



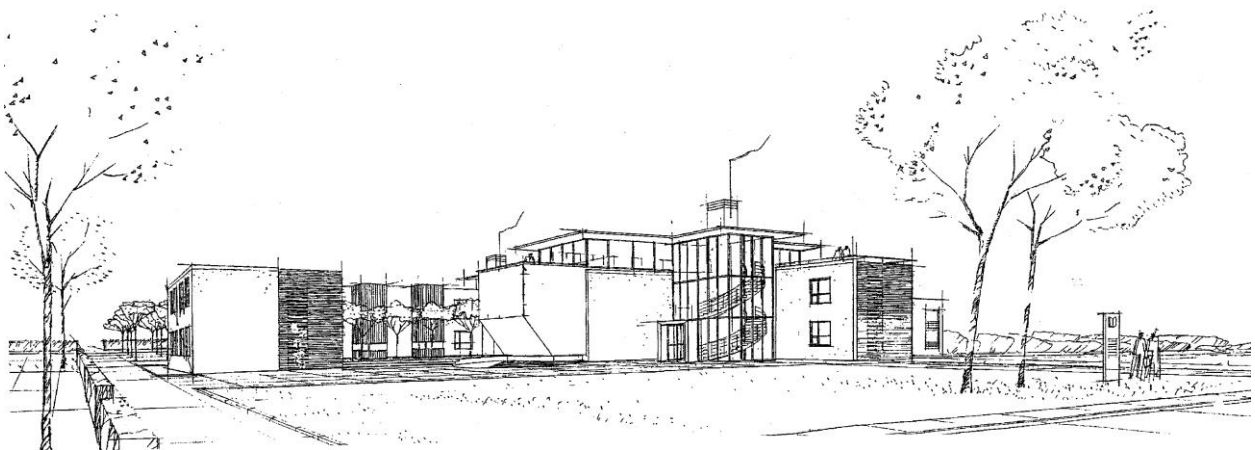
Erasmus+



AP Programme in Hospitality and Tourism Management

www.eadania.com

**Information for Erasmus students
Randers Campus
2022-2023**



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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.
- Erasmus students can only attend the 3rd 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.

Important dates

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

Semester contents and ECTS distribution

NB: this program is only available in the fall of 2022. From 2023, it will only be offered in Danish.

3rd semester

| Subjects | ECTS |
|---|---|
| Theme 4: Business Development <ul style="list-style-type: none">• Creativity & Innovation• Strategic Planning• Organisational Development• Investment & Finance• Marketing | 25 ECTS 5 5 5 5 5 |
| Electives <ul style="list-style-type: none">• E-business Solutions or• Destination development | 5 ECTS |
| Total ECTS | 30 |

Erasmus students are obliged to take all tests and exams.

All information subject to change.

Indicative descriptions of themes

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