

Curriculum
for
The Cand.negot. Programme
in
International
Tourism and Leisure
Management
KOLDING
2013

Adopted by Study Board of Design on July 5, 2013.

Approved by the Dean of the Humanities Faculty on July 5, 2013
in accordance with regulation 814 of 29th of June 2010 regarding BA and MA degrees at
universities.

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1st year

1st semester

Social Science Subjects

Leisure and Tourism Economics.....	
Project Management.....	

Humanities Subjects

Sustainable Tourism Development	
Strategic Communication	

2nd semester

Social Science Subjects

Quantitative Research Methods	
Innovation Management	

Humanities Subjects

Experience Design	
Current Issues in Leisure and Tourism Management.....	

2nd year

1st semester - *Humanities*

International Tourism Studies	
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2nd semester

Thesis	
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I. Provisions for the Cand.Negot. programme in International Tourism and Leisure Management

In respect of regulation no. 814 of 29th June 2010 regarding BA and Master's programmes at universities, students are offered the master's degree programme in International Tourism and Leisure Management.

A. Aims and requirements

§ 1 The aims of the programme

The Cand. Negot. Master's Degree in International Tourism and Leisure Management is a 2-year full-time programme (120 ECTS points), which builds upon the skills acquired by students on their BA course in the areas of business economics, marketing and national economics on the one hand, and language, culture and communication and tourism on the other. In addition the students specialise in areas of special relevance to the tourism area within culture theories as well as economics, marketing and management. These constituent subjects comprise in all 60 ECTS. Electives in connection with 1st semester's stay abroad comprise 30 ECTS, and the thesis, which can be written in collaboration with a private or public company, 30 ECTS.

The course contains equal proportions of humanities and social science subjects, taking account of the fact that students can choose to write their thesis in one of the two areas or combine the two.

The Aim of the Programme is:

- to ensure that graduates are capable to carry out relevant jobs especially within the tourism business in Danish and foreign companies and public and private organisations on the basis of skills in international business economics and management and in culture and communication theory as well as language skills at a high level in English.
- to qualify students to conduct and participate in academic work and to apply to continue to a Ph.D.

The programme aims to develop the following target skills:

Knowledge and Understanding

The student:

- must possess knowledge of one or more subject areas which, in selected fields, is based on the highest international research within tourism studies
- must be able to understand and, on a scientific basis, critically reflect on the knowledge of the subject area(s) as well as to identify scientific issues
- must be able to delimit and define a problem at a high scientific level within the field of tourism studies.

Skills

The student:

- must master the scientific methodologies and tools of relevance to tourism studies as well as master general skills related to work within tourism, and related areas
- must be able to systematise complex quantities of knowledge and data and to prioritise elements that are essential to a given topic
- must be able to critically assess the various theories and methods of the subject area
- must be able to make precise and consistent use of concepts and terminology
- must base arguments on tenable, academic foundations
- must be able to take a critical stance to sources employed and provide documentation by use of references, notes and bibliographies
- must be able to make use of IT as a tool for seeking information, collaboration, and in making oral and written presentations
- must be able to thoroughly investigate, critically analyse, limit and solve problems by use of relevant scientific theories and methodologies in international tourism research
- Must be able to enter into qualified, research-based dialogue and discuss professional and scientific issues with peers and non-specialists

Competences

The student:

- must be able to manage work situations and developments that are complex, unpredictable, and require innovative models or solutions
- be able to enter into collaborative partnerships in different learning environments, including being able to accept criticism of their own work, give constructive criticism to others and assume professional responsibility
- must be able to independently take responsibility for his/hers own professional development and specialisation in the field of tourism

§ 2 Requirements

Requirements for acceptance for the master's degree programme are a BA Negot. degree or an equivalent qualification approved by the board of studies.

§ 3 Teaching

Teaching is research-based.

§ 4 Titles

Once all examinations for the master's degree have been passed, the student has the right to the title Cand.negot. i international turisme og fritidsmanagement; (in English, Master of Arts (MA) in International Tourism and Leisure Management).

