



The Bachelor's Degree Programme in INTERNATIONAL HOSPITALITY MANAGEMENT (PBA)

Curriculum 2018

National section

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This national part of the curriculum for the bachelor's degree in International Hospitality Management has been released in accordance with §18, section 1 in the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, provided by the individual institution that offers the programme.

This curriculum has been prepared by the educational network for bachelor's degree in International Hospitality Management, and has been approved by either the Board of Directors (or the Rectors) and after consultation with the institutions' Educational Committee and the External Examiners chairmanship for the specific programme

1. The programme's goals for learning outcomes

The purpose of the Bachelor of International Hospitality Management programme is to qualify the graduate to function independently in relations regarding hospitality. The graduate acquires competences to solve complex assignment in the field of employee and organisations development, business operations, hospitality and hostmanship¹ and strategic value creation in the hospitality industry. The graduate can collaborate and be responsible for own learning as well as the company's learning.

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods
- be able to understand practices and reflect on the ways the hospitality industry applies practices, theory and methods.

Skills

The student must be able to:

- apply methods and tools to the development of tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented issues and solutions to hospitality industry partners and users.

Competencies

The student must be able to:

- lead and act based on complex development-oriented situations in relation to hospitality companies/organisations
- independently engage in dialogue with employees and other stakeholders to ensure and practise good hospitality
- identify their own and others' learning needs in order to develop and maintain relevant competencies in relation to the hospitality industry.

2. The programme includes 4 national subject elements

2.1 Employee and Organisation Development

Content

This subject element covers management, hospitality and cultural and guest perceptiveness in relation to developing oneself, employees and the organisation.

¹ Hostmanship is a direct translation of the word "värtskap", which is a Nordic version of the commonly used term hospitality and was introduced by the Swedish organization Värdskapet. As the term indicates, hostmanship means a strong emphasis on the guest-host relation

Learning objectives for Employee and organisation development

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to employee and organisation development
- be able to understand practices and applied theory and methods in relation to employee and organisation development, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools to the development of employees and organisations and be proficient in the management tools linked to employment within the hospitality industry, with a focus on good hospitality (hostmanship)
- evaluate practice-oriented and theoretical issues related to employees and organisations and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented leadership issues and solutions to hospitality industry partners and users.

Competencies

The student must be able to:

- lead and act based on complex development-oriented situations in relation to hospitality companies/organisations
- independently engage in dialogue with employees and other stakeholders to ensure and practise good hospitality (hostmanship)
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant knowledge, skills and competencies in relation to hospitality industry ethics.

ECTS weight

The Employee and organisation development subject element is worth 12 ECTS credits.

2.2 Business Operations

Content

This subject element covers management of finances, expenditure and income in relation to the company's sustainable development. There is a focus on management assessment of operations development within the participant's own organisation.

Learning objectives for Business operations

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to operations management

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- be able to understand practices and theory and methods applied to operations management, and to reflect on the hospitality industry's practices and use of theory and methods in connection with operations management.

Skills

The student must be able to:

- apply methods and tools to operations management and be proficient in the management tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues related to operations and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented operational issues and solutions to hospitality industry stakeholders.

Competencies

The student must be able to:

- work independently in collaboration to analyse the company's situation and provide suggestions for optimising operations
- work independently in an interdisciplinary team with relevant stakeholders based on a strategic business understanding
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant management knowledge, skills and competencies in relation to hospitality industry practices.

ECTS weight

The Business operations subject element is worth 13 ECTS credits.

2.3 Hospitality and Hostmanship

Content

This subject element covers cultural and guest perceptiveness and communication and developing these in the company with focus on developing a hospitality/hostmanship mind-set that can create value in the company.

Learning objectives for Hospitality and hostmanship

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to hostmanship
- be able to understand practices and applied theory and methods in relation to hospitality, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools within hospitality and hostmanship and be proficient in the tools related to work in the hospitality industry

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- evaluate practice-oriented and theoretical issues related to hospitality and hostmanship and select and justify relevant solution models in relation to the hospitality industry
 - communicate practice-oriented issues and solutions in relation to hostmanship to hospitality industry guests and employees.

Competencies

The student must be able to:

- develop and implement experiences for the guest, which also create financial value for the company from an ethical, respectful and sustainable perspective
- work independently in professional and interdisciplinary collaboration and practise hostmanship
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant knowledge, skills and competencies in relation to hostmanship and guest perceptiveness.

