

Curriculum for Service, Hospitality and Tourism Management (AP)

Academy Profession Degree Programme in Service, Hospitality and Tourism
Management /
Erhvervsakademiuddannelse inden for service, turisme og hotel (AK)

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CONTENTS

Framework	2
1.1. Purpose and Objectives of the Study Programme	2
1.2. Title, Duration and Certificate	3
1.3. Commencement	4
1.4. Interim Provisions/Transitional Arrangements	4
1.5. Legal Framework	4
2. Admission to the Programme	5
2.1. Entry Requirements	5
2.2. Eligibility for Admission	5
3. Programme Content	6
3.1. Programme Structure	6
3.2. National Educational Elements	6
3.3. Local educational elements and electives	10
3.4. Internship	10
3.4.1. Rules Regarding the Internship	11
3.5. Teaching and Working Methods	12
3.6. Language of Instruction	12
4. Internationalisation	13
4.1. Study Abroad	13
5. Examination and Assessment	13
5.1. General Rules Regarding the Exam	13
5.2. Description of Assessment of Educational Elements	14
5.3. Other Requirements for Completion of Activities	16
5.3.1. Mandatory Learning Activities: Requirements for Participation and Submission of Assignments	16
5.3.2. The Study Start Test	17
5.3.3. Study Activity Requirement: The First-Year Exam	17
5.4. The Final Examination Project	18
5.4.1. Importance of Verbal and Writing Skills	20
5.5. Aids during Examination	20
5.6. Examination Language	20
6. Other Rules	20

6.1. Credit Transfer _____	20
6.3 Exemptions from the Curriculum _____	21

Framework

This curriculum, covering the study programme for the Academy Profession Degree in Service, Hospitality and Tourism Management, hereinafter referred to as the study programme or the programme, is composed in compliance with ministerial order no. 1009 of 28 August 2017: 'Bekendtgørelse om tekniske og merkantile erhvervsakademiuuddannelser og professionsbacheloruddannelser' by the Danish institutions of higher education approved to offer the particular programme.

National parts and institution-specific parts of the curriculum

Parts of the curriculum have been stipulated conjointly with the institutions in the responsible education network, whilst others have been determined by Cphbusiness alone. The national parts have been incorporated in this document and constitute the following subsections: 1.1, 3.2, 3.4, 5.4 and 6.1. The remaining parts are institution specific.

The national parts have been co-created by all institutions offering the study programme, and they have committed themselves to ensuring national competence and qualifications. The national parts of the curriculum have been approved by the national education network for business academies on 4 July 2017.

The curriculum as a whole has been approved by Cphbusiness in compliance with the institution's internal approvals procedure.

1.1. Purpose and Objectives of the Study Programme

The purpose of the study programme is to qualify the graduate to participate in developing, planning, realising and providing service and experience services nationally and internationally in companies and organisations in the field of service, hospitality and business tourism as well as hotel and restaurant.

Knowledge

The students should have acquired knowledge of:

- The terminology and concepts used by the service industry as well as its use of theory and method in practice, in Denmark as well as internationally
- The company's potential for cooperating with business partners and users on developing services and experiences
- Relevant sectors within business and holiday tourism, hotel and travel life as well as other service and experience industries, their structure, development and organisation as well as interdependence
- Basic strategic concepts and tools of influence to the service company's choice of strategy and models

- The potential for internationalisation through collaboration as well as understanding of the influence of the internationalisation process on the service company.

Skills

The students should be able to:

- Assess the conditions relating to costs for the service and experience company with a view to financial calculations and budgeting
- Assess the connection between the company's service concept, supply system and competition system as well as assess relevant development trends for the company
- Apply knowledge about cultures in negotiation situations as well as set up and communicate practical possible solutions to business partners and users in Denmark and internationally
- Apply portfolio models to describe the service and experience company's products
- Assess practical management situations with a view to choosing appropriate solutions

Competencies

The students should be able to:

- Handle different national and international development and sales situations within the service and experience industry
- Acquire new skills, knowledge and competences in relation to the service and experience industry in a structured manner
- Handle structural and cultural issues within their own professional field based on an overall assessment of the specific service and experience company
- Take part in discipline-specific and interdisciplinary intercultural collaboration at an operational and tactical level, including collaboration on the service and experience company's managerial functions and staff assignments.

