

Curriculum for

Bachelor of International Hospitality Management

BA IHM

Dania Academy – Campus Randers





Curriculum for the Bachelor's Degree Programme in International Hospitality Management at Dania Academy - University of Applied Sciences

Approved by the Rector on behalf of the Board.

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Anders Graae Rasmussen

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Introduction

The curriculum for the BA Degree in International Hospitality Management is divided into two parts:

- 1. Part 1 The national part
- 2. Part 2 The institutional part

The national part of the curriculum for the bachelor's degree in International Hospitality 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.

This curriculum has been prepared by the educational network for bachelor's degree in International Hospitality Management, and 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.



Part 1 – The national part

1. The programme's objectives for the learning outcomes

The purpose of the Bachelor of International Hospitality Management programme is to qualify the graduate to function independently in relations regarding hospitality. The graduate acquires competences to solve complex assignment in the field of employee and organisations development, business operations, hospitality and hostmanship1 and strategic value creation in the hospitality industry. The graduate can collaborate and be responsible for own learning as well as the company's learning.

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods
- be able to understand practices and reflect on the ways the hospitality industry applies practices, theory and methods.

Skills

The student must be able to:

- apply methods and tools to the development of tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented issues and solutions to hospitality industry partners and users.

Competencies

The student must be able to:

- lead and act based on complex development-oriented situations in relation to hospitality companies/organisations
- independently engage in dialogue with employees and other stakeholders to ensure and practice good hospitality
- identify their own and others' learning needs in order



2. The programme includes four national subject elements

2.1. Employee and Organisation Development

Content

This subject element covers management, hospitality and cultural and guest perceptiveness in relation to developing oneself, employees and the organisation.

Learning objectives for Employee and organisation development:

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to employee and organisation development
- be able to understand practices and applied theory and methods in relation to employee and organisation development, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools to the development of employees and organisations and be proficient in the management tools linked to employment within the hospitality industry, with a focus on good hospitality (hostmanship)
- evaluate practice-oriented and theoretical issues related to employees and organisations and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented leadership issues and solutions to hospitality industry partners and users.

Competencies

The student must be able to:

- lead and act based on complex development-oriented situations in relation to hospitality companies/organisations
- independently engage in dialogue with employees and other stakeholders to ensure and practice good hospitality (hostmanship)
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant knowledge, skills and competencies in relation to hospitality industry ethics.

ECTS weight

The Employee and organisation development subject element is worth 12 ECTS credits.



2.2. Business Operations

Content

This subject element covers management of finances, expenditure and income in relation to the company's sustainable development. There is a focus on management assessment of operations development within the participant's own organisation.

Learning objectives for Business operations:

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to operations management
- be able to understand practices and theory and methods applied to operations management, and to reflect on the hospitality industry's practices and use of theory and methods in connection with operations management.

Skills

The student must be able to:

- apply methods and tools to operations management and be proficient in the management tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues related to operations and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented operational issues and solutions to hospitality industry stakeholders.

Competencies

The student must be able to:

- work independently in collaboration to analyse the company's situation and provide suggestions for optimising operations
- work independently in an interdisciplinary team with relevant stakeholders based on a strategic business understanding
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant management knowledge, skills and competencies in relation to hospitality industry practices.

ECTS weight

The Business operations subject element is worth 13 ECTS credits.



2.3. Hospitality and Hostmanship

Content

This subject element covers cultural and guest perceptiveness and communication and developing these in the company with focus on developing a hospitality/hostmanship mind-set that can create value in the company.

Learning objectives for Hospitality and hostmanship:

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to hostmanship
- be able to understand practices and applied theory and methods in relation to hospitality, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools within hospitality and hostmanship and be proficient in the tools related to work in the hospitality industry
- evaluate practice-oriented and theoretical issues related to hospitality and hostmanship and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented issues and solutions in relation to hostmanship to hospitality industry guests and employees.

Competencies

The student must be able to:

- develop and implement experiences for the guest, which also create financial value for the company from an ethical, respectful and sustainable perspective
- work independently in professional and interdisciplinary collaboration and practise hostmanship
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant knowledge, skills and competencies in relation to hostmanship and guest perceptiveness.