ECTS weight

The Hospitality and hostmanship subject element is worth 14 ECTS credits.

2.4 Strategic Value Creation

Content

This subject element covers strategy and finances in relation to developing new and existing focus areas. The focus is on developing a mind-set that can handle changes and ongoing development, while also implementing strategic decisions.

Learning objectives for Strategic value creation

Knowledge

The student must:

- have development-based knowledge of hospitality industry practices and applied theory and methods in relation to strategic value creation
- be able to understand practices and applied theory and methods in relation to strategic value creation, and to reflect on the hospitality industry's practices and use of these.

Skills

The student must be able to:

- apply methods and tools to strategic value creation and be proficient in the strategic tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues related to strategy and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented strategic issues and solutions to hospitality industry stakeholders.

Competencies

The student must be able to:

- work independently in a professional and interdisciplinary collaboration with management and employees to develop and implement solutions in relation to the company's strategic challenges

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- work independently and in alliances/networks with other relevant stakeholders towards developing the hospitality company
 - identify their own and others' learning needs, in order to develop and maintain their own and others relevant strategic knowledge, skills and competencies.

ECTS weight

The Strategic value creation subject element is worth 11 ECTS credits.

2.5 The number of exams in the national subject elements

There are 2 exams in the national subject elements, as well as one further exam in the bachelor project. For the number of exams in the internship, please refer to section 3.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national subject elements described in this curriculum can be examined together with the subject elements specified in the institutional part of the curriculum.

3. Internship

The internship takes as ones starting point, that the student afterwards must have opportunity to assess and include relevant theory in solution of practice-oriented problems, which are relevant for the education and the bachelor project. During the internship, the student work with professional relevant problems and earn knowledge to relevant functions in the business. The student is a part of one or more businesses during the internship.

Learning objectives for programme's internship

Knowledge

The student must:

- have development-based knowledge of the internship company's practices and applied theory and methods
- be able to reflect on the internship company's practices and methods in relation to the theory applied in the study programme.

Skills

The student must be able to:

- apply the internship company's methods and tools and master the skills related to the internship company
- evaluate practice-oriented and theoretical issues and collect data and, based on this, justify and choose relevant solutions to the issues
- communicate professional issues and solutions to colleagues and collaborators.

Competencies

The student must be able to:

- handle complex development-oriented tasks.
- independently be part of professional and interdisciplinary collaboration within the internship company and assume responsibility

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- identify own professional and personal learning needs during the internship and develop own knowledge, skills and competencies in relation to the internship company.

ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is completed with 1 exam.

4. Requirements for the Bachelor Project

Purpose

The bachelor's project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theory and method in relation to a real-life problem. The student, possibly in collaboration with a private or public company, formulates the problem statement that must be central to the programme and profession. The Institution approves the problem statement. The bachelor project must be inter-disciplinary and there must be advanced an economic scenario for the consequences of the presented solutions of the formulated problem.

Learning objectives for the bachelor project

The learning objectives for the bachelor project are identical to the programme's learning objectives listed above under point 1:

Knowledge

The graduate:

- must have a development-based knowledge of hospitality industry practices and applied theory and methods
- can reflect on the ways the hospitality industry applies practices, theory and methods.

Skills

The graduate can:

- apply methods and tools to the development of tools related to work within the hospitality industry
- evaluate practice-oriented and theoretical issues and select and justify relevant solution models in relation to the hospitality industry
- communicate practice-oriented issues and solutions to hospitality industry partners and users.

Competencies

The graduate must be able to:

- lead and act based on complex development-oriented situations in relation to hospitality companies/organisations
- independently engage in dialogue with employees and other stakeholders to ensure and practise good hospitality

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- identify their own and others' learning needs in order to develop and maintain relevant competencies in relation to the hospitality industry.

Exams for the bachelor project

The bachelor project completes the programme in the last semester once all the preceding exams have been passed.

ECTS weight

The bachelor project is weighted 15 ECTS credits.

Examination form

The exam is an oral and written examination with an external co-examiner; a combined mark is given based on the 7-point scale for the written project and the oral presentation.

5. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed educational elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The Institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with applying for prior credit approval, the students give permission that the institution can obtain the necessary information after the student's completion.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

6. Commencement and transitional schemes

Commencement

This part of the national curriculum is valid from 20 August 2018 and is valid for students who are enrolled after this date.

Transitional schemes

Students who are admitted up until 20 August 2018 follow the curriculum date August 2014, until they start to follow this new curriculum from 1 September 2021.