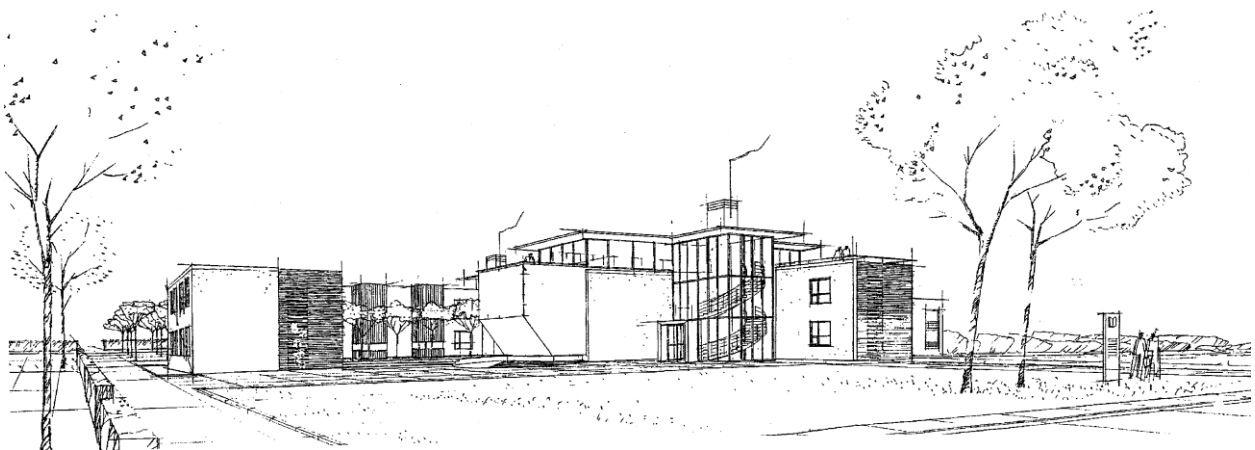




# AP Programme in Hospitality and Tourism Management

[www.eadania.com](http://www.eadania.com)

Information for Erasmus students  
Randers Campus  
2018-2019



## Contents

About the Academy .....	3
Living in Randers .....	3
Conditions for Erasmus students .....	3
Teaching methods.....	4
Important dates .....	4
Semester contents and ECTS distribution.....	5
1 <sup>st</sup> semester.....	5
2 <sup>nd</sup> semester.....	5
Indicative descriptions of themes.....	6
1st semester.....	6
2nd semester .....	7

**Contact:** Flemming Andersen, Institutional Erasmus Officer  
[fka@eadania.dk](mailto:fka@eadania.dk)  
+45 7229 1111

Dania Academy, University of Applied Sciences  
Randers Campus  
Minervavej 63  
DK-8960 Randers SØ  
Denmark  
[www.eadania.com](http://www.eadania.com)



## About the Academy

Dania Academy, University of Applied Science is a modern higher education centre, with international campuses in the cities of Randers and Viborg.

Dania was established on 1 January 2009 and has a long-standing tradition for developing and offering higher education, English-taught programs in the area:

- International Marketing
- Tourism and Hotel Management
- International Hospitality Management
- IT Technology
- Automotive Technology

### Excellent facilities

Dania's Randers Campus is located in new and modern buildings on the southern edge of the city of Randers. The Campus offers excellent study facilities to its 600 students, including the latest IT equipment and 24-hour access to the IT centre.



## Living in Randers



Randers has some 65,000 inhabitants, making Randers the seventh-largest city in Denmark.

The city of Randers is big enough to have all the facilities an international student could want, but small enough to have retained its friendly atmosphere and is cheaper to live in than other major Danish cities.

Randers is well situated in terms of access to the rest of Denmark, just 35 kilometres from Denmark's second-largest city Aarhus and about 4 hours by train from Copenhagen, Denmark's capital. The Airport is only 50 km away.