ECTS weight

The Hospitality and hostmanship subject element is worth 14 ECTS credits.



2.4. Strategic Value Creation

Content

This subject element covers strategy and finances in relation to developing new and existing focus areas. The focus is on developing a mind-set that can handle changes and ongoing development, while also implementing strategic decisions.

Learning objectives for Strategic value creation:

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to strategic value creation
- be able to understand practices and applied theory and methods in relation to strategic value creation, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools to strategic value creation and be proficient in the strategic tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues related to strategy and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented strategic issues and solutions to hospitality industry stakeholders.

Competencies

The student must be able to:

- work independently in a professional and interdisciplinary collaboration with management and employees to develop and implement solutions in relation to the company's strategic challenges
- work independently and in alliances/networks with other relevant stakeholders towards developing the hospitality company
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant strategic knowledge, skills and competencies.

ECTS weight

The Strategic value creation subject element is worth 11 ECTS credits.



2.5. The number of exams in the national subject elements

There are 2 exams in the national subject elements, as well as one further exam in the bachelor 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

Content

The internship takes as ones starting point, that the student afterwards must have opportunity to assess and include relevant theory in solution of practice-oriented problems, which are relevant for the education and the bachelor project. During the internship, the student work with professional relevant problems and earn knowledge to relevant functions in the business. The student is a part of one or more businesses during the internship.

Learning objectives for programme's internship:

Knowledge

The student must:

- have development-based knowledge of the internship company's practices and applied theory and methods
- be able to reflect on the internship company's practices and methods in relation to the theory applied in the study programme.

Skills

The student must be able to:

- apply the internship company's methods and tools and master the skills related to the internship company
- evaluate practice-oriented and theoretical issues and collect data and, based on this, justify and choose relevant solutions to the issues
- communicate professional issues and solutions to colleagues and collaborators.

Competencies

The student must be able to:

- handle complex development-oriented tasks.
- independently be part of professional and interdisciplinary collaboration within the internship company and assume responsibility
- identify own professional and personal learning needs during the internship and develop own knowledge, skills and competencies in relation to the internship company.



ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is completed with 1 exam.

4. Requirements for the Bachelor Project

The learning goals for the Bachelor Project are identical to the learning goals of the programme, described under section 1.

The bachelor's project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theory and method in relation to a real-life problem. The student, possibly in collaboration with a private or public company, formulates the problem statement that must be central to the programme and profession. The Institution approves the problem statement.

The bachelor project must be inter-disciplinary and there must be advanced an economic scenario for the consequences of the presented solutions of the formulated problem.

Exam for the Bachelor Project

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

ECTS weight

The bachelor project 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 programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed educational 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 applying for prior credit approval, the students give permission that the institution can obtain the necessary information after the student's completion.

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.

6. Commencement and transitional schemes – National part

Commencement

This part of the national curriculum is valid from 20 August 2018 and is valid for students who are enrolled after this date.

Transitional schemes

Students who are admitted up until 20 August 2018 follow the curriculum date August 2014, until they start to follow this new curriculum from 1 September 2021.



Part 2 – The Institutional part

7. The programme contains two lokal programme elements, including electives

The programme features 10 ECTS credits worth of local programme elements. The local programme elements give the student the opportunity to qualify his/her study-related and professional competences through specialisation and contextualisation of subjects that are related to the employment area of the study programme.

The 10 ECTS local programme elements consist of a local programme element of 5 ECTS credits and an elective of 5 ECTS credits.

Each year, the study programme provides a number of electives that are listed in the appendix of this curriculum. The student must complete one of these. The institution is not obliged to effect all electives offered, however, an appropriate number will be effected according to an academic and capacity assessment.

Furthermore, the student *must* participate in the local programme element: Employability. Its purpose is to build up the student's skills and competences in relation to enabling future employment within the industry.

7.1. Local programme element: Employability

Content

The purpose of the local programme element is that the student builds up the ability to analyse and reflect upon their own competences in relation to the needs of the industry. Furthermore, based upon an analysis of competences the student can organize own and other peoples' development plans, aimed at developing competences that the industry demands now and in the future.

