

Service, Hospitality and Tourism Management 2nd. Semester

Programme:

AP Degree Programme in Service, hospitality and tourism management

Semester:

2. Semester of the programme.

Pre-requisites:

A foreign qualification from a similar major, up to 1-2 years. A basic foundation in the area of business (basics of economics, marketing and management)

Availability:

Spring Semester: (end January – June)

Programme information for exchange (Learning Agreement):

For a detailed course description kindly refer to the programme curriculum found under programme information on <http://zibat.dk/curriculums-ordinary-programmes/>

Semester overview:

	<i>Study Programme at the Receiving Institution</i>			
	Planned period of the mobility: from [month/year] to [month/year]			
Before the mobility		Component/course title (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]	Number of ECTS credits
	SHT2	HR - Recruitment and employment of employees (Mandatory)	Spring	5

	SHT2	Management, Conflict Management and Communication (Mandatory)	Spring	6
	SHT2	Professional networks (Mandatory)	Spring	2
	SHT2	Meeting and Presentation techniques (Mandatory)	Spring	2
	SHT2	Specialization Line (Elective)	Spring	15
				Total: 30 ECTS
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p>http://zibat.dk/curriculum-ordinary-programmes/</p>				

Semester description of the second semester

The second semester is covered under 2 educational themes/modules, each equal to 15 ECTS.

1. Theme: Cooperation and Relations = 15 ECTS (follows a national curriculum)
2. Theme: Elective specialization = 15 ECTS

Courses during the semester are aimed at addressing and building the students competences in accordance with the knowledge, skills and competences which students are intended to reach during the second semester.

RE1: Overall learning outcomes for theme: Cooperation and Relations = 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 outcomes for Cooperation & Relations

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 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 evaluate managerial issues and set up appropriate 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

Competences

The students should be able to:

- Take part in interdisciplinary cooperation with internal and external partners and stakeholders in an intercultural 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

Course Description – Mandatory component

Component title	Course Component Description	Available Semester	Number of ECTS credits
Recruitment and employment of employees (Mandatory)	Needs assessment for recruitment and employment; employment procedures and routines; employment contracts (legislation); Personality tests (including DISC, 360g and MBTI); Career planning and Staff development interviews, Legislation on employment	Spring	5
Management and Communication (Mandatory)	Management, Groups and teams, Self management and project management; Basic Communication (internal/external); intercultural interaction; Motivation and coaching,; 5F and feedback theories, Written Communication	Spring	5
Conflict Management (Mandatory)	Alignment; Complaints, Service recovery	Spring	1
Build up and maintaining professional networks (Mandatory)	Networks (national/international),; creating and maintaining networks; hosting and the good host; Customer satisfaction and –loyalty, Customer relationship	Spring	2
Meeting and Presentation techniques (Mandatory)	Meeting, Presentations and negotiations	Spring/Autumn	2

RE2: Overall learning outcomes for theme: Elective specialization = 15 ECTS

This theme is an elective component and students must make a choice according to their “specialization” – choose one out of the following specializations offered:

1. Tourism, Travel and Leisure management
2. Hotel and Restaurant Management
3. Event – the Digital way
4. Sport and Event

Tourism, Travel- and Leisure management
ECTS: 15 ECTS
Content: The elective element creates a holistic understanding of the cooperation and transactions that take place between tourism actors with the destination as the central element.
Learning Objectives: Knowledge The student should have knowledge about: <ul style="list-style-type: none">• The practice, development and strategy of tourism in the public – private interaction• What characterize tourism products• Tourism supply and demand – Incoming & Outgoing• Strategic level business as well as knowledge of the service value chain Skills The student should be able to: <ul style="list-style-type: none">• Collect and process data with a view to preparing a destination analysis• Identify the tourism distribution and marketing channels• Turn strategy into practice, involving relevant business partners• Provides sales and production of tourism products and the use of CRM system• Collect and process data in order to compile a destination analysis Competences The student should be able to:

- Take part in planning and developing destinations, including a destination analysis
- Take part in planning and developing new and existing tourism products
- Use the tourism distribution and marketing channels

Hotel and Restaurant Management

ECTS: 15 ECTS

Content: The elective element creates an understanding of the hotel and restaurant practices with the guest as the key element, including an understanding of the individual hotel and restaurant business role in the profession.