B Course models and outline of examination

§ 5 Course models

In the online version of this curriculum you can see the course description by following the link from the course title

Semester	Humanities		Social Sciences		Hours-week/ ECTS		In all
					Hum	Soc. sc.	
1st semester	Sustainable Tourism Development <i>3 h/w 7.5 ECTS</i>	Strategic Communication <i>3 h/w 7.5 ECTS</i>	Leisure and Tourism Economics <i>3 h/w 7.5 ECTS</i>	Project Management <i>3 h/w 7.5 ECTS</i>	6 h/w 15 ECTS	6 h/w 15 ECTS	12 h/w 30 ECTS
2nd semester	Tourism Experience Design <i>3 h/w 10 ECTS</i>	Current Issues in Tourism and Leisure Management <i>2 h/wu 5 ECTS</i>	Quantitative Research Methods <i>3 h/w 7.5 ECTS</i>	Innovation Management <i>3 h/w 7.5 ECTS</i>	5 h/w 15 ECTS	6 h/w 15 ECTS	11 h/w 30 ECTS
3rd semester	International Tourism Studies				15 ECTS	15 ECTS	30 ECTS
4th semester	Thesis				15 ECTS	15 ECTS	30 ECTS
In all					12 60 ECTS	12 60 ECTS	24 120 ECTS

§ 6 Outline of examinations

Subject	exam form	duration	prepa- ration	aids	grading	moderator	ECTS	subj. no.	Departm.
1st semester, Humanities									
Sustainable tourism development	home paper				7-gr scale	One external	7,5		IDC
Strategic Communication	home paper oral presentation	15 min.			7-gr scale pass/fail	One internal One internal	7,5		IDC
							15		
1st semester, Social Sciences									
Leisure and Tourism Economics	home paper				7-gr scale	One external	7,5		IER
Project Management	home paper/ oral	72 hours 20 min.			7-gr scale	One internal	7,5		IER
							15		
2nd semester, Humanities									
Tourism Experience Design	home paper/ Oral	20 min.			7-gr. scale	One internal	10		IDC
Current issues in Leisure and Tourism Management	home paper				7-gr scale	One internal	5		IDC
							15		
Quantitative Research Methods	Home paper and written	4 hours			7-gr scale	One internal	7,5		IFOL
Innovation Management	oral with a synopsis	15 min.			7-gr scale	One external	7,5		IME
							15		
3rd semester									
International Tourism Studies							15 15		IDC IME
							30		
Thesis	home paper				7-gr scale	One external	25		IDC/ IME
Summary of Thesis	home paper				pass/fail	none	5		IDC
							30		

C. Particular definitions and examination requirements for the Cand. Negot. programme

§ 7 In the Common Provisions for the Humanities Faculty, cf. paragraph IV of the curriculum, definitions can be found of

- ECTS
- Character count (see also § 16 below)
- Standard pages (see also § 16 below)

Furthermore rules have been laid down about, for example:

- Master's Thesis
- Summaries relating to the postgraduate thesis
- Internal and external tests
- Capabilities in spelling and formulation (see also § 13 below)
- Examination languages (see also § 8 below)
- Web references in thesis and other written home assignments
- Rules for the conduct of examinations in the case of illness (see also § 14 below)
- Rules regarding students' active participation
- Rules regarding application for exemptions

E-learn

The study board has in view that E-learn is used as much as possible in the teaching.

§ 8 Language used for teaching, set texts and examinations

Teaching in subjects that are language-specific (subjects designed for the individual language discipline) in the humanities part take place in principle in the foreign language concerned. The language of instruction in subjects that are not language-specific is normally English. The language used in examinations is the same as that used in teaching, unless the board of studies has laid down other provisions, cf. *Provisions regarding examinations at university institutions* § 6.

Examinations

§ 9 Requirements for a pass, weighting of grades and averages

A test is assessed either by giving a grade according to the 7-scale grading system or by a simple pass/fail. A test assessed using the grading system must achieved at least a grade 2 in order to pass. This does not, however, apply to part-exams, cf. *Provisions regarding grading* § 14 and § 15.