Learning objectives: Employability

Knowledge

The graduate has acquired the knowledge necessary to:

- understand and reflect on the recruitment basis and career options of the hospitality industry
- understand and reflect on the ways that hospitality is part of other industries
- understand and reflect on industry-related professionalism and profession identity
- understand and reflect on existing possibilities for personal and independent development of competences

Skills

The graduate has acquired the skills needed to:

- identify the current and future competence requirements of the hospitality industry and choose relevant career options in relation to the hospitality industry
- assess and communicate his or her own practice-related and theoretical competences and identify relevant, professional networks within the hospitality industry in which it would be beneficial to participate.



Competences

The graduate has acquired the competences needed to:

- prepare a personal competence development plan based on the graduate's own competence profile and development potential
- independently be part of professional and interdisciplinary networks
- identify his or her own learning requirements in order to develop and maintain relevant competencies in relation to employability.

Electives are worth 5 ECTS credits.

7.2. Elective

The student must choose one of several local programme elements. The learning objectives and content of the local programme elements are listed in the appendix "Electives" of this curriculum.

7.3. Exams

The purpose of the exams is to assess the extent to which students meet the academic objectives set for the programme and its elements.

We refer to the section on student activity for information on the requirements for participation, submission of assignments, projects, etc. that must be met in order to register for exams in the study programme. The student must acquaint themselves and comply with the academy's rules for organizing exams. When the requirements for active participation have been fulfilled and assignments/projects, etc. have been sub-mitted, the student will automatically register 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.

National and local programme elements can be included in the same examination.

Reference is also made here to the:

- Executive Order on tests in vocationally oriented higher education (the Executive Order on Examinations)
- Executive Order on Grading Scale and other assessments for programs at the Ministry of Education and Research (the Danish Executive Order on Grades)
- Business Academy Dania's Examination Regulations.



8 Exams on the Programme

Semes- ter	National pro- gramme elements	Local programme elements	ECTS	Evaluering	Also called	Weight of grade
1st	Employee and or- ganisation develop- ment (12 ECTS cred- its)					
	Business operations (13 ECTS credits)		30	Internal	1st internal exam	2
		Local programme element: Employ- ability (5 ECTS)				
	Hospitality and hostmanship (14 ECTS credits)		14	External	1st external exam	2
2nd	Strategic value crea- tion (11 ECTS cred- its)		11	External	2nd external exam	2
		Elective (5 ECTS credits)	5	Internal	2nd internal exam	1
3rd	Internship		15	Internal	3rd internal exam	2
	Bachelor Project		15	External	3rd external exam	3

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

Description of Exams

1st internal exam: Employee and organisation development, Business operations, and Employability

Prerequisites	There are no prerequisites for participation in the exam
Form	The examination is an oral exam with individual assessment based on a group solution that has been prepared based on a written case. The exam is internally assessed.
Exam schedule	At the end of the 1st semester.
ECTS credits	30 ECTS
Content	Learning goals from the themes:



	 Employee and organisation development (national programme element) Business operations (national programme element) and Employability (local programme element)
Description of Exam	Based upon the case provided student groups prepare and hand-in a written synopsis. Scenarios from Employee and organization development, Business operations, and Em- ployability will be included. Students are to prepare an individual presentation for the verbal part of the exam.
Duration	The group has 72 hours to prepare their solution of the case in the form of a synopsis. The verbal exam duration is 30 minutes for each examinee, including time for delibera- tions.
Contents Scope (formal-	Synopsis: Max. 20,000 keystrokes Min. 18,000 keystrokes
ities)	The group synopsis is to be uploaded to Wiseflow as is the individual presentation for each student.
Evaluation	Evaluation is according to the 7-point marking scale and is an internal assessment.
	Weight: Written part 50%, Verbal part 50%
Language	English or Danish
Aids	All aids can be used for the written part of the exam. No aids are allowed other than the groups written synopsis and the student's individual
	presentation during the verbal part of the exam
Deadline for cancellation	See Business Academy Dania's Examination Regulations

1st external exam: Hospitality and Hostmanship

Prerequisites	There are no prerequisites for participation in the exam
Form	Verbal examination: Students prepare based upon exam questions immediately before
	the verbal exam is held.
	The exam is assessed with an external censor.
Exam schedule	At the end of the theme Hospitality and Hostmanship on the 2nd semester
ECTS Credits	14 ECTS
Content	Learning goals from the theme:
	 Hospitality and Hostmanship (national programme element)
Duration	30 minutes preparation and 30 minutes for each examinee, including time for delibera-
	tions.



