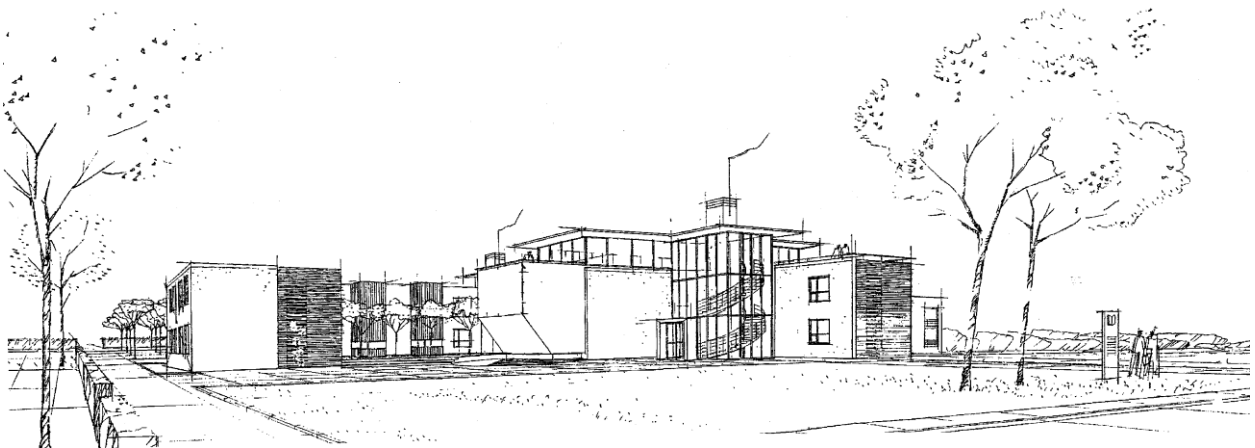




AP Programme in Hospitality and Tourism Management

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 Management

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 2nd semester must be aware that some exams at the end of the semester may include curriculum contents from the whole 1st year.
- Erasmus students cannot attend the 4th 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 2nd or 3rd year at their home institution will still get ample challenges in our 1st or 2nd semester classes.

Important dates

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

Semester contents and ECTS distribution

1st semester

| Subjects | ECTS |
|---|----------------|
| Theme 1: Service and Experiences | 15 ECTS |
| • Industry Knowledge | 2 |
| • The Experience Industry | 3 |
| • Service Design | 4 |
| • Economics | 3 |
| • Hostmanship | 2 |
| • Methodology | 1 |
| Theme 2: Cooperation & Relations | 15 ECTS |
| • Management | 6 |
| • Communication | 6 |
| • HRM/Law | 3 |
| Total ECTS | 30 |

2nd semester

| Subjects | ECTS |
|--|----------------|
| Theme 3: Business Understanding | 15 ECTS |
| • Global Economics | 3 |
| • Service Economics | 7 |
| • Strategy | 3 |
| • Corporate Forms | 1 |
| • Service Law | 1 |
| Electives | 5 ECTS |
| • Sharing Economy & Digital Disruption or • Sales & Sales Management | |
| Specialisation | 10 ECTS |
| • Hotel & Restaurant Management or • Tourism Management | |
| Total ECTS | 30 |

3rd semester

| Subjects | ECTS |
|---|----------------|
| Theme 4: Business Development | 25 ECTS |
| • Content to be specified | |
| Electives | 5 ECTS |
| • E-business Solutions or • Destination development | |
| Total ECTS | 30 |

Erasmus students are obliged to take all tests and exams.

All information subject to change.

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: 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

2nd semester

Theme 3: 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

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

Elective 1: Sharing Economy & Digital Disruption – 5 ECTS

Content

The elective module Sharing Economy & Digital Disruption will be taught in **English only**. Students are, however, allowed to sit the exam in either Danish or English.

The elective module Sharing Economy & Digital Disruption illustrates how the notion of sharing disrupts the business of service and hospitality by systemizing unknown resources and creating value using digital platforms.

Main elements:

- Personas
- Digital disruption
- Sharing economy

Learning outcomes

Knowledge

- The student must understand the concept of sharing and how to use it in a broad context
- The student must have knowledge about how platforms used for sharing apply online service design
- The student must know about disruption and innovation

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 online 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 possibilities and threats which the sharing economy offers

Competences

- The student must be able to apply theoretical knowledge about sharing economy in a company within the hospitality sector
- The student must be able to assist in making a strategy based on sharing economy 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: Sales & Sales Management – 5 ECTS

Content

The good sales originates from the individual seller's motivation and experience as well as the skills to build sustained and rewarding relationships. In order to achieve success in sales work, one must be able to create, maintain and expand valuable customer relationships. This places great demands on the individual seller's ability to read the customer's conscious and unconscious needs as well as the ability to adapt his or her sales style thereafter. The development of sales competences is therefore crucial to the success of any seller and any company.