1.2. Title, Duration and Certificate

Title

Upon completion of the programme, graduates are entitled to use the title *AP Graduate in Service, Hospitality and Tourism Management* (in Danish: *serviceøkonom AK*). In agreement with the Danish Qualification Framework for Lifelong Learning, the programme is graded at level 5.

Duration and maximum length of study

With 60 ECTS credits (European Credit Transfer System) corresponding to a full-time student's work for one year of study, cf. section 10 in ministerial order no. 1009 of 28 August 2017: 'Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser', this programme amounts to 120 ECTS credits in total.

Study programmes that do not exceed 120 ECTS must be completed within the number of years corresponding to twice the nominal length of study, and other programmes must be completed no later than the nominal length of study plus two years, cf. section 6, subsection 2, in the ministerial order mentioned above. This means that the programme must be completed within 4 years. Under exceptional circumstances, Cphbusiness is entitled to grant exemptions from this rule.

Certificate

Upon completion of the programme, a certificate is issued to the student by Cphbusiness.

1.3. Commencement

This curriculum is valid from 1 September 2017 and is valid for students who are enrolled after 1 August 2017.

1.4. Interim Provisions/Transitional Arrangements

Students enrolled in 2016 have the right to complete the programme in accordance with the 2016 curriculum. If the student is unable to complete the programme within the nominal time limit including the immediate re-exam term, she/he is transferred to this curriculum.

When a student is transferred to this curriculum, an action plan will be made in cooperation with a student counsellor.

Students transferred to the 2017 curriculum can apply to complete the programme including elements and examinations from the curriculum that they were originally enrolled on in accordance with that curriculum. This will be subject to approval if it is possible within the maximum numbers of ECTS and the rules about maximum time of study described in paragraph 1.2.

An application for this, must be handed in no later than 4 months prior to the exam term.

In the event of future issues of a new curriculum or significant modifications to this curriculum, a transitional agreement will be included in the new curriculum.

1.5. Legal Framework

The legal framework that applies to this study programme is constituted by the latest versions of the following acts and ministerial orders:

(The following are English translations of Danish texts published in the Danish Official Gazette (Lovtidende). In the event of a discrepancy between the translated version and the Danish version, the latter is valid)

- Act no. 935 of 25 August 2014 on academies of professional higher education (the Academy Profession Act) (*Erhvervsakademiloven*)

- Act no. 986 of 18 August 2017 on academy profession programmes and professional bachelor programmes (*LEP-loven*)
- Ministerial order no. 1009 of 28 August 2017 on technical and commercial academy profession programmes and bachelor programmes
- Ministerial order no. 1500 of 2 December 2016 on examinations (the Examination Order) (*Eksamensbekendtgørelsen*)
- Ministerial order no. 107 of 27 January 2017 on admission and enrolment on academy profession programmes and bachelor programmes (*Adgangsbekendtgørelsen*)
- Ministerial order no. 114 of 3 February 2015 on the grading scale and other forms of assessment (the Grading Scale Order) (*Karakterbekendtgørelsen ved uddannelser på Uddannelses- og Forskningsministeriets område*)

The respective acts and orders can be obtained through *Retsinformation* at www.retsinfo.dk (in Danish).

2. ADMISSION TO THE PROGRAMME

2.1. Entry Requirements

Admission to the programme requires a qualifying examination as well as fulfilment of the programme specific entry requirements. The entry requirements are stipulated in the order on admission and enrolment on academy profession programmes and bachelor programmes in force, and should doubts arise from the formulations used in this subsection, the formulations in the order apply.

Admission to the programme requires an upper secondary school diploma (qualifying examination) and English at the Danish level B and business economics or mathematics at the Danish level C (programme specific requirements).

2.2. Eligibility for Admission

In order to become eligible for admission to the programme, applicants must meet the entry requirements stated in subsection 2.1. If these are fulfilled, the applicant is qualified for, however not guaranteed, admission to the programme.

Cphbusiness specifies additional criteria for quota 2 selection, if the number of eligible applicants exceeds the number of spaces available in the quota 2.

The additional selection criteria will be published at Cphbusiness' website taking due account of the time limits provided by the Ministry of Higher Education and Science.