A test once passed cannot be retaken.

Grades

An average is calculated for the master's degree course. In the calculated average the Master's thesis grade counts double

§ 10 Examination entry

Entry to examinations takes place either by students entering themselves as part of their enrollment for courses or on special exam entry forms. Entry application to other tests or alterations in entries should be made from 20th-30th October and 20th-30th March respectively.

§ 11 Syllabus

The syllabus for examinations in a subject applies after the conclusion of the course until such time as another course has been offered in the subject. After this, only the new syllabus will be examined.

§ 12 Proficiency in spelling and linguistic expression

Regardless of the language used, students' proficiency in spelling and linguistic expression will be taken into account in the assessment of the thesis and other written assignments. The ability to handle language, defined as written/oral forms of presentation, must be assessed as passed before the test as a whole can be passed. Poor use of language in these tests can have a negative effect on the combined overall grade. In the same way effective use of language can have a positive effect on the grade.

§ 13 Examinations postponed due to illness/re-examination

For courses in the quarter-structure examinations are held after each quarter and re-examinations no later than 6 months after the ordinary examinations.

For courses in the semester structure ordinary examinations are held in January (Autumn courses) and June (Spring courses) and re-examinations in February (Autumn courses) and August (Spring courses).

Normally examinations are not held specially to cater for non-attendance due to illness or for re-examination outside the normal examination periods.

§ 14 Complaints

Complaints regarding an examination or the assessment of examination performance should be submitted to the Dean of the Humanities Faculty (in the case of humanities subjects) or the Dean of the Faculty of Social Sciences (in the case of social science subjects) *no more than two weeks after the result has been published.*

The date of publication of results can be seen from the notice regarding examination dates.

Complaints must be in writing and give grounds for the appeal. The appellant should first contact the examiner

Definitions

§ 15 A standard page

A standard page is a factor used for calculation and comprises 2100 characters of prose or 14 lines of verse. For audio-visual texts, 2 minutes sound or film corresponds to 1 standard page.

§ 16 Submission of home assignments

Home assignments that are to be assessed by a moderator should be submitted to the secretariat *in three copies* if the rules do not state that they must be handed in electronically.

Home assignments that are to NOT be assessed by a moderator should be submitted to the secretariat *in two copies* if the rules do not state that they must be handed in electronically..

The *number of words* required for home assignments is determined using the standard page (see § 15).

The *submission date* is given under the examination provisions for any given subject. *The time of submission is always during the secretariat's opening hours on the date given if in case the submission is not electronically.*

In the present curriculum the distinction is made between:

- a. *An open home assignment* – the subject for the assignment is formulated by the students in consultation with their tutor/teacher.
- b. *A closed home assignment* – the assignment is set by the teacher.

A closed home assignment that is assessed to have failed cannot be resubmitted during the same examination period unless otherwise laid down in the examination provisions for the subject.

§ 17 Contributions from several students at one examination

In the case of several contributors to a written assignment, the individual's contribution must be able to be assessed on its own. The scale of the assignment must be in reasonable proportion to the number of contributors.

No more than *three individuals* can contribute to a *thesis*.

With other examinations a maximum of four people can contribute, unless otherwise stated expressly in the subject's examination provisions.

§ 18 Use of computers in examinations

Regarding *use of computers* in examinations reference should be made to *The Humanities Faculties regulations regarding the use of personal computers in examinations*, see the booklet "Provisions and rules" or The Humanities Faculty homepage.

§ 19 Credit transfer

General

The basis for a credit transfer can either be an *exam* passed at another university either in Denmark or abroad, or a *trainee ship abroad*. In the latter case it must involve work that is relevant to the purpose of the course (see § 1).

Students can apply for *advance approval* of the study activity or the traineeship on a *special form*. *Advance approval* is an expression of a considered opinion. The final decision regarding credit transfer is made on each individual case on the basis of documentary evidence submitted on conclusion of the period in question. In applying for advance approval students must establish that the Board of Studies' conditions for approving credit transfer have been met.

