

Programme's aim

The AP Programme in Service, Hospitality and Tourism Management is a two-year programme provided in both Danish and English. The programme qualifies the student to work as mid-level manager within administration, economics, quality management, marketing and management of certain divisions and functions operating in the service sector; e.g. hotels, restaurants, travel agencies, event agencies, tourism and congress organisations.

Course description

1. Method & research

Semester: 1 & 2

This course gives the student an insight into the methods that are required to conduct market research in the service industry. Thereby, the student will be able to identify and complete suggested solutions to companies and this includes analysis methods, collection of data and critical evaluation of literature and studies.

SERVICE ORGANISATION

2. Economics

Semester: 1, 2, 3 & 4

The course gives the student an economic foundation in order to achieve a business oriented understanding of the service organisation from an economic point of view. This implies an evaluation of the organisational overheads of which preparation of financial analysis is an important factor during the course. The student learns the basic academic competences to fix a price for service delivery, budgeting and analyzing relevant key figures.

Service management

Semester: 1 & 4

As student you acquire knowledge within the service concept and the related service management systems used to match the expectations between the company and the client. This implies theories which make the student able to compose service strategies in order to develop the company within creative and innovative processes among other things.

Trade economy

Semester: 1 & 2

The course gives a general knowledge and insight into relevant industries within tourism and business travel, hotel and travel life and other service industry. The student must participate in the preparation of an analysis of macro conditions in the company and evaluate the consequences thereby.

3. Professional competence

Semester: 1

The course is an introduction to the AP Programme in Service, Hospitality and Tourism Management, where the student learns the basic aspects about the service industry. Furthermore, the student will find out what it is all about. The course is practically oriented in terms of learning the basic principles and working procedures of the industry.

ORGANISATION

4. Management

Semester: 1, 2 & 4

An understanding of the service company's managerial function is essential in order to enter into a cross-functional teamwork regarding development and adaption in a company, internally as well as externally.

Moreover, the student achieves a basic understanding of the various stages, tools and models used in modern project management – especially in relation to their use in the experience industry.

Human Resources

Semester: 1 & 2

The course gives the student theories and tools to enter into the teamwork concerning human resources and the development within this area in the service industry. This includes the legislation regulating the conditions in service companies, the marketing and sale of goods act and labour market agreements.

PLANNING

5. Strategy & Business development

Semester: 1 & 4

The course gives the student basic tools to enter processes within strategy and business development.

The student learns to be part of the organisational strategic work, among other things to prepare situation analysis and business plans in order to determine goals and strategies of the organisation.

International marketing

Semester: 1 & 3

In close relation to the strategy course, the aim of this course is to give the student competences within planning, organising and execution of the marketing of an organisation. From the company's strategic goals, the student achieves in-depth knowledge about relevant marketing concepts, the segmentation process, the competitive situation and know-how concerning the organisation's international market position and communication. Thereby, the student will be able to make marketing plans and efforts for service companies.

COMMUNICATIONS

6. English & cultural understanding

Semester: 1, 2, 3 & 4

The course gives the student an idea of the cultural aspects of working in a service company. In order to be able to work together with persons with different socio-cultural and national backgrounds, the course helps the student to participate in and complete a professional business communication in English, orally and written.

Customer relations

Semester: 1 & 2

The course contributes to an understanding of a company's possibilities to cooperate with a client about developing service deliveries. The student must handle different sales situations and build relationships between clients and the company, based on knowledge about the legislation which specifically regulates the conditions in service companies.

ELECTIVE SUBJECT/ EXAMINATION PROJECT

Semester: 2 & 3

7. Hotel & Restaurant

If the student chooses an examination project within the subject area of hotel & restaurant, he/she will be qualified to independently plan and perform important managerial assignments for hotel, conference and

restaurant organisations. The student will acquire a deeper understanding of the industry and be able to make a holistic approach to the key work processes. Moreover, the student will learn about both national and international hotel and restaurant concepts.

8. Tourism

If the student chooses an examination project within the area of tourism, the aim is to obtain knowledge about and participate in the implementation of managerial, coordinating and innovative functions in tourism organisations and an understanding of both incoming and outgoing tourism. Thereby, the student attains a deeper understanding of the organisation's role in the tourism system.