3. PROGRAMME CONTENT

3.1. Programme Structure

As a prerequisite for completing the study programme, students must pass educational elements equivalent to a total workload of 120 ECTS credits. A full-time semester encompasses educational elements, including the internship, corresponding to 30 ECTS credits.

The programme consists of educational elements equivalent to 90 ECTS credits; consisting of 70 ECTS national educational elements which have been determined collaboratively by the institutions of higher education offering the study programme, in addition, 20 ECTS local educational elements including electives; an internship equivalent to 15 ECTS credits and a final examination project equivalent to 15 ECTS credits.

Educational Elements		1 st year	2 nd year
National educational elements	Service and Experiences (15 ECTS)	15 ECTS	
	Business Understanding (15 ECTS)	15 ECTS	
	Cooperation and Relations(15 ECTS)	15 ECTS	
	Business Development (25 ECTS)		25 ECTS
Local educational elements	Electives	15 ECTS	5 ECTS
Internship			15 ECTS
Final examination project			15 ECTS
In total		60 ECTS	60 ECTS

The sum of all educational elements and other study activities may not exceed the prescribed 120 ECTS credits.

All educational elements, including the final examination project, are assessed and evaluated. When the outcome of the assessment is either 'passed' or at least the grade 02, the educational element concerned is seen as passed. For more information on examinations, please read chapter 5.

3.2. National Educational Elements

The programme covers a number of national educational elements corresponding to 70 ECTS credits. Learning goals, ECTS scope, content and number of examinations for the national educational elements have been determined collaboratively by the institutions of higher education offering the study programme.

Service and Experiences
Timing: 1 st year of study
Scope: 15 ECTS
Content: The Services & Experiences subject area includes analyses of the hospitality concept and the understanding of the concept of guests, including customer be-

<p>haviour in relation to the company's services.</p> <p>Learning objectives:</p> <p><i>Knowledge</i></p> <p>The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • The practice and development of the service and experience industry • What characterise 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 <p><i>Skills</i></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • 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 <p><i>Competencies</i></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> • Handle new knowledge, skills and competences within services and experiences in an interdisciplinary cooperation as well as structure data collection as a basis for new solutions
<p>Assessment:</p> <p>The First Year Exam, 7 point scale</p>

<p>Business Understanding</p>
<p>Timing: 1st year of study</p>
<p>Scope: 15 ECTS</p>
<p>Contents: The Business understanding subject area includes an analysis of the company's livelihood. 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.</p>
<p>Learning Objectives:</p> <p><i>Knowledge</i></p> <p>The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • 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 students should be able 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 students should be able 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 competences concerning the running of service and experience companies at a tactical and operational level

Assessment:

The First Year Exam, 7 point scale

Cooperation and Relations

Timing: 1st year of study

Scope: 15 ECTS

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

Learning objectives:

Knowledge

The students should have acquired knowledge of:

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

Skills

The students should be able to:

- Build up a personal and professional network with a view to strengthening relations with the labour market
- Identify and assess managerial issues and set up suggested 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 students should be able to:

- Take part in interdisciplinary cooperation with internal and external partners and stakeholders in an international environment
- Take part in the development of the professional communication
- Acquire new knowledge, skills and competences concerning management and communication within the service and experience industry at a tactical and operational level

Assessment:

The First Year Exam, 7 point scale

Business Development

Timing: 3rd and 4th semester

Scope: 25 ECTS

Content: The Business Development subject area 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.

Learning objectives:

Knowledge

The students should have acquired knowledge of:

- Strategic planning tools and models within the service and experience industry
- Innovation, intrapreneurship, entrepreneurship and further development of existing companies, concepts and services
- Legal, financial and organisational considerations in connection with development and change
- Megatrends and trends with special significance to the service and experience industries

Skills

The students should be able to:

- Set up and assess financial and organisational consequences of growth, development and change activities
- Communicate practice-related problems and issues as well as suggested solutions to business partners at a tactical and operational level
- Assess and communicate the value of growth ideas and their potential as a basis for decision in a Danish as well as an international context

Competencies

The students should be able to:

- Take part in discipline-specific and interdisciplinary cooperation with a view to creating a sustainable running and development of the service and experience company, concepts and services

- Acquire new knowledge, skills and competences concerning the development and running of financially sustainable service and experience companies at a tactical and operational level

Assessment:

Examination in Business Development, 7 point scale

3.3. Local educational elements and electives

In addition to the national educational elements, the programme consists of a number of local educational elements, including electives. Descriptions of electives can be found in the Electives Catalogue for the programme.