Application for final transfer credit should be handed to the board of studies on the form provided no later than the 15th September or 15th February respectively immediately following the student's return.

If the application relates to several subjects on the basis of the same period of study or work experience, the application relating to *all* subjects must be submitted together.

Credit transfer on the basis of studies

Credit transfer on the basis of studies elsewhere in Denmark or abroad can be given in all subjects. *Credit transfer cannot, however, be given for the thesis.*

Credit transfer can only be granted on the basis of *documentation presented for tests passed*, including home assignments. Documentation must contain information as to the extent of the

course in question (for instance, the number of hours involved), the syllabus and the form of test taken.

Credit transfer for obligatory subjects is granted with the grade of passed, regardless of the assessment made by other institutions of higher learning, unless there is an advance agreement of transfer of grades to the Danish 7 grade scale.

In order a credit transfer to be granted, the test taken must have an academic level and range at least equivalent to the demands of the curriculum.

In the event of the range of the subject for which credit transfer is applied being judged to be less than that of the Cand. Negot. course, it may be possible to be granted a reduction in the syllabus requirements.

Credit transfer cannot be given on the basis of courses/higher education components at a non-university level.

Credit transfer on the basis of traineeship

Credit at a maximum of 10 ECTS can be transferred on the basis of a traineeship approved in advance by the study board.

General requirements for credit transfer based on a traineeship are,

- a) That the residency/work undertaken has relevance for the overall aims of the course.
- b) That the period of residency is at least 3½ months.
- c) That the extent and content of the period of work experience are documented in the form of statements from the employer and of examples of completed tasks.
- d) That the student has completed a home assignment (for further details, see below).

The student must hand in a home assignment in order to obtain credits for the traineeship:

Test form:	Home assignment relating to the traineeship. The assignment must contain a theoretical part.
Language:	Danish, English or German
Length:	10-15 standard pages per 5 ECTS
Assessment:	Pass/fail.
Second examiner:	none
Weighting:	Credit transfer for 5-10 ECTS can be granted

II Coming into force and transitional provisions

§ 29 Applicability

This curriculum has been developed in relation to government order no. 814 of 29th June 2010 on BA and post-graduate degrees at universities and applies to students matriculating on 1st September 2009 or thereafter.

§ 30 Transitional provisions

The last time that examinations will be held according to the provisions of the 2007 curriculum (revised 2008) will be in the summer of 2009, so that the final dates for individual oral and written examinations will be as follows:

2012 curriculum master degree according to normal study plan	Last examination according to 2012 curriculum provisions by following deadlines:
1st semester examinations	January 2014
2nd semester examinations	Summer 2014
3rd semester examinations	January 2015
4th semester examinations	Summer 2015

From September 2013 subjects in the 2013 curriculum will gradually replace subjects offered in the 2013 curriculum in accordance with the procedural model.

III Common provisions for the Faculty of Humanities

You are referred to the Humanities Faculty homepage for an updated version:

www.sdu.dk/hum/faellesbestemmelser

Exemptions

In the case of exceptional circumstances the University can grant exemptions from those of the rules of this curriculum that have been decided by the University (cf § 27 in Order relating to examinations for university degrees).

Description of course subjects

Leisure- and Tourism Economics (Fritids- og turismeøkonomi)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	7.5 ECTS	By:	Kolding
Semester-placering:	1st semester	Institute:	Dept. of Entrepreneurship and Relationship Management
Language of instruction:	English	Responsible teacher:	Tommy Søndergaard Poulsen
Approved:	Study Board 31st of January 2013		

a. Duration of the course

3 hours a week in 1st semester. Language of instruction: English.

b. Aims

The course works with a series of methods (see section c), that enables the student to have a detailed view of tourism, leisure and experience economy.