Customers are getting easier and faster access to information. Therefore, as a salesperson, you must be able to influence them properly and at the right time and place. In the process, you will get the necessary skills and tools to work with sales as well as insights into working with a clearly defined goal to optimize the proceeds of the sales effort with the aim of getting satisfied customers and greater revenue.

The elective module focuses on difficult problems and issues facing the fundamentals of good salesmanship and sales management in the hospitality, tourism and event industry. We will examine the history and structure of selling in the industry and in a variety of industry settings. Prior to studying sales management principles, students practice sales techniques and negotiations in simulations. Cases are used to illustrate and evaluate principles of good salesmanship and sales management.

The elective module focuses on the challenges of sales and sales management and the issues of maximizing sales through delivering quality hospitality service to customers and managing promises to customers. The attraction, retention, and building of strong customer relationships through quality sales and service are at the heart of the course content.

The course supplements other units relating to the principles of marketing, strategy, service operations, etc. This course is designed to allow you to practice these methods, techniques, and approaches.

Learning outcomes

Knowledge

- The student must understand how the service experience is improved to the customer, hence how the experience influences and increases the sale
- The student must know how to prepare customer analyses, customer segments and customer plans
- The student must have knowledge about ethics in sales, about the sales development as well as the latest knowledge and trends in the area

Skills

- The student must be able to lift the sales of the organization through optimum utilisation of the competences of the sales force
- The student must be able to create optimal results through and alongside his/her sales staff members
- The student must know basic negotiation technique – strategy, tactics, variables

- The student must be able to motivate and commit sales staff members

Competences

- The student must achieve a thorough understanding of the optimal sales process – from beginning to end
- The student must obtain an understanding of the psychological needs and motivational factors of the customers as well as greater motivation and confidence in the sales work
- The student must be skilled at selling industry services

3rd semester

Theme 4: Business Development – 25 ECTS

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 analysing the growth potential including assessment of the financial and organisational 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 organisational 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 organisational 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.

Elective 1: E-business Solutions – 5 ECTS

Content

In our increasingly digitalized world, it is also increasingly felt that hotels standardize the use of digital solutions. Online bookings, payments, online check-in and checkout, as well as reviews, are just a few of the options you can use through your PC, Mac book or mobile.

However, the possibilities go even further. Tech Companies offers equally mobile platforms where you incorporate all of the above possibilities as well as offer augmented partner offers, which can both expand the service level to new heights, but also help to expand one's revenue stream positively.

Knowledge:

The students should have acquired knowledge of:

- The practice and development of the hotel and restaurant industry usage of and interaction with E-business solutions
- How the usage of E-business solutions should be initiated as a mean of improving the existing level of service in a given hospitality corporation

Skills:

The students should be able to:

- Apply the hotel and restaurant industry's vision for implementing current and future E-business solutions
- Distinguish between data control and personal rights in context to applying E-business solutions to the service portfolio in a given hospitality company
- Apply the knowledge of how the implementation of E-business solutions can strengthen the revenue stream in a given hospitality corporation

Competences:

The students should be able to:

- Identify and take part in developing and changing processes and deliveries in respect of the service concept that E-business solutions imply
- Assess the implication and consequences when the software and technology behind automating parts of the service process contribute to eroding the need for human contact with the guest
- Determine and apply the optimal context-oriented balance between digital and human service

Elective 2: Destination development – 5 ECTS

Content

The course in Destination development includes analysis of a destination's basis of existence. Focus is on its development potential based on the internal and external conditions of the destination and an overall understanding of what the concept of destination entails. As an introduction to the course, students will go on a trip to a selected destination, which will serve as a framework for the entire course.

Knowledge and understanding

The student will gain knowledge about:

- Key elements in destination development; product development, trends and tendencies
- The various players at the destination
- Public and private cooperation in tourism development

Skills

The student will get the skills to:

- Analyse and assess the current situation of the destination and draw up proposals for how to develop a sustainable destination

- Identify opportunities for cooperation between public and private players
- Collect data on the destination methodically

Competencies

The student will learn to:

- Assess a destination's development potential and translate it into specific, sustainable initiatives