3.4. Internship

Internship

Timing: 3rd semester

Scope: 15 ECTS

Purpose:

The Academy Profession Degree Programme in Service, Hospitality and Tourism Management includes both theory and practical experience. The purpose of the internship is to support the students' continuous learning process and contribute to the fulfilment of the learning objectives specified for the study programme. During the internship, the student faces professionally relevant issues and becomes familiarised with relevant job functions. The student actively and independently seeks a placement with one or more private or public companies, and Cphbusiness ensures that the internship settings are satisfactory.

The internship is unpaid.

Learning objectives:

Knowledge

The students should have acquired knowledge of:

- The livelihood and organisation of the work placement company

Skills

The students should be able to:

- Assess practice-related problems and issues and gather knowledge to solve work assignments and functions

Competencies

The students should be able to:

- Take part in the running of the work placement company as well as development-oriented work processes and functions
- Prepare a project based on a practice-related problem or issue in a structured manner
- Reflect on the achievement of discipline-specific and personal goals during the work placement

<p>Assessment: Internship examination, 7 point scale</p>

3.4.1. Rules Regarding the Internship

Requirements for the parties involved

The hosting company, offering the internship, provides a contact person who must be available to the student for the duration of the internship. The contact person and the student must jointly draw up an internship agreement. This agreement must be in writing and should outline the types of tasks and assignments the student will face during his/her internship. The internship agreement must take into account not only the learning objectives of the internship stipulated in this curriculum but also the student's prior knowledge, training and qualifications.

The internship agreement must be submitted afterwards for approval at Cphbusiness.

Close contact will be established between the student and one of the Cphbusiness appointed internship supervisors, who will act as the student's sparring partner for the duration of the internship and in addition the report examiner.

A manual describing the internship process in greater detail is available through Cphbusiness.

Upon completion of the internship period, both the student and the hosting company will have to participate in an evaluation of the internship period. The student must complete the evaluation in order to attend the exam.

Roles and responsibilities of the parties involved

Student	Company	Cphbusiness
Seeks a placement with a company	Provides a contact person	Ensures satisfactory internship settings Appoints a Cphbusiness internship supervisor
The student and hosting company jointly draw up an internship agreement that takes into account the learning objectives of the internship		Discusses the internship agreement with the student Approves the submitted internship agreement, provided that it meets Cphbusiness' demands
The student and hosting company cooperate during the internship		
The contact person and the internship supervisor support the student for the duration of the internship		
(Writes an internship report)		

Participates in an evaluation of the internship	Participates in an evaluation of the student and the internship
(Attends the exam)	(Conducts the exam)

The internship is unpaid.

3.5. Teaching and Working Methods

At Cphbusiness, our learning approach is that business competencies are best developed when the study programme's study activities put practice and concrete issues at the heart of learning. Further, we believe that it is the work of creating value in practice that drives the motivation and commitment of our students.

Cphbusiness uses an education model that focuses on:

- Facilitating a motivating and engaging learning environment based on practice
- Transposing and disseminating relevant knowledge from research and industry in a concrete practice
- Supporting students' active participation and study intensity through relevant study activities
- Involving students' knowledge and work experience as a resource so that students are co-creators of learning
- Supporting learning through ongoing dialogue and a common feedback culture
- Flexible work, involving digital learning activities, focusing on using our resources and improving student learning outcomes, independent of time and place.

There are several different forms of teaching and working at Cphbusiness that support student learning. For example lectures, case work, small assignments, practical and theoretical exercises, laboratory work, oral presentations, homework, excursions, etc.

Teaching is structured in one or more learning flows per semester.

The purpose of the various forms of working is for students to acquire knowledge, skills and competencies within the study programme's subject areas, through the chosen approach, and to apply these in accordance with the study programme's learning outcome objectives.

3.6. Language of Instruction

The AP Degree in Service, Hospitality and Tourism Management is an English taught programme, and all teaching is in English. In some cases, students may be able to take electives in Danish, and students are free to enter into an internship agreement

with a company in which the spoken language is Danish.¹

Educational elements taught in English are examined in English, cf. subsection 5.9.