Aims:

1. The student can independently make an investigation with use of the methods presented in the course.
2. The student can independently formulate a relevant problem and make a relevant choice of method.
3. The student can set the results of the investigation into the perspective of an experience economic context.

The course builds on skills gained at the bachelor program, especially microeconomics, macroeconomics, destination management, statistics and organization and marketing. No special skills in ICT are required.

c. Subject content

Leisure, tourism and experience economy with focus on the interplay between investigations of agent behaviour on the demand side and business supply and development of products and services.

- Presentation of demand models and forecasting methods for investigation of tourist destination and attraction choices and the role of seasonal element.
- Presentation of culture and experience economic analysis and methods.
- Presentation of regional economic effects of tourism and experience economy.
- Presentation of experience economic approaches to actual themes and problems in tourism.

d. Forms of teaching and working

Lectures, exercises, survey of cases, student presentations.

e. Syllabus

Textbook, technical articles and questionnaire material. In total about 450 pages.

f. Assessment criteria

The exam must test whether all points in the criteria named in para b) points 1-3 have been achieved. With reference to the provisions of the grading system and taking account of the examination form and the level of the graduate degree in the 1st semester, emphasis is also placed on the degree to which the students' performance lives up to the described aims and

the degree to which students have a command of the general skills outlined in § 1, in particular nos. 1-15.

g. Examination requirements

Students complete an open home assignment that includes performing the elements listed under point b). The deadline for submission is determined by the teacher.

Examination form:	Open home assignment. The topic is decided in consultation with the teacher. The deadline for submission is determined by the teacher. If there is more than one participant, there must be evident from the assignment and clearly indicated who is responsible for individual parts of the assignment so that individual assessments can be conducted.
Number of pages	about 10 standard pages per student excluding supplementary material.
Multiple participants:	Yes. 2-3 students can contribute
Moderator:	External
Assessment:	7-grade scale
Weighting:	7.5 ECTS

Project Management (Projektmanagement)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	7.5 ECTS	By:	Kolding
Semester-placering:	1st semester	Institute:	Dptm. of Entrepreneurship and Relationship Management
Language of instruction:	English	Responsible teacher:	Kent Wickstrøm
Approved:	Study Board: 31st of January 2013		

a. Duration of the course

3 hours a week in one semester. Language of instruction: English.

b. Aims

The aim of this course is that the student develops an understanding of the most important concepts, theories, and methods within the project management discipline, so that he/she is able to analyse projects and project processes, and by this is able to make valuable contributions to management and leadership. The student develops a generic competence in project management, and cases and examples will be drawn from a wide variety of project types and project environments.

The student must be able to

- Analyze the project conditions and based on this produce a clear and well structured project proposal for a fictive decision maker by applying relevant methods, models, and theories to a nonfamiliar case. The project proposal must contain relevant elements as indicated in “Key areas”.
- Present the project proposal for a fictive decision maker by a power-point supported, oral presentation and produce written material supporting the oral presentation.
- In the presentation, the student must demonstrate that he/she
 - Masters the relevant concepts of the project management discipline by being able to define and use them in a correct way.
 - Is able to underpin the presentation by clearly referring to the written material.
 - Can reflect on the process and performance of the exam team.
 - Can act professionally and confident by making a clear and well structured presentation emphasizing the most important aspects.
 - Can manage time by keeping the presentation within the given time frame.

c. Course content

- The project concept and the project discipline
- Project purpose and goals
- Project mandate/charter and mission breakdown structure
- Structuring the project
- Milestone planning
- Stakeholders, stakeholder analysis and stakeholder management
- Risk and uncertain analysis
- Project detail planning
- Project follow-up
- Quality in the project work
- Organizing the project and staffing
- Project communication

- Teambuilding
- Day to day management of the project team
- Appropriate behaviour related to project work

d. Form of teaching and working

Lectures, case work and plenum discussions in English. E-learning activities on Blackboard. The course is offered in conjunction with subjects on a graduate programme in Environmental and Resource Management, MSc. in Enterprise Development and a graduate programme in Public Health Science.

e. Syllabus

Litterature as for example: Andersen, E. S. (2008), Rethinking Project Management – An Organizational Perspective, Pearson Education, London

f. Assessment criteria

Students' performance is assessed on their ability 1) to apply relevant methods, models and theories to a case, 2) to respond to questions posed at the oral examination, 3) to carry out a professional oral presentation accompanied by written material, and 4) to reflect on their performance in the group.

