

# Curriculum for Service, Hospitality and Tourism Management (AP)

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

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## 1. 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. 858 of 22 August 2019: '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 (including the number or examinations in the national educational elements), 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 ensure national competence and qualifications. The national parts of the curriculum have been approved by the national education network for business academies on 19 June 2019.

The curriculum as a whole has been approved by Cphbusiness in compliance with the institution's internal approvals procedure on 28 August 2019.

### 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 in developing services and experiences
- Basic strategic concepts and tools of influence to the service company's choice of strategy and models
- 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

- 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 in order to perform 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 relation to sales and negotiation situations as well as set up and communicate practical possible solutions to business partners and users in Denmark and internationally
- Set up and select portfolio models to describe the products of the service and experience company
- Assess practical managerial situations in order to choose 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 knowledge, skills and competences in relation to the service and experience industry in a structured manner
- Participate in academic and interdisciplinary intercultural collaboration in the service and experience company at an operational and tactical level, including 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 9 in ministerial order no. 858 of 22 August 2019: 'Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser', this programme amounts to 120 ECTS credits in total.

Study programmes that do not exceed 150 ECTS must be completed within the number of years corresponding to twice the nominal length of study. Study programmes

that do not exceed 180 ETCS must be completed no later than the nominal length of study plus 2 years. Other programmes must be completed no later than 6 years after commencement, cf. section 6, subsection 2, in the ministerial order. This means that this study programme must be completed within 4 years after the student was enrolled.

The following three types of leave of absence are not included in the calculation of the maximum study time for the study programme: leave due to maternity leave or adoption (but maximum 52 weeks), compulsory military service (including service similar to compulsory military service) and training for and dispatchment similar to compulsory military service.

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 15 August 2019 and is valid for students who are enrolled after 1 August 2019.

### **1.4. Interim Provisions/Transitional Arrangements**

Students who have had a leave of absence or in any way have been delayed in their study progression, will follow the semester that is natural for the ordinary semester and the study curriculum which is in effect and that apply. Students enrolled prior to 1 August 2019 can thus remain on the curriculum that they were originally admitted to.

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. 153 of 27 February 2018 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. 858 of 22 August 2019 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. 211 of 27 February 2019 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](http://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 <sup>st</sup> year	2 <sup>nd</sup> year
National educational elements	Service & Experiences (15 ECTS)	15 ECTS	
	Business Understanding (15 ECTS)	15 ECTS	
	Cooperation & 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
<b>In total</b>		<b>60 ECTS</b>	<b>60 ECTS</b>

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 objectives, 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 & Experiences
<b>Timing:</b> 1 <sup>st</sup> year of study
<b>Scope:</b> 15 ECTS
<b>Content:</b> The Services and Experiences education element includes analyses of the hospitableness concept and the understanding of guests including customer behaviour in relation to the company's services and experience offerings.
<p><b>Learning objectives:</b></p> <p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> <li>Have development-based knowledge of the service and experience industry's practice, development in supply and demand, as well as central applied theory and methods with focus on economically sustainable management of service and experience companies</li> </ul>

- Understand what characterises service and experience offerings and be able to understand the industry's use of theory and methods within the development of hospitableness and guest understanding.

#### *Skills*

The student should be able to:

- Apply academic key methods and tools and evaluate practice-oriented issues
- Collect and utilise data regarding customer satisfaction, customer behaviour and market conditions in relation to the companies' service offerings and experiences
- Apply key economic methods and tools to assess practice-oriented issues and apply creative techniques to set up and select service and experience offerings and the communication of these to business partners and users.

#### *Competencies*

The student must:

- Handle development-oriented situations in the service and experience industry with a focus on good hospitableness and the good experience
- Participate in professional and interdisciplinary collaboration for service and experience offerings
- In a structured context be able to acquire new knowledge, skills and competencies in relation to the service and experience industry.

### **Business Understanding**

**Timing:** 1<sup>st</sup> year of study

**Scope:** 15 ECTS

**Content:** The Business Understanding education element includes an analysis of the company's livelihood. Focus is on the internal and external situation in relation to developing the company's financial operations and creating a holistic understanding of the company's present situation.

#### **Learning Objectives:**

##### *Knowledge*

The student must:

- Have development-based knowledge regarding the service and experience industry's corporate and organisational, market, competition forms and understanding of companies' vision, mission, goals and values
- Be able to understand the business and legal practice and central applied theory and methods in service and experience companies and their application.

##### *Skills*

The student should be able to:



- Apply key methods and tools from the service and experience industry to describe the service and experience company situation
- Evaluate practice-oriented challenges of service and experience companies including the financial conditions for setting up and choosing solutions at tactical and operational levels
- Communicate service and experience companies' practice-oriented issues and solutions to collaborators, guests, customers, employees, volunteers and others at a tactical and operational level.

### *Competencies*

The student must:

- Handle development-oriented situations in the service and experience company at a tactical and operational level in relation to management, cooperation and cultural interaction
- Participate and communicate in a professional and interdisciplinary collaboration or network with internal and external partners in an intercultural environment with a professional approach
- In a structured context, acquire new knowledge, skills and competences in relation to management and communication within the service and experience industry's tactical and operational levels.

## **Cooperation & Relations**

**Timing:** 1<sup>st</sup> year of study

**Scope:** 15 ECTS

**Content:** The Cooperation & Relations educational element includes communication and management forms in an intercultural perspective focusing on the interaction between the guest and 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 student must:

- Have development-based knowledge in relation to the service companies' management and collaboration practices and the central applied theory and methods
- Be able to understand practice, central applied theory and methods when recruiting, hiring, retaining and dismissing employees and volunteers in service and experience companies and their application

- Be able to understand the applied practice regarding intercultural interaction and communication with the national as well as international guests, customers, employees, volunteers and others in service and experience companies and their application.