## Conditions for Erasmus students

- Erasmus exchange students must attend all subjects of any given semester enrolled into. This is due to our multidisciplinary and group-work oriented approach to teaching. All absence from classes is registered (this is also the case for our full-time students). You cannot put together a study program consisting of modules from different semesters or programs.
- All exams, tests and projects of the semester enrolled into **must** be taken.
- Students enrolled into 2<sup>nd</sup> semester must be aware of the fact that some exams at the end of the semester include curriculum contents from the whole 1<sup>st</sup> year.
- Erasmus students cannot attend the 3<sup>rd</sup> and 4<sup>th</sup> semester of this program

## Teaching methods

Dania highly values project and group work, and we often use a multi-disciplinary approach to teaching. To students from some countries, these methods take some time to get used to.

As mentioned above these features are also very much present in our system of testing and examining.

The teaching is very discussion-oriented, i.e. the main aim of the lectures is not to repeat textbook facts, but rather to use textbook theories on case examples.

This, and the fact that most Erasmus students are not used to being taught in English, mean that most students that are in their 2<sup>nd</sup> or 3<sup>rd</sup> year at their home institution will still get ample challenges in our 1<sup>st</sup> or 2<sup>nd</sup> semester classes.

## Important dates

Semester dates and holidays: see [Fact Sheet](#)

## Semester contents and ECTS distribution

### 1<sup>st</sup> semester

Subjects	ECTS
<b>Theme 1: Services and Experience</b>	<b>15 ECTS</b>
• Industry Knowledge	2
• The Experience Industry	3
• Service Design	4
• Economics	3
• Hostmanship	2
• Methodology	1
<b>Theme 2: Business Understanding</b>	<b>15 ECTS</b>
• Global Economics	3
• Service Economics	7
• Strategy	3
• Corporate Forms	1
• Service Law	1
<b>Total ECTS</b>	<b>30</b>

Erasmus students are obliged to take all tests and exams.

### 2<sup>nd</sup> semester

Subjects	ECTS
<b>Theme 3: Cooperation &amp; Relations</b>	<b>15 ECTS</b>
• Leadership	6
• Communication	6
• HRM/Law	3
<b>Electives</b>	<b>5 ECTS</b>
• To be published	
<b>Specialisation</b>	<b>10 ECTS</b>
• Hotel & Restaurant Management or	
• Tourism Management	
<b>Total ECTS</b>	<b>30</b>

Erasmus students are obliged to take all tests and exams.

## Indicative descriptions of themes

Please, note that you will only find descriptions of the themes, which are multi-disciplinary. The course curriculum does not contain descriptions of the sub-elements of each theme.

### 1st semester

#### ***Theme 1: Services & Experiences – 15 ECTS***

##### **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 objectives for Services & Experiences**

##### **Knowledge and understanding**

The student will gain knowledge about:

- The practice and development of the service and experience industry
- What characterises 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 student will get the skills 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

##### **Competencies**

The student will learn to:

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

#### ***Theme 2: Business understanding – 15 ECTS***

##### **Content**

The Business understanding subject area includes an analysis of the company's basis of existence. 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 objectives for Business understanding**

##### **Knowledge and understanding**

The student will gain knowledge about:

- 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 student will get the skills 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

### **Competencies**

The student will learn 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 competencies concerning the running of service and experience companies at a tactical and operational level

## **2nd semester**

### ***Theme 3: Cooperation & Relations – 15 ECTS***

#### **Content**

The Cooperation & Relations subject area includes communication and management forms in an intercultural perspective with focus on the interaction of the guest and the employee. Focus is on analysis and data material as a basis of developing internal and external communication in a national and international perspective.

#### **Learning objectives for Cooperation & Relations**

##### **Knowledge and understanding**

The student will gain knowledge about:

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

##### **Skills**

The student will get the skills 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

## **Competencies**

The student will learn 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 competencies concerning management and communication within the service and experience profession at a tactical and operational level

## ***Specialisation: Hotel & Restaurant Management – 10 ECTS***

### **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 outcomes**

#### **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

#### **Competences**

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

## ***Specialisation: Tourism Management – 10 ECTS***

### **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 outcomes**

#### **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

### **Competences**

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