With reference to the provisions of the grading system and taking account of the examination form and the level of the graduate degree in the 1st semester, emphasis is also placed on the degree to which the students' performance lives up to the described aims and the degree to which students have a command of the general skills outlined in § 1, in particular nos. 1-15.

g. Examination requirements

The examination consists of a 72-hour take-home assignment with multiple participants followed by an individual oral defence.

Home assignment:

Examination form: 72-hour take-home assignment. The assignment consists of a non-familiar case for which the team has to produce a project proposal for a fictive decision maker. In addition to the project proposal, the team has to reflect upon its' team performance. The proposal and team reflection must be delivered as a powerpoint presentation + additional material to support the presentation. Each team produces one presentation which covers the whole case. In the power point presentation, a number of sub parts (3 if the team consists of 3 persons, 4 if 4 persons) must be identifiable. Each sub part must correspond to an oral presentation lasting maximum 10 minutes. Immediately prior to the oral examination the examiners draw lots on who is to present which sub part. After the 10 minutes presentation the examiner examines the student in the subjects covered in the presentation and in the knowledge, that the student has gained about the theories covered by the literature.

Number of pages

-

Multiple participant:

Yes

Duration:

72 hours

Moderator:

One internal

Assessment:

7-grade scale

Oral Presentation

Examination form:	Immediately prior to the oral examination the examiners draw lots on who is to present which sub part. After the 10 minutes presentation the examiner examines the student in the subjects covered in the presentation and in the knowledge, that the student has gained about the theories covered by the literature.
Duration:	20 minutes including assessment
Preparation:	No
Moderator:	One internal
Assessment:	7 grade scale
Weighting:	7.5 ECTS

Sustainable Tourism Development (Bæredygtig turismeudvikling)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	7.5 ECTS	By:	Kolding
Semester-placering:	1st semester	Institute:	Dptm. of Design and Communication
Language of instruction:	English	Responsible teacher:	Janne Liburd
Approved:	Study Board: 31 st of January 2013		

a. Duration of the course

3 lessons a week in one semester.

b. Aims

Students should be able to demonstrate thorough knowledge and understanding of sustainable tourism development – in relation both to the cultural make-up, implementation and management of the concept and to its theoretical dimension. Students should be able to conduct a comprehensive study of the literature relating to a specified part of the theoretical area, should be able to apply this theory to practical examples and should be able to structure this knowledge in a report that demonstrates their skills primarily on analytical and practical levels.

c. Course content

Taking as a starting point central conceptualisations of sustainable development and its relation to tourism, students acquire an understanding of its theoretical dimension and of its various subsidiary areas. The course will then focus on ethical challenges, on stakeholders and various drivers of sustainable tourism development, including the public sector, on a concern's social responsibility, on multinational companies, NGO's and consumers. Students will acquire an understanding of indicators of sustainable tourism development and of ways to monitor it.

d. Form of teaching and working

Teaching takes the form of lectures, student presentations, discussions and case studies. Significant levels of activity are expected of students in relation to preparation, presentation and discussion both of central concepts and of cases.

e. Syllabus

The syllabus comprises a maximum of 800 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level in the 1st semester, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1.

g. Examination requirements

The course concludes with an open home assignment. The teacher can, however, lay down a thematic framework within which the assignment should be written. The topic of the assignment is chosen by students in consultation with the teacher.