Contents Scope (formal- ities)	None
Evaluation	Evaluation is according to the 7-point marking scale and is an external assessment.
Language	English or Danish
Aids	All aids can be used during the preparation to the verbal exam. No aids are allowed during the verbal exam.
Deadline for cancellation	See Business Academy Danias Examination Regulations

2nd external exam: Strategic Value Creation

Prerequisites	There are no prerequisites for participation in the exam
Form	The examination is an oral exam with individual assessment based on a group solution that has been prepared based on a written case.
	The exam is externally assessed.
Exam schedule	At the end of the theme Strategic Value Creation on the 2nd semester
ECTS credits	11 ECTS
Content	Learning goals from the theme:
	Strategic Value Creation (national programme element)
Duration	The group has 72 hours to prepare their solution of the case in the form of a business report. The verbal exam duration is 30 minutes for each examinee, including time for deliberations.
Contents	Business Case: Max. 20,000 keystrokes
Scope (formal-	Min. 18,000 keystrokes
ities)	The group business report is to be uploaded to Wiseflow as is the individual presentation for each student.
Evaluation	Evaluation is according to the 7-point marking scale and is an external assessment.
Language	English or Danish
Aids	All aids can be used during the preparation to the verbal exam.
	No aids are allowed during the verbal exam.
Deadline for cancellation	See Business Academy Danias Examination Regulations



3rd internal exam: Internship Exam

Prerequisites	Completion of the internship period and handing-in of a synopsis by the deadline set in the annual programme.		
Form	Verbal exam based upon the students synopsis and log book.		
	The exam is internally assessed.		
Exam schedule	The synopsis and log book are uploaded as one document to Wiseflow 4 November 2019 no later than 12 noon. The verbal part of the exam will be held in week 46, 2019.		
	Re-exam/2 nd attempt: The synopsis and log book are uploaded as one document to Wiseflow 18 November 2019 no later than 12 noon. The verbal part of the exam will be held in week 48, 2019. Re-exam/3 rd attempt: To be decided		
ECTS credits	15 ECTS		
Content	Learning goals from the internship:See section 3		
Description of Exam	Students prepare a synopsis. During the work placement the student maintains a learning journal. The learning journal should include a description and illustration of the activities accomplished and the areas of responsibility held by the student during the work placement combined with the stu- dent's reflection on the learning goals and learning outcomes of the placement.		
Duration	The verbal exam duration is 30 minutes for each examinee, including time for delibera- tions.		
Contents Scope (formal- ities)	Students prepare a synopsis of maximum 12,000 keystrokes. The log book is prepared using the student's personal learning goals and is handed-in as an appendix to the syn- opsis. More detailed formalities regarding the synopsis and log book will be given during internship tutoring.		
Evaluation	Evaluation is according to the 7-point marking scale and is an internal assessment.		
Assessment Criteria	Evaluation of the exam is an overall assessment based upon the learning goals for the internship, where the student's ability to reflect upon their own development in the synopsis and the verbal exam will be taken into consideration.		
	Weight: Written part 2/3, Verbal part 1/3		
Language	English or Danish		



Aids	All aids can be used during the preparation to the verbal exam. No aids are allowed during the verbal exam.
Deadline for	See Business Academy Dania's Examination Regulations
cancellation	

3rd external exam: Bachelor Project

Prerequisites	The exam cannot take place until the internship exam and the other exams of the study programme have been passed.
Form	The examination is an externally assessed, oral examination based on the written bach- elor project. The report for the bachelor's degree project may be prepared individually or in groups of two or not more than three students.
Exam schedule	At the end of the 3rd semester.
ECTS credits	15 ECTS
Content	Learning goals from the bachelor project:See section 4
Description of Exam	The student produces a bachelor project based on the chosen problem statement (re- search question). The project then are used as starting point for the oral examination. The problem statement is to be approved by the student's tutor, where the deadline for approval will be given in the annual program.
Duration	The total exam duration is 45 minutes per examinee including time for deliberations with the possibility to make a presentation of max. 15 minutes.
Contents Scope (formal- ities)	 The final examination project may be prepared individually or by 2-3 persons together. The bachelor project must total: In case of 1 student: 72,000 – 84,000 characters In case of 2 students: 108,000 – 126,000 characters In case of 3 students: 126,000 – 147,000 characters The number of characters includes spaces, footnotes, figures and tables but excludes the front page, contents, list of sources and appendices.
Evaluation	The written report and the oral performance are assessed as a whole, leading to one grade. The exam is assessed and graded according to the 7-point grading scale.
Assessment	The assessment criteria are the learning objectives for the bachelor project, see the na-
Criteria	tional part of the curriculum.
Language	English or Danish



