1 year.

Dania Academy may choose to grant exemption from the rule of 45 ECTS-points per academic year, if the student is an elite athlete, or it is due to illness, maternity/paternity leave or exceptional circumstances, including functional impairment.

7.5.1 Commencement of study start test

1st semester students must attend and pass a commencement of studies exam in order to continue their studies. The purpose of this exam is to establish that the student has in fact started on the education.

The commencement of studies exam is held no later than two months after commencement of study, and the result will be communicated to the student as passed/not passed within two weeks of holding the exam.

If a student fails the commencement of studies exam, they may participate in a re-examination, which will be held 3 months after the beginning of the 1st semester at the latest. The student will be given two attempts to pass the commencement of studies exam. The examination is not subject to the rules in the executive order on examination regulations regarding complaints about examinations.

Should the student fail to pass the 1st semester examination the student will be expelled from the education.

Study start test

Placement	<i>The exam will be completed in the first semester before 1 November.</i>
Subject elements	To document that the student has actually started their studies.
Prerequisites	The student must have been active in study, including having participated actively in the teaching.
Deadline for when prerequisites	None

must have been met	
Exam form	<p><i>The test consists of:</i></p> <ul style="list-style-type: none"> • <i>A multiple choice test within the framework of topics reviewed since the start of study. 20 questions are answered.</i> • <i>An assessment of study activity, including both the presence and reading of the silent tasks.</i> <p><i>The student has 1 hour to complete the multiple choice test.</i></p>
Basis of the exam incl. formal requirements	General knowledge exam on the basis of the topics discussed before the start of studies, as well as knowledge of the business academy, the education and the purpose of the education on an overall general plan.
Evaluation	Internal assessment as approved/not approved. The basis for the assessment is the student's individual performance.
Evaluation criteria	It is assessed partly by the number of correct answers, where each question is assessed on a scale of 1-10, 75% correct answers will be approved. In addition, an individual assessment is made by the teachers, regarding, the student's attendance, stability and delivery frequency for the tasks performed up to the test.
Spelling and writing skills	The written submissions must be readable and delivered in a fluent and varied language. Spelling and comma errors are accepted to the extent that they are not considered to be disturbing to the understanding.
Language	English
Aids	All aids can be used
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