Examination form:	Open individual home assignment
Number of pages:	10-12 standard pages per student.
Multiple participants:	No
Moderator:	External
Assessment:	7-grade scale
Weighting:	7.5 ECTS

Strategic Communication (Strategisk kommunikation)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management/xxxxxx		
ECTS:	7.5 ECTS	By:	Kolding
Semester-placering:	1st semester	Institute:	Dptm. of Design and Communication
Language of instruction:	English	Responsible teacher:	
Approved:	Study Board 31 st of January 2013		

a. Duration of the course

4 hours a week in one semester. Language of instruction: English.

b. Aims

The student will be able to understand an organisation's strategic communication with external and internal stakeholders.

For the students who should have the Danish cand.negot.-grade:

The student should be able to present his/her examination project orally in a subject-related, precise and correct English.

c. Subject content'

The course introduces central organizational and communication theories, that offer insight into the characteristics of internationally oriented tourism organizations' communication.

Furthermore, communication strategies and implementation hereof in relation to the organizations' stakeholders and alignment with organizational goals are discussed and compared to extant theory.

d. Form of teaching and working

Teaching takes the form of lectures, discussions and discussion papers.

e. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of the examination and the level in the 1st semester, emphasis is placed on the degree to which the student's performance lives up to description of aims and on the degree to which students master the general competences described in §1.

f. Examination requirements

A. Home Assignment

Examination form: Individual open home assignment in English
Number of pages: 10-12 standard pages.
Multiple participants: No
Second examiner: Internal
Assessment: 7-grade scale
Weighting: 7.5 ECTS

Quantitative Research Methods (Videregående kvantitative markedsanalysemetoder)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management/xxxxxx		
ECTS:	7.5 ECTS	By:	Kolding
Semester-placering:	2nd semester	Institute:	Dept. of Entrepreneurship and Relationship Management
Language of instruction:	English	Responsible teacher::	Per V. Freytag
Approved:	Study Board 31 st of January 2013		

a. Duration of the course

20 lessons (2 x 2 hours per week in 5 weeks) and 3 weeks group project work with counseling. Teaching language: English. Weighting: 7.5 ECTS

b. Aims

The purpose of the course is to develop the specific quantitative research skills and knowledge that are required to successfully complete research in marketing. The learning outcome of the course should be that students are able to design, execute and evaluate marketing research based on quantitative data.

Students are expected to be able to carry out a marketing research project for a given managerial decision problem. From a description of a problem, students should be able to (a) identify a relevant marketing research problem and (b) from a given a quantitative database students should be able to establish a plan for analyzing the data, follow this plan in an analysis of the data, and finally interpret the data. The analysis of the data must demonstrate knowledge about and skills in using relevant uni- and multivariate statistical techniques. Further, they should be able to report their findings in a written report. Finally, students should be able to report his or her findings in a written report.

c. Course content

The course is organized into two major parts.

The first part consists of 6 weeks with 4 lectures each week on theory and on how to carry out quantitative marketing research. Lectures are supplemented by hands-on exercises using a statistical software package (currently SPSS with AMOS) giving skills in carrying out analysis by the use of this software.

The second part consists of 2 weeks in which students carry out a set of marketing research tasks individually or in groups of 1-2 students. The research tasks offer students the opportunity to acquaint themselves with models, theories and statistical techniques relevant for executing a quantitative marketing research. Counseling will be available to support the student in his or her learning process working on the marketing research tasks. The work on the marketing research tasks must result in a report not exceeding 6.000 words +2000 words per additional student.

Content - Key areas:

The research process; Data collection methods; Multivariate analyses:

1. Analysis of dependence:

- Analysis of variance
- Regression analysis
- Conjoint analysis
- Logit choice model;

2. Analysis of interdependence:

- Factor analysis, exploratory and confirmative;
- Cluster analysis

d. Form of teaching and working

Teaching takes the form of lectures, exercises using computers and project work. The course is divided into two parts. The first part comprises 8 weeks with lectures and exercises, while the second part is made up of 7 weeks of project work under supervision. Project work is carried out in groups of 2-3 students.

e. Syllabus

Will be announced by the teacher.

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the post-graduate course, emphasis is placed on the degree to which the students' performance live up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in §1.

g. Examination requirements

Examination language: The student may use Danish if the teacher is Danish speaking. In all other cases the language is English.

