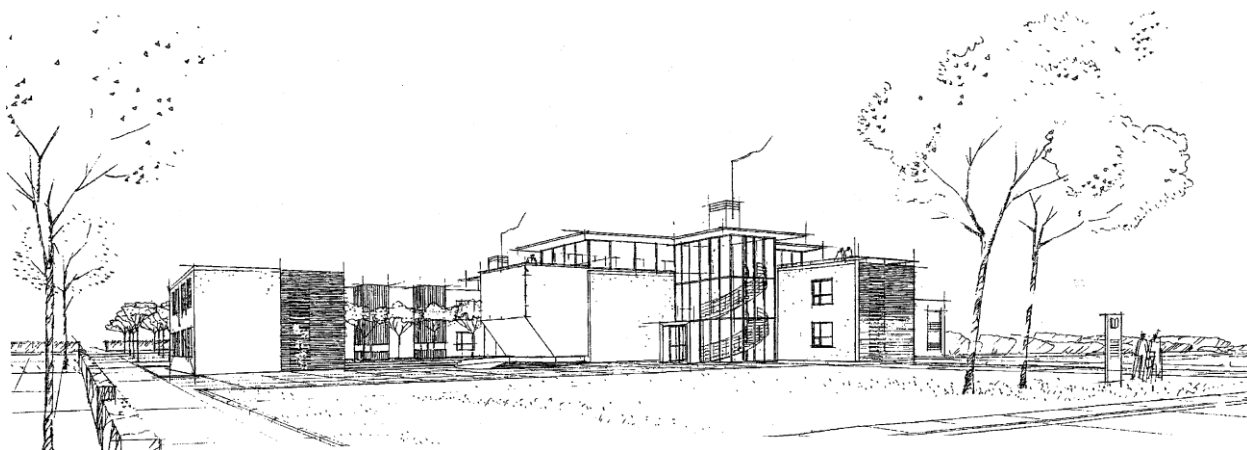




**Bachelor of
International Hospitality Management Top-up
www.eadania.com**

**Information for Erasmus students
Randers Campus
2020-2021**



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About the Academy

Dania Academy 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.



Important information

- Please be aware that this Bachelor Programme is a top-up study of 1.5 years (corresponding to semesters 5-7 of a 3.5 full BA programme). The full top-up programme is therefore only offered to Erasmus students who have already completed their 2nd year of higher education in a relevant study field. We do, however, sometimes make exceptions for Erasmus students at their current 2nd year to join the programme based on individual assessment.
- The 7th semester of this program is not open to exchange students because it consists of an internship and a Bachelor project. There are no normal classes during this semester.
- All exams and tests of the semester students are enrolled into must be taken.
- Exchange students cannot put together a study program consisting of modules from different semesters or programs (unless in very rare cases where the schedule would allow for this)

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.

Important dates

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

Content subject to changes

ECTS distribution

SEMESTER 5	
Theme 1: Employee and organisation development	12 ECTS
<ul style="list-style-type: none"> • Economics • Leadership and Organisation • Law • Methodology • Culture & Understanding of Guests • Hostmanship 	1 4 2 1 2 2
Theme 2: Business operations	13 ECTS
<ul style="list-style-type: none"> • Economics • Strategy • Leadership and Organisation • Methodology • Sales & Marketing/Communication 	7 2 1 1 2
Employability	5 ECTS
Semester 5 total	30 ECTS

SEMESTER 6	
Theme 3: Hospitality and Hostmanship	14
Economics <ul style="list-style-type: none"> • Leadership and Organisation • Methodology • Sales & Marketing/Communication • Culture & Understanding of Guests • Hostmanship 	1 2 2 2 4 3
Theme 4: Strategic Value Creation	11 ECTS
<ul style="list-style-type: none"> • Economics • Strategy • Leadership and Organisation • Methodology 	3 5 2 1
Electives (choose one only) 1. Sharing Economy, or 2. Sustainability and Corporate Social Responsibility, or 3. Volunteerism in the hospitality sector	5 ECTS
TOTAL ECTS	30 ECTS

Indicative descriptions of modules

Theme 1: Employee and Organisation Development – 12 ECTS

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.