4. INTERNATIONALISATION

4.1. Study Abroad

All full-time studies at Cphbusiness must be organised in a manner that allows students the opportunity to take at least one of the study programme components abroad within the nominal length of study.

The possibility of studying abroad pertaining to the programme includes:

- The internship
- 2nd and 3rd semester

Educational elements taken abroad can be approved for credit transfer if they are compatible with and meet the requirements regarding content and level stipulated in this curriculum.

Students wishing to study abroad have to apply for credit transfer before the period is initiated in due time to receive a pre-approval of credit transfer. The decision as to whether the educational elements can be approved for credit transfer rests on Cphbusiness' evaluation of the contents and standards offered by the educational institution or host company.

As part of the pre-approval process, students must consent to Cphbusiness obtaining information relevant to the final credit transfer following the period of study abroad. A pre-approved educational element will be regarded as successfully completed if the student has passed the element in accordance with the regulations in effect at the hosting educational institution. When the period abroad is completed, students who have received a pre-approval of credit transfer have to document that they have successfully completed the pre-approved educational elements.

5. EXAMINATION AND ASSESSMENT

5.1. General Rules Regarding the Exam

The latest versions of the ministerial orders on examinations and grading apply to examinations at Cphbusiness (at the time of preparation of this curriculum: no. 1500 of 2 December 2016 on examinations (the Examination Order) and no. 115 of 3 Feb-

¹ The Academy Profession Degree Programme in Service, Hospitality and Tourism Management is offered as a Danish taught programme as well. For a description of the study programme with Danish as the language of instruction, please consult the Danish version of this curriculum (Studieordning for serviceøkonom AK 2017).

ruary 2015 on the grading scale and other forms of assessment (the Grading Scale Order)). In addition, the Cphbusiness regulations and programme-specific documents concerning examinations in effect at the time in question apply to examinations.

5.2. Description of Assessment of Educational Elements

An overview of the examinations for the programme is provided below.

Requirements and details on the specific examinations, including dates, form and materials, the use of aids during examination, etc., are made public to the students in examination catalogues on the Learning Management System (Moodlerooms). Each examination, which may test several educational elements concurrently, will appear with one grade on the final diploma.

Diagrammatic outline of the links between the examinations and the educational elements and the structure of the study programme

Examinations on the study programme in Lyngby

Semester	Name of examination (internal/external)	Educational element	ECTS	Noted on the final diploma
1 st semester	Elective exam (internal)	<ul style="list-style-type: none"> - Election A - Election B 	In total 15	One grade is calculated as a weighted average for the electives A, B and C. Elective A and B weight 75%, elective C weights 25%
	First Year Exam (internal) Part 1	<ul style="list-style-type: none"> - Cooperation and Relations 	15	<p>One grade is calculated for the first year exam, when all partial exams have been carried out</p> <p>This part of the exam weights 1/3</p>
2 nd semester	First Year Exam (internal) Part 2 (2 partial ex-	<ul style="list-style-type: none"> - Business Understanding - Service and Experi- 	30	One grade is calculated for the first year

	aminations)	ences		exam, when all partial exams have been carried out This part of exam weights 2/3
3rd semester	Elective exam (internal)	- Elective C	5	One grade is calculated as a weighted average for the electives A, B and C. Elective A and B weight 75%, elective C weights 25%
	Internship Exam (internal)	- Internship	15	One grade
4th semester	Business Development (external)	- Business Development	25	One grade
	Final examination project (external)	Final examination project	15	One grade

Examinations on the study programme in Blågårdsgade, Hillerød and on Bornholm

Se- mester	Name of examination (internal/external)	Educational element	ECTS	Examination format	Noted on the final diploma
1st	First Year Exam (internal) Part 1	- Business Understanding - Service and Experiences	30	Individual oral examination based on portfolio for 1 st semester	One grade is calculated for the first year exam, when all partial exams have been carried out This part of the exam weights 2/3
2nd	First Year Exam	- Cooperation	15	Individual	One grade is