Aids	All aids can be used during the preparation to the verbal exam. No aids are allowed during the verbal exam.
Deadline for cancellation	See Business Academy Dania's Examination Regulations

9 Sickness exam, exemption, cheating, complaints and special exam conditions

Business Academy Dania has laid down a number of rules and procedures regarding special conditions in the settlement of tests. The rules and procedures are set out in Dania's Examination Regulations, which the student is expected to have read at the start of studies.

The examination regulations include rules and procedures in the following areas:

- When a student can go for a sick test
- When the student must pass the exam
- How the student should relate to physical or mental disability
- Examinations conducted abroad
- Complaints
- Cheating during exams, plagiarism and disruptive behavior during tests etc.

10 Participation Obligation

At Dania Business Academy, we regularly follow our students' study activity. We expect active participation in all of the activities on the programme.

11 Study Activity Model

When you start as a student at Dania Business Academy, you will meet activities and study planning that may differ from what you have previously met. It is expected that an effort equivalent to a full-time job will be required. The program is close to practice, which means that in addition to the internship, there will be regular meetings with the profession / profession during the education.

There are many different types of activities in a study. Some of them for the student themselves - others are planned for by the program. Some of them carry out tasks for the student themselves, alone or to-gether with fellow students - others carry out for the student together with the education's teachers - and yet others are carried out together with companies. Either in connection with the internship, or in connection with company visits, projects etc. like.

The teaching at Business Academy Dania is planned based on the following study activity model, where the activities are divided into 4 categories:



12 Teaching and Working Methods

The knowledge base of the programs is business, professional and development based. Business and profession-based education means that the education is based on new knowledge of key trends within the profession or profession that the program 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 or profession to which the program is directed. Developmentbased development also implies that the education is based on new knowledge from research fields that are relevant to the core areas that are constitutive for the purpose and business goals of the education.

13 Parts of the programme that can be completed abroad

The program is designed so that the student has the opportunity to complete parts of the study program abroad within the prescribed study period.

- Agreements on international study stays at an institution abroad (requires that the student receives a prior approval from Dania Business Academy, cf. rules on credit)
- International internship (The internship company must be approved, cf. the general quality rules for internships).



14Rules on merit – Institutional part

Rules for credit on the insitutional part follow the rules of credit on the national part, as above.

15 Merit between higher education

Some business academies offer the opportunity to obtain credit if you apply for specific higher education programs. There may be special courses, or there may be merit on the ordinary course, so that you either enter later in the course, eg: during the second year of study, or not have some subjects along the way in the education.

16 Leave of absence

A student can get leave from the education justified by personal circumstances. Further knowledge about leave and the provisions for students on leave can be found in the Executive Order on access to vocational academy programs and professional bachelor programs.

17 Dispensation

The institution can, when it is justified by exceptional circumstances, grant exemptions from the rules in the curriculum, which are only set by the institution or institutions. The institutions cooperate on a uniform dispensation practice.

18 Foreign Languages

The education is internationally oriented and it is to be expected that a significant part of the curriculum is in English. No additional knowledge of foreign languages is required, apart from what the Advisory Order states.

19 Current Legislation

https://ufm.dk/en/legislation/prevailing-laws-and-regulations/education/academy-profession-study-programmes?set_language=en&cl=en

20 Commencement and transitinal schemes – institutional part

Commencement

This part of the national curriculum is valid from 20 August 2018 and is valid for students who are enrolled after this date.

Transitional schemes

Students who are admitted up until 20 August 2018 follow the curriculum date August 2014, until they start to follow this new curriculum from 1 September 2021.