

Service, Hospitality and Tourism Management 3rd. Semester

Programme:

AP Degree Programme in Service, hospitality and tourism management

Semester:

3. 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:

Autumn Semester: (Medio August – December/January)

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
	SHT3	Business development (Mandatory)	Autumn	25
	SHT3	Job and Career (Mandatory)	Autumn	5
				Total: 30 ECTS

Web link to the course catalogue at the Receiving Institution describing the learning outcomes:

<http://zibat.dk/curriculums-ordinary-programmes/>

Semester and Course Description:

Semester Content

The Business development subject area includes strategic planning, innovation, intrapreneurship and entrepreneurship in respect of developing existing companies as well as new products and services. Focus is on analyzing the growth potential, including assessment of the financial and organizational consequences of development activities.

Semester Learning outcomes for Business development

Knowledge:

The students should have acquired knowledge of:

- Strategic planning tools and models within the service and experience industry
- Innovation, intrapreneurship, entrepreneurship and further development of existing companies, concepts and services
- Legal, financial and organizational considerations in connection with development and change
- Megatrends and trends with special significance to the service and experience industries

Skills:

The students should be able to:

- Set up and assess financial and organizational consequences of growth, development and change activities
- Communicate practice-related problems and issues as well as appropriate solutions to business partners at a tactical and operational level

- Assess and communicate the value of growth ideas and their potential as a basis for decision in a Danish as well as an international context

Competences:

The students should be able to:

- Take part in discipline-specific and interdisciplinary cooperation with a view to creating a sustainable running and development of the service and experience company, concepts and services
- Acquire new knowledge, skills and competences concerning the development and running of financially sustainable service and experience companies at a tactical and operational level

Course Description:

The full program and course structure is organized thematically under a theme “Business development”. The Business development theme is organised by the following subjects:

1. Creativity and Innovation
2. Strategy and Business
3. Business economics

Component title at the Receiving Institution (as indicated in the course catalogue)	Course Component Description
Creativity and Innovation (Mandatory)	<ul style="list-style-type: none"> ● Entrepreneurship and intrapreneurship ● How to do innovation in the service industry ● Innovation project management ● Evaluation of the innovation process ● How is innovation financed

Part of Theme “Business Development”	<ul style="list-style-type: none"> • Co-creation, co-production, co-design • Design thinking • Seven Circles of innovation • Stage gate model • Crowdfunding
<p>Strategy and Business (Mandatory)</p> <p>Part of Theme “Business Development”</p>	<ul style="list-style-type: none"> • From idea to market introduction • STP-model • Dimensions of service innovation • Typology of service innovation • The bank perspective • Design of models and strategy • Business plan – purpose and content • Strategies and processes for development • Internal analysis <p>Project and group work will accrue.</p>
<p>Business economics (Mandatory)</p> <p>Part of Theme “Business Development”</p>	<ul style="list-style-type: none"> • Budgeting • Investments calculation, • financial planning in relation to business plans • Revenue management • Outsourcing • Price optimization
<p>Job and Career (Mandatory)</p>	<ul style="list-style-type: none"> • Work identity • Job match • Career Identity • Business and interpersonal communication