Learning Objectives:

Knowledge

The student should have knowledge about:

- The practice and development of the hotel and restaurant industry, including ownership structures
- The organization and operation of the hotel as well as the interaction between the different internal and external business partners
- The characteristics of hotel and restaurant services, including international and Danish concepts
- International and Danish classification systems within the hotel and restaurant industry
- An introduction to basic concepts that characterize value-based business development
- Knowledge of different business models within the industry
- Insight into intangible added value and innovative social processes

Skills

The student should be able to:

- Apply the hotel and restaurant industry's professional financial terminology
- Set up and select options for menu plans along with calculations
- Apply the industry's average numbers and key figures to set up and simulate options
- Identify and apply the hotel and restaurant industry's distribution channels
- Assess digital possibilities and suggest a solution within digital marketing
- Identify critical control areas in production and set up plans for self-monitoring

- Describe and use the relevant parameters in relation to the selection of good framework for responsible growth
- Work with customer and employee satisfaction, and be able to understand coherence
- Concept development activities that optimize the guest experience for a hotel restaurant

Competences

The student should be able to:

- Identify and take part in developing and changing processes and deliveries with respect to the service concept
- Take part in pricing the services of the hotel and restaurant
- Define and set up a framework for how a hotel restaurant can run their business based on how this affects the outside world
- Act innovative and entrepreneur in pursuit of opportunities and realization of experience-economic activities for a hotel restaurant
- Work with experience-economic activities for a hotel restaurant

Event – the Digital way

ECTS: 15 ECTS

Content: The elective element creates an understanding of how to use digital tools to develop, plan and implement sustainable small and medium-sized events

Participate in the Handling and Integration of Digital Media Expressions on Different Digital

Learning Objectives:

Knowledge

The student should have knowledge about:

- What events are and what developments events have gone through
- What tasks are associated with events life cycle

Skills

The student should be able to:

- Draw up and assess the suitability of a concept with respect to target group and stakeholders
- Identify and assess potential sponsorships and fundraising options
- Assess whether the event is financially sustainable
- Assess which persons and competences are required to run the event, including volunteers

- Assess the suitability of different communication channels for the promotion of events
- Apply digital planning tools to develop of events
- Assess practice-related risks and legal aspects
- Achieve skills in using graphic design.
- Achieve skills in structuring content in digital applications
- Achieve skills in using methods for documenting digital and interactive media productions.

Competences

The student should be able to:

- Take part in the operational, tactical, and strategic tasks in developing, planning, and implementing sustainable small and medium-sized events
- Participate in the Handling and Integration of Digital Media Expressions on different digital platforms.

Sport and Event

ECTS: 15 ECTS

Content: The elective element creates an understanding of how to develop, plan and implement sustainable small and medium-sized sports events

Learning Objectives:

Knowledge

The student should have knowledge about:

- What events are and what developments events have gone through
- What tasks are associated with events life cycle
- Communication models and their application in relation to practical objectives associated with promotion and public relations
- The special economic conditions that govern the sports and event world
- How do sports and event organizations actively work with media handling as a promotion and public relations platform?

Skills

The student should be able to:

- Develop and evaluate the suitability of a concept, among other things, based on target groups and stakeholders
- Identify and evaluate possible sponsorship and fundraising opportunities
- Assess if the event is economically viable
- Assess the persons and competencies necessary to run the event including volunteers
- Assess the suitability of different communication channels for the promotion of events
- Use digital planning tools for the development of events
- Evaluate practical risks and legal aspects

Competences

The student should be able to:

- Take part in the operational, tactical, and strategic tasks in developing, planning, and implementing sustainable small and medium-sized sports events