

Service, Hospitality and Tourism Management
Attachment to the institutional part of the curriculum



Catalogue of electives

Content

Content2

1.	Introduction to electives for the SHTM programme	3
2.	Overview.....	4
2.1	Exam.....	4
2.2	Language	4
3.	Modern marketing and Graphic design.....	5
4.	Study Trip (5 ECTS).....	7
5.	Tourism, Hotel & Restaurant, Sport & Event.....	8

1. Introduction to electives for the SHTM programme

Besides the national educational elements as written in the curriculum, the programme consists of elective components. There are 20 ECTS for elective components throughout the programme. 15 ECTS are placed during the 1st and 2nd semester and the last 5 ECTS are placed after the internship (3rd semester).

Firstly, you need to choose one of our three specialisations:

- Tourism Management
- Hotel and restaurant Management
- Sport and event Management

Each specialisation consists of 10 ECTS.

Secondly, you need to choose which two elective components (5 + 5 ECTS) you want to participate in at your 2nd and 3rd semester.

In the first semester you will be able to choose which elective you want for Spring the second semester. In the beginning of the third semester you will be able to choose the elective for Fall third semester. Information about the process will be sent out by email. **Please note** if you want to participate in the Study Trip for Miami you need to choose this elective as the first 5 ECTS elective.

Each elective educational component is concluded with an individual written exam, which will be on the degree certificate. If a student fails to sit or pass the exams, they will be considered to have made an exam attempt.

2. Overview

An overview that shows when the different electives will be conducted.

Elective	ECTS	Spring second semester	Fall third semester	Remarks
Modern Marketing	5	X	X	Min. number of students: 40
Graphic Design	5	X	X	Min. number of students: 40
Study Trip	5	X		
Tourism II	5		X	Min. number of students: 40
Hotel & Restaurant II	5		X	Min. number of students: 40
Sport & Event II	5		X	Min. number of students: 40

2.1 Exam

The exam is described in the institutional part of the curriculum that can be found at ucn.dk.

2.2 Language

All electives are taught in English for both Danish and International Students. For Danish students the exams are conducted in Danish.¹

3. Modern marketing and Graphic design

<p>Elective course: Modern Marketing</p>
<p>Weight: 5 ECTS</p>
<p>Content:</p> <ul style="list-style-type: none"> • Insights into digital marketing as a part of the modern marketing philosophy • Companies' use of digital marketing • Strategy and planning behind digital marketing activities <p>Skills achieved: Key digital marketing skills</p>
<p>Learning outcome:</p> <p>Knowledge: The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • frameworks used in digital marketing strategy planning; • situational analysis of service and experience companies focusing on digital presence; • target group classification and analysis; • digital marketing objectives; • strategic content planning; • various types and classifications of digital media (SoMe, websites and blogs, e-mail marketing, digital newsletters and e-commerce), and • measuring performance of digital marketing activities. <p>Skills: The students should be able to:</p> <ul style="list-style-type: none"> • analyse service and experience companies' digital presence; • classify and analyse target groups and their digital behaviour and preferences; • identify core components of an effective digital strategy as well as plan digital activities, and • measure effects of the designed digital marketing activities. <p>Competences: The students should be able to:</p> <ul style="list-style-type: none"> • Develop a successful digital marketing strategy and measure ROI on digital marketing activities. <p>General learning form: There will be a combination of classroom lectures,-workshop-based learning, supervision by internal and external lecturers and self-study activities.</p>
<p>Exam: See curriculum, institutional section at ucn.dk</p>

Elective course: Graphic design

Weight: 5 ECTS

Contents:

The purpose of this course is to be better at working in an in-house marketing department of a company. To explore and learn about the basic skills, you need when working with small graphical assignments. We will be working with Adobe Photoshop and InDesign.

Learning outcome:

Knowledge:

The students should have acquired knowledge of:

- Graphic design
- How to produce small graphical medias for print and web.

Skills:

The students should be able to:

- Basic use of Adobe Photoshop and Adobe InDesign
- Proofing design and medias for web and print.

Competences:

The students should be able to:

- Create small non-complex graphical medias and make them ready for print production.
- Create simple designs, following a design manual.

General learning form:

The course will be a combination of classroom lectures and workshop based learning with hands-on cases.

Exam:

See curriculum, institutional section at ucn.dk

4. Study Trip (5 ECTS)

Elective course: Study Trip

Weight: 5 ECTS

Contents:

The purpose of this course is to give you a basic understanding of how an international destination and the related organisations/companies work. During the study trip, you will meet and interact with numerous industry partners and through this get valuable insight into the hospitality, tourism and event/sport industry in an international perspective.