	(internal) Part 2	and Relations		oral examina- tion based on portfolio for 2 nd semester	calculated for the first year exam, when all partial ex- ams have been carried out This part of the exam weights 1/3
	Elective exam (internal)	- Election A - Election B	In total 15	Individual oral examina- tion	One grade is calculated as a weighted av- erage for the electives A, B and C. Elective A and B weight 75%, elective C weights 25%
3 rd	Elective exam (internal)	Elective C	5	Individual oral examina- tion	One grade
	Internship Exam (internal)	Internship	15	Individual written work and group synopsis with feed back in group	One grade
4 th	Business Develop- ment (external)	Business Devel- opment	15	Individual oral examina- tion based on a written group project	One grade
	Final examination project (external)	Final examination project	15	Individual oral examina- tion based on written group project	One grade

5.3. Other Requirements for Completion of Activities

Besides the examinations mentioned above, students are required to attend and have a number of mandatory study activities approved in order to attend examinations and continue their studies, cf. the Examination Order section 10 and section 5, subsection 3.

5.3.1. Mandatory Learning Activities: Requirements for Par-

Participation and Submission of Assignments

In order to attend some of the exams, students must have a number of mandatory learning activities approved. If the mandatory learning activity is not approved, the student cannot attend the exam, which counts as an attempt at the exam. The student is automatically signed up for the re-examination; however, the student must still pass the mandatory learning activity, as it is a prerequisite for attending the exam.

The mandatory learning activities vary, depending on the educational elements. Examples of mandatory learning activities include requirements for participation, presentations, assignments, etc. The mandatory assignments for the programme can be found in the examination catalogue for the study programme.

5.3.2. The Study Start Test

Cphbusiness conducts study start tests on all full-time study programmes. A student must fulfil the study start test requirement in order to remain enrolled at the study programme, cf. the Examination Order section 10.

Study Start Test
Timing: The study start test must be conducted no later than two months after the commencement of the study programme
Form: Details about the study start test are described in the examination catalogue for the particular programme
Assessment: Approved/Not approved
Admission requirements: None
Consequences of not passing: If the student does not fulfil the study start test requirement in the first attempt, the student has another attempt, which must be conducted no later than three months after the commencement of the study programme. If the student does not fulfil the test in the second attempt, the student cannot continue on the study programme and his/her enrolment will consequently be cancelled, cf. the ministerial order about on exams examinations section 10 and the ministerial order on enrolment section 37, subsection 1, number 3.
Specific for the study start test: The study start test is not covered by the regulations about on examination complaints, cf. the ministerial order about on examinations section 10, subsection 4. Cphbusiness can grant exemptions from the appointed time required to fulfil the study start test requirement. Exemptions can be granted in cases of serious illness, childbirth or unusual circumstances. Such cases must be documented.

5.3.3. Study Activity Requirement: The First-Year Exam

Students must meet a study activity requirement called the first-year exam. In order to meet this requirement, students must pass one or more specific exam(s) before

the end of their first year of study. For this study programme, the examination called the First Year Exam must be passed before the end of the first year of study.

Consequences of not passing the first-year exam

In the event that a student does not pass the respective exam within the stipulated time frame, the enrolment of the student will be terminated, cf. the Examination Order section 8, subsection 2, and the Admission and Enrolment Order section 37, subsection 1, number 4.

5.4. The Final Examination Project

Final Examination Project
Scope: 15 ECTS
Timing: By the end of 4 th semester
<p>Purpose:</p> <p>The final examination project must document the student's understanding of practice and centrally applied theory and method in relation to a practical problem based on a specific assignment within the area of the study programme. The problem statement and research question, which must be key to the programme and the industry, has to be formulated by the student, possibly in cooperation with a private or public company. Cphbusiness must approve the problem statement and research question.</p> <p>The final examination project is based on gathered information, and its purpose is to demonstrate that the student can process, analyse and evaluate the gathered information and combine the knowledge acquired with programme theories and methods.</p> <p>Financial considerations and elements are to be included as a natural part of the basis for choosing the solution(s). ² It is required that the student uses a high degree of field and desk research in the final examination project.</p> <p>The topic of the individual project is formulated by the student in collaboration with Cphbusiness and the internship company, and the project aims at solving a practical problem or issue. Cphbusiness assigns a supervisor to the student and approves the subject and initial problem statement and research question. ³</p> <p>The final examination project is to be based on central issues in the study programme.</p>
Learning objectives:

² Financial considerations can be included through various budgets (cash budgets, operating budgets, start-up budgets, etc.), accounts analysis, financing, investment, calculations or wholly or partly quantitative cost-benefit analyses.