9. Service

If the student chooses the examination project within service trade, the expected competences and skills acquired will be the handling of coordination and counselling functions in relation to applied project management as well as development and implementation of solutions within different service areas. The student must analyze event management and the necessary conditions for management in the context which includes event management.

Practical information:

As student at the AP Programme in Service, Hospitality and Tourism Management, you will always have three attempts at all testings, e.g. mandatory prerequisites, tests and examinations.

AP graduate in Service Management 2010 – 2012 Examinations and assessments at each semester

Se- me- ster	Test/ Examination	Course & Background	Deadlines	Type of test	Max. number of pages	Evaluation
1.	Pilot project	Synopsis in Methodology <hr/> Group project based on a self-chosen issue from the course Methodology	▪ Week 44 – 45 2010 <hr/> Report hand-in 16/12-2010 ▪ Oral examination week 2 and 3 2011 ▪ <i>Re-examination week 6 and 7 2011</i>	▪ Oral group defence and oppose of another group's assignment ▪ Individual assessment	40	Passed/not passed
2.	Practical placement <hr/> 1st year integrated examination	Information about practical placement and choice of placement advisor <hr/> ▪ Economics ▪ Organisation ▪ Strategy ▪ Marketing	Week 11 – 2011 <hr/> Case delivery 7/6-2011 at 9.00. Written exam 8/6-2011 9.00 – 15.00 <i>Re-examination 7/11 and 8/11- 2011</i>	6-hours individual written exam	15	Grade – 7-point grading scale
	Test in Customer relations & cultural understanding	▪ Customer relations ▪ Cultural understanding	Week 20 – 21 - 2011 <i>Re-examination week 26 – 2011</i>	Individual oral test	-	Grade – 7-point grading scale
3.	Placement project – statement of aims	Individual preparation of statement of aims of the placement. Log book for start of placement primo July 2011	Send by mail not later than two weeks after the placement period has begun	Log book must be filled out with reference to the template and sent by mail	2	
	Placement project – written project report	Account for a self-chosen practical problem in the company placement <u>and</u> evaluation of fulfilment of the statement of aims	▪ The report is handed in 4/11-2011 ▪ Oral defence week 46 and 47 – 2011	Oral defence and account of the project report	17	Passed/not passed
	Optional theme within the examination project <hr/> Methodology Class teaching	Theoretical (desk research) assignment for a self-chosen problem statement based on the internship, but with employment of relevant solutions from the mandatory courses <hr/> Help to structure the final exam project	▪ Clearance of case presentation no later than 16/12-2011 ▪ Report hand-in 9/1-2012 ▪ Oral defence week 4 - 2012 ▪ <i>Re-examination clearance 5/3 -2012</i> ▪ <i>Paper hand-in 15/3-2012</i> ▪ <i>Oral defence week 13-2012</i> <hr/> Week 5 - 2012	Approx. 30 minutes of oral presentation and defence of own report. External censorship	20	Grade – 7-point grading scale

4.	Business plan	Internal test	<ul style="list-style-type: none"> ▪ Week 13 – 2012 ▪ <i>Re-examination week 17 - 2012</i> 			
	Final examination project	Individual report for a self-chosen, but accepted issue/project from the placement company (cf. the placement project on 3 rd semester). The report must be based on information from the company <u>combined</u> with employment of theory from the mandatory and optional subjects	<ul style="list-style-type: none"> ▪ Report hand-in 31/5-2012. ▪ Oral defence week 25 and 26 – 2012 ▪ <i>Re-examination: Hand-in 22/10-2012</i> ▪ <i>Oral defence ultimo October 2012</i> 	Approx. 45 minutes of oral defence and account of the exam project	55	Grade – 7-point grading scale

Important to know:

You are automatically registered for ALL examinations. In case of sickness, a doctor's certificate must be handed in on the day. If you do not wish to go to the examination, you MUST unregister 14 days before, which means that you have another try by the next ordinary examination.

Examination of the final exam project must be unregistered 1 month before.

If you fail, you MUST register for a new examination. Registration for the final exam project: No later than 15/7-2012.

Important dates:

Briefing about the examination project – week 47 2010, in room C-126

Danish students from: 8.30-11.30

International students from: 12.30 – 15.30

Christmas holidays: 23/12-2010 - 2/1-2011

Christmas holidays: 23/12-2011 - 1/1-2012

Diploma ceremony: 28/6-2012