Learning outcome:

Knowledge:

The students should have acquired knowledge of:

- How individual organisations/companies at the destination operates
- Selected universities that provides hospitality, tourism and event programmes

Skills:

The students should be able to:

- Analyse the cooperation between the organisations and companies at the destination
- Analyse the competitive environment of the company
- Understand the cultural difference between Denmark and the destination in a business and/or educational context
- Show professional appearance in a business context

Competences:

The students should be able to:

- Collect and process data from field research at the companies/organisations
- Evaluate the development potential of the destination or a selected company/organisation

General learning form:

The course will be a combination of classroom lectures and workshop-based learning with hands-on cases conducted primarily by internal lecturers.

Exam:

See curriculum, institutional section at ucn.dk

5. Tourism, Hotel & Restaurant, Sport & Event

<p>Elective course: Tourism</p>
<p>Weight: 5 ECTS</p>
<p>Contents: The purpose of this course is to give the student extended knowledge, skills and competencies within the area of incoming and outgoing tourism. The course will include the following topics: Digital Marketing and Branding, Digital Procurement, The Sharing Economy as a part of the Chain of Value, and Tourism Policy planning – primarily focusing on destinations. By completing this course, the student will have developed solid skills and competencies to work within the broad area of tourism destinations.</p>
<p>Learning outcome:</p> <p>Knowledge: The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • Tourism impacts, including sustainability, seasonality and the involvement of the public sector • Marketing and branding of tourism destinations • Tourism analysis and research <p>Skills: The students should be able to:</p> <ul style="list-style-type: none"> • Assess and present the positive and negative impacts of tourism • Identify the challenges and opportunities related to the marketing and branding of tourism destinations • Evaluate and present tourism marketing and branding campaigns <p>Competences: The students should be able to:</p> <ul style="list-style-type: none"> • Develop relevant and practice-oriented tourism analyses • Work across disciplines in order to develop and market a sustainable initiative at a destination level <p>General learning form: The course will be a combination of classroom lectures and workshop-based learning with hands-on cases conducted primarily by internal lecturers.</p>
<p>Exam: See curriculum, institutional section at ucn.dk</p>

<p>Elective course: Hotel & Restaurant</p>
<p>Weight: 5 ECTS</p>
<p>Contents: The purpose of this course is to provide students with an understanding of the international meetings and conference industry and competencies in planning and executing events in order for students to undertake jobs in this field within the Hospitality Industry.</p>
<p>Learning outcome:</p> <p>Knowledge: The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • The overview of the international Meetings, Incentive, Conference and Event Industry (MICE) including different types of events. • Trends and tendencies of the meetings and conferences industry • Skills required to take the position as conference planner <p>Skills: The students should be able to:</p> <ul style="list-style-type: none"> • Understand the objectives of a meeting and/or conference • Suggest and communicate a meeting and conference setup including a conceptual understanding of these. • Identify the target audience/market for a meeting and/or conference • Identify relevant partners/sponsors and other stakeholders who will secure a sustainable meeting and/or conference concept <p>Competences: The students should be able to:</p> <ul style="list-style-type: none"> • Participate in the development and planning of meetings and conferences • Identify and implement sustainable solutions in a meeting and conference setup. • Participate in setting up a draft budget for a meeting and/or conference. <p>General learning form: The course will be a combination of classroom lectures and workshop-based learning with hands-on cases conducted primarily by internal lecturers.</p>
<p>Exam: See curriculum, institutional section at ucn.dk</p>

Elective course: Sport & Event

Weight: 5 ECTS

Contents:

The purpose of this course is to give you a understanding of how the sport and event business work, both as organisations and as a part of the society. During this course, we will focus on relevant topics around e.g. sport & media, sport & politic and sport economy. This is a relevant course for you who want to be a part of the future sport and event business.

Learning outcome:

Knowledge:

The students should have acquired knowledge of:

- The sport organization and its place in the political context as well as the sport industry's significance to society
- The special economic conditions governing the sport and event world
- How sport and event organisations work actively to handle media as a promotion and public relations platform

Skills:

The students should be able to:

- Assess practical issues between society and professionals plus voluntary sport organization.
- Communicate practical issues and suggested solutions to stakeholders and partners as well as members of the sport and event world
- Assess which central media to be used by a sport and event organization with focus on relations to the organisation's surroundings

Competences:

The students should be able to:

- Work across disciplines in relation to politics, media, and economics as well as communicate and cooperate with stakeholders
- Acquire knowledge of how to solve potential challenges in the sport and event industry

General learning form:

The course will be a combination of classroom lectures and workshop based learning with hands-on cases conducted primarily by internal lecturers.

Exam:

See curriculum, institutional section at ucn.dk