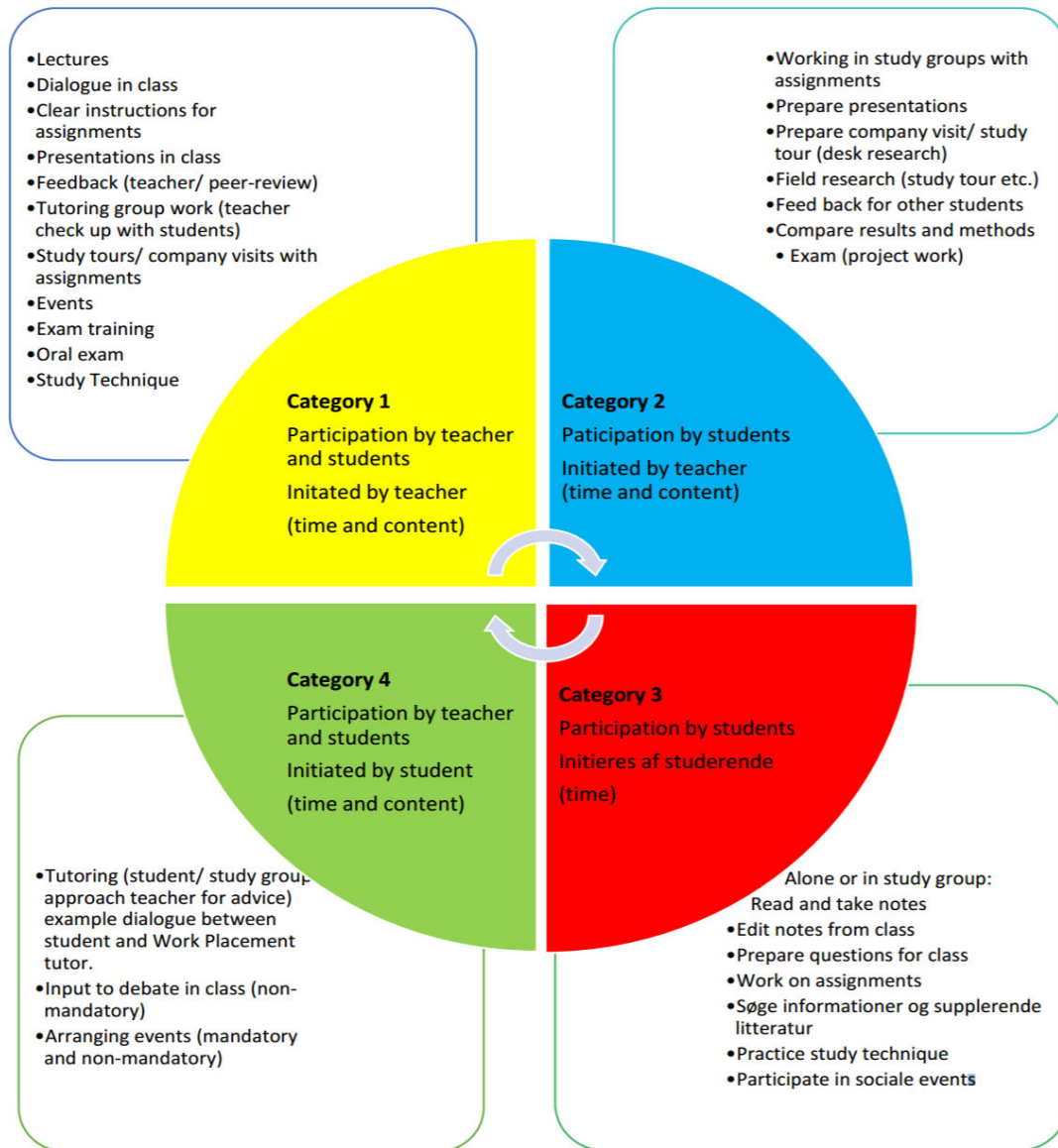
7.6. The study activity model

When a student starts at Dania Academy, he or she will be introduced to activities and a study programme, which may differ from what he or she has previously been introduced to elsewhere. It is expected that the effort contributed by the student is consistent with that of a fulltime occupation. The programme is practice-based, which means that besides the internship course there will continuously be held meetings with the business/profession during the programme.

Many different types of activities are included in a study. Some of these will be on the student's own initiative, others will be designed by the programme. Some of these the students perform themselves, either alone or in a group of fellow students, others the students will perform together with the education's teaching

staff, and others again will be performed together with companies, either during the internship, or in connection with company visits, projects etc.

Teaching at Dania Academy is organised based on the following model for study activity, where the activities are divided into 4 categories:



7.6.1 Teaching and working methods

The programme's knowledge base rests on:

- New knowledge about central trends in industries relevant to this programme
- New knowledge obtained through R&D relating to industries relevant to this programme
- New knowledge from research fields relevant to key elements in the programme's purpose and professional aim

The knowledge base of the education is business- and profession-based as well as development-based. Vocational basing means that the education is based on new knowledge of key trends within the profession that the education is aimed at.

Development-based means that the education is based on new knowledge from experimental and development work, which is relevant to the profession that the education is aimed at. Development-based also implies that the education is based on new knowledge from research fields that are constitutive of the education's purpose and business purpose.

The teaching is carried out through the use of lectures, group teaching, dialogue teaching, series of exercises, online courses, presentations, cases, seminars, guest teachers from home and abroad, projects and company stays.

The teaching is based on the fact that materials used, assignments, etc. are found in Moodle rooms, to which the students have access, and the students are expected to take a proactive part in the use. Moodle rooms provides good opportunities for the teaching to be differentiated, so that students can pick up material, tests, course plans, etc. when they need individually, just as the teachers have the opportunity to develop several different teaching paths for students with different needs.

7.7. Parts of the education that can be completed abroad

The education has been organized so that the student may complete parts of the education abroad within the prescribed period of study.

- Agreements entered into on international study stays at a foreign institution (requires that the student receives prior approval from Dania Academy, cf. rules on credit)
- International internship (The internship company must be approved, cf. the general quality rules on internships)
- Electives organized as a study trip

With the exception of the final exam project, all sub-elements of the programme's 3rd and 4th semester can be held abroad – including internships.

7.8. Rules on credit - the institutional part

The rules on credit in the institutional part follow the rules on credit in the national part, see above.

7.9. Credit between the higher education institutions

Some Academy Profession programmes offer the possibility for credit transfer, if you apply for certain undergraduate programmes. It may be both special credit courses, or credit during the ordinary courses, meaning you may start the courses later, for instance the 2nd year of study, or that you may skip some of the subjects during the education.

Read more at:

<https://www.ug.dk/programmes/study-guidance-denmark>

or contact the educational guidance counsellor for further relevant information.

7.10. Leave of absence

A student may take leave of absence from the education for personal reasons. Further information on leave of absence, and the rules and regulations that apply can be found in *the Ministerial order on admission to academy profession degree programmes and professional bachelor educations*.

7.11. Exemptions

The institution may, when it deems it justified because of unusual conditions, choose to grant an exemption from the regulations in the curriculum that are laid down by the institution or the institutions alone. The institutions cooperate on a uniform exemption practice.

7.12. Foreign languages

All the education's teaching material is in English.

No further knowledge of foreign languages is required other than what is described in the Ministerial order on admission and enrolment.

7.13. Current legislation

<https://ufm.dk/lovstof/gældende-love-og-regler/uddannelser/erhvervsakademiuddannelser>

8. Commencement and transitional schemes

This curriculum is valid from 01.09.2021

This curriculum applies to all students who start on the programme after the date of commencement

8.1. Transitional schemes

For students already enrolled, the following transitional schemes apply:

Students who have started the programme before the commencement date follow the previous curriculum.