A. Report

Examination form:	Home paper
Duration:	Will be announced by teacher at the beginning of the course
Number of pages:	Must not exceed 6000 words+2000 words (excl. appendices) per additional student. If there is more than one participant the students must specify the contribution of each student so that an individual grade can be given.
Multiple participants:	Allowed
Co-examiner:	internal
Assessment:	7-grade scale. The grade weights 60 % of the course grade. The grade -3 cannot be included.
Weighting:	7.5 ECTS together with part B.

The grade will be given on the basis of the extent to which the report meets the goals of the course – especially the second part – and the extent to which the students during the written exam can explain, discuss and reflect upon issues in the curriculum and in general can demonstrate good command of the central concepts, processes, models and theories of marketing research presented in the course.

B. Written exam

Examination form:	Written examination at the university. The students use their own PC. Internet access is necessary. The assignment must be submitted via SDU Assignment.
Duration:	4 hours
Aids:	All aids but communication with others are allowed.
Co-examiner:	internal
Assessment:	7-grade scale. The grade weights 40 % of the course grade. The grade -3 cannot be included.
Weighting:	7.5 ECTS together with part A.

The grade will be given on the basis of the extent to which the written assignment meets the goals of the course, especially part one, and the extent to which the students during the written exam can explain, discuss and reflect upon issues in the curriculum and in general can demonstrate good command of the central concepts, processes, models and theories of marketing research presented in the course.

Innovation Management (Innovationsmanagement)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	7.5 ECTS	By:	Kolding
Semester-placering:	2nd semester,	Institute:	Dptm. of Entrepreneurship and Relationship Management
Language of instruction:	English	Responsible teacher::	Kristian Philipsen
Approved:	Study board 31 st of January 2013		

a. Duration of the course

3 hours a week in the 2nd semester. Language of instruction: English.

b. Aims

The main aim of the course is to equip students with the knowledge to understand innovation management at the strategic level and to some extent at the operational level. An integrative approach focusing on the context of innovation, including the ways in which customers and subcontractors may participate in the process, is emphasized. Innovation processes in both manufacturing and service industries are considered. A secondary aim of the course is to provide an understanding of the socio-economic role of business innovation as well as possible societal and environmental consequences and ethical considerations.

After completing the course students are expected to have gained knowledge of fundamental concepts and models in innovation theory. They should have good command of concepts and be able to explain models and their relationships. Moreover, they should be able to apply these concepts in a practical context.

Thus, students should demonstrate the knowledge by being able to:

- describe a framework for developing and implementing innovation projects by using concepts related to the framework in different practical contexts
- evaluate practical innovation projects by using the premises in the frame of reference
- discuss and argue for alternative ways of organizing, developing and implementing practical innovation projects taking possible environmental and ethical challenges into account.
- link relevant theoretical concepts and a practical innovation project
- reflect on and discuss central aspects in relation to the innovation literature
- present the above in a structured form in a short written report
- orally discuss the contents of the report and its foundations

c. Course content

- Definitions, fundamental concepts, models and a framework for managing the innovation proces
- Influence of the strategic position.
- Different units of analysis (the organisation, network and national systems of innovation) and their influence on strategic options and decisions.
- The innovation process as an interaction between small sub contractors and buyers.
- Consideration of possible societal and environmental consequences as well as possible ethical challenges
- Different forms of operational strategies and process innovations.
- How concepts such as flexible production, mass customisation, agile production and so on are related to the innovation process.

- Presentation of scientific articles related to areas above.

d. Form of teaching and working

Lectures, presentations, case discussions, supervision available.

e. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the post-graduate course, emphasis is placed on the degree to which the students' performance live up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in §1.

g. Examination requirements

The course concludes with an oral examination conducted on the basis of a synopsis.

Examination form:	Individual oral examination based on a synopsis of not more than 2500 words.
Duration:	20 minutes
Multiple participants:	The synopsis should be written in groups of max. 3 students