Theme 2: Business Operations – 13 ECTS

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.

Theme 3: Hospitality and Hostmanship – 14 ECTS

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.

Theme 4: Strategic Value Creation – 11 ECTS

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.

Elective 1: Sharing Economy – 5 ECTS

Content

The elective will contain analyzes of how the notion of sharing disrupts the business of hospitality and creates new value via digital platforms.

The elective will focus on:

- Generation share – who want unique, authentic, personal hospitality experiences
- Nudging and digital service design – the right visual design and algorithms create trust and loyalty among consumers – and empowers everyone to provide sharing experiences
- How hotels react to sharing economy

The course offers intro lessons to the concept of sharing followed by innovative workshops developing our hands-on ability to start sharing economy businesses using the design thinking approach.

Main elements

- Sharing Economy
- Segments, target groups, personas
- Online service design

Learning outcomes

Knowledge

- The student must understand the concept of sharing, and how to use it in a broader context
- The student must have knowledge about the development within sharing economy
- The student must know about online, visual communication

Skills

- The student must understand the needs of various segments and how to design a service that matches that need
- The student must be able to use research and service design tools to make informed decisions
- The student must have the skills to identify how companies within the hospitality sector work professionally with the potential and threat of the sharing economy

Competencies

- The student must be able to apply the theoretical knowledge about sharing economy in a company within the hospitality sector
- The student must be able to assist in making a sharing economy strategy for a hospitality company such as a hotel or major city
- The student must be able to help companies make decisions based on relevant insights and changes to the sector

Elective 2: Sustainability and Corporate Social Responsibility – 5 ECTS

Content

Corporate Social Responsibility is highly current with the increasing awareness of Sustainability, Circular economy and the UN Sustainable Development Goals. All lines of industry are affected by this and with this elective, we want to focus on the specific social, ethical and environmental issues that applies to the Hospitality sector. The elective will investigate external influences and demands and focus on how this is designed in practice.

The purpose of the elective is to give the students an understanding of the basic principles and tools that are used within CSR and related concepts with a particular emphasis on the conditions and challenges belonging to the Service- and Experience industry.

Knowledge

The student must:

- Obtain knowledge on the overall principles of companies CSR work.
- Obtain knowledge about the company's social and societal responsibility in relation to working Environment Act and Mega trends.
- Obtain knowledge about related areas such as Code of Conduct, Sustainability, Circular Economy, Triple Bottom Line and the UN Sustainable Development Goals.

Skills

The student must:

- Be able to apply methods and tools from CSR and related areas to describe and analyze the specific situation and possibilities in a company.

- Be able to estimate the practical challenges in implementing and practice in the Service- and Experience industry.
- Be able to communicate a CSR strategy to relevant stakeholders – both on a strategic, tactical and operational level.

Competencies

The student must:

- Be able to transform theory and methods into practical action plans.
- Be able to develop specific outreach research and share knowledge and findings.
- Be able to communicate CSR strategy, both written and as an individual presentation.

Elective 3: Volunteerism in the hospitality sector – 5 ECTS

Professional volunteerism is an area that keeps gaining momentum within the hospitality sector. From being a field primarily run by amateurs in their spare time, it is now considered a substantial key to success for many destinations around the world. Thus, the professional management and organization of volunteers is of vital importance currently and even more so in the wake of the Corona pandemic. In this elective, we will dive into the field of professional volunteerism: How do we manage, motivate and retain our volunteers. Additionally, we will discuss the role of the volunteers, and the value that they contribute with in hospitality organizations. I will include the latest research and knowledge concerning volunteerism, and the students on this elective are going to be working hands-on with understanding the mechanisms that drive volunteer management.

Learning goals to follow.