³ Students are allowed to make only minor adjustments in the problem statement and research question; thus, it will always be advisable to contact the supervisor.

The learning outcomes for the final examination project are identical to the programme's learning outcomes listed above under point 1, and they are repeated below.

Knowledge

The students should have acquired knowledge of:

- The terminology and concepts used by the service industry as well as its use of theory and method in practice, in Denmark as well as internationally
- The company's potential for cooperating with business partners and users on developing services and experiences
- Relevant sectors within business and holiday tourism, hotel and travel life as well as other service and experience industries, their structure, development and organisation as well as interdependence
- Basic strategic concepts and tools of influence to the service company's choice of strategy and models
- The potential for internationalisation through collaboration as well as understanding of the influence of the internationalisation process on the service company.

Skills

The students should be able to:

- Assess the conditions relating to costs for the service and experience company with a view to financial calculations and budgeting
- Assess the connection between the company's service concept, supply system and competition system as well as assess relevant development trends for the company
- Apply knowledge about cultures in negotiation situations as well as set up and communicate practical possible solutions to business partners and users in Denmark and internationally
- Apply portfolio models to describe the service and experience company's products
- Assess practical management situations with a view to choosing appropriate solutions

Competencies

The students should be able to:

- Handle different national and international development and sales situations within the service and experience industry
- Acquire new skills, knowledge and competences in relation to the service and experience industry in a structured manner
- Handle structural and cultural issues within their own professional field based on an overall assessment of the specific service and experience company
- Take part in discipline-specific and interdisciplinary intercultural collaboration at an operational and tactical level, including collaboration on the service and ex-

perience company's managerial functions and staff assignments

Assessment:

The final examination project is conducted as an external examination, which, together with the internship report and other programme examinations, should document that the programme's learning objectives and requirements are met. The examination comprises a written part and an oral part that result in a single joint grade. For more about the final examination project, see the final examination project manual.

The examination in the final examination project can only take place after the student has passed all other educational elements.

5.4.1. Importance of Verbal and Writing Skills

The students' spelling and communication skills are included in the assessment of the final examination project, regardless of the language in which the project has been written. Nevertheless, the project's content and relevance are decisive; cf. the ministerial order on examinations, section 35, subsection 4.

5.5. Aids during Examination

In general, all forms of aid are allowed during examinations, unless stated otherwise in the examinations catalogue for the particular programme.

5.6. Examination Language

The examination language is equivalent to the language of instruction, i.e. if the language of instruction is English, the examination will be conducted in English.

Where the examination language is Danish, the student may choose to conduct the examination in Swedish or Norwegian, unless the purpose of the examination is to demonstrate the student's proficiency in Danish, cf. the ministerial order on examinations, section 18.

6. OTHER RULES

6.1. Credit Transfer

In some cases, Cphbusiness may be able to transfer credits for educational elements, or parts hereof, completed at other educational institutions, if the elements in question correspond to elements included in this curriculum.

Cphbusiness bases the decision about a possible credit transfer on an assessment of the element's content, level etc.

An educational element transferred from another institution is considered completed,

if the element is passed in accordance with the rules of the particular study programme. Students are obliged to notify Cphbusiness of any previously passed educational elements at a higher educational level, which includes both Danish and foreign higher education courses, presumed to be transferable. Cphbusiness handles all applications for credit transfer according to these rules.

6.2 Change of study programme

Change of study programme at the same or another educational institution is regulated by the rules of the study programme receiving the student.

Changing to the same study programme at another institution cannot take place until the student has passed examinations corresponding to the first year of study at the programme receiving the student unless special circumstances apply, cf. the ministerial order on admission and enrolment section 36, subsection 2. A change of study programme can only take place if the receiving institution has spaces available at the relevant level of the study programme.

6.3 Exemptions from the Curriculum

Under special circumstances, Cphbusiness is entitled to grant exemptions from rules stipulated in this curriculum. Students have to submit a request for exemption, which must specify and document the reasons for exemption. Cphbusiness will subsequently process the request and notify the student of the decision once it is made.