### *Skills*

The student should be able to:

- Apply key methods, tools and data from service and experience companies to describe management challenges
- Apply key methods, tools and data regarding cultural understanding and apply skills associated with employment within service and experience companies in order to interact with guests, customers, employees and volunteers, etc.
- Evaluate cultural and communication issues that are close to practice in order to choose solution options at tactical and operational levels
- Communicate issues and solutions that re close to practice both verbally and in writing to partners, guests and colleagues in analogue and digital contexts.

### *Competencies*

The students should be able to:

- Handle development-oriented situations in the service and experience company at a tactical and operational level in relation to management, cooperation and cultural interaction
- Participate and communicate in a professional and interdisciplinary collaboration or network with internal and external partners in an intercultural environment with a professional approach
- In a structured context, acquire new knowledge, skills and competences in relation to management and communication within the service and experience industry's tactical and operational level.

## **Business Development**

**Timing:** 3<sup>rd</sup> and 4<sup>th</sup> semester

**Scope:** 25 ECTS

**Content:** The Business Development educational element 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 student must:

- 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 should be able to:

- Apply the service industry's key methods and tools at operational and tactical levels in a development and change situation
- Assess practice-related economic and organisational challenges related to development and change activities to set up and select solutions
- Communicate practice-related 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.

### *Competencies*

The students should 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.

## **3.3. Local educational elements and electives**

In addition to the national educational elements, the programme consists of a number of local educational elements that are conducted as several electives placed on the programme's second and third semester. Descriptions of electives can be found in the Catalogue of Electives for the programme.

### 3.4. Internship

<b>Internship</b>
<b>Timing:</b> 3 <sup>rd</sup> semester
<b>Scope:</b> 15 ECTS
<p><b>Purpose:</b>  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 a private or public company, and Cphbusiness ensures that the internship settings are satisfactory.  The internship is unpaid.</p>
<p><b>Learning objectives:</b></p> <p><i>Knowledge</i>  The student should have acquired knowledge of:</p> <ul style="list-style-type: none"> <li>• The internship company's business</li> <li>• Development-based knowledge of the service and experience company's possibilities including corporate, organisational, market, and competition forms as well as an understanding of company's vision, mission, goals and values</li> <li>• Business and legal practice, key applied theory and methods in service and experience companies and their use thereof.</li> </ul> <p><i>Skills</i>  The student should be able to:</p> <ul style="list-style-type: none"> <li>• Apply key methods and tools from the service and experience industry to collect data and describe chosen challenges in the internship company</li> <li>• Assess practice-related challenges and gather knowledge to solve work assignments and functions</li> <li>• Communicate practice-related challenges and solutions to the internship company on tactical and operational levels.</li> </ul> <p><i>Competencies</i>  The students should be able to:</p> <ul style="list-style-type: none"> <li>• Take part in the management of the internship company as well as handle development-oriented situations in a professional and interdisciplinary collaboration</li> <li>• Prepare a project based on a close to practice problem or issue in a structured manner, where new knowledge, skills and competencies related to the profession are included</li> <li>• Consider the achievement of academic and personal goals during the internship.</li> </ul>

**Assessment:**

1 examination assessed by the 7 point scale

### 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 study activities of the study programme 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 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.<sup>1</sup>

Educational elements taught in English are examined in English, cf. subsection 5.6.

## 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
- 2<sup>nd</sup> and 3<sup>rd</sup> 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.

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<sup>1</sup> 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 2019).

## 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 February 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*

Se- mes- ter	Name of exami- nation (internal/exter- nal)	Educational el- ement	ECTS	Noted on the final di- ploma
1 <sup>st</sup>	<u>First Year Exam</u> (internal) - Part 1	- Business Un- derstanding - Service and Experiences	30	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
2 <sup>nd</sup>	<u>First Year Exam</u> (internal) - Part 2	- Cooperation and Rela- tions	15	One grade is calculated for the first year exam, when all partial exams have been carried out  This part of the exam weights 1/3
	Elective exam (internal)	- 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
3 <sup>rd</sup>	Elective exam (internal)	Elective C	5	



				weight 75%, elective C weights 25%
	Internship Exam (internal)	Internship	15	One grade
4 <sup>th</sup>	Business Development (external)	Business Development	25	One grade
	Final examination project (external)	Final examination project	15	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 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
<b>Timing:</b> The study start test must be conducted no later than two months after the commencement of the study programme
<b>Form:</b> Details about the study start test are described in the examination catalogue for the particular programme
<b>Assessment:</b> Approved/Not approved
<b>Admission requirements:</b> 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 second year of study. For this study programme, the examination called the First Year Exam must be passed before the end of the second 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<sup>th</sup> semester

#### **Purpose:**

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.

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.

Financial considerations and elements are to be included as a natural part of the basis for choosing the solution(s).<sup>2</sup> It is required that the student uses a high degree of field and desk research in the final examination project.

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.<sup>3</sup>

The final examination project is to be based on central issues in the study programme.

**Learning objectives:**

The learning outcomes for the final examination project are identical to the programme's learning outcomes that listed at the outset of this curriculum.

**Assessment:**

The final examination project is conducted as an external examination comprising of a written part and an oral part. The examination result in a single individual joint grade.

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

For more about the final examination project, see the final examination project manual.

### 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 content and relevance of the project 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.

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<sup>2</sup> 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.

<sup>3</sup> 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.

## 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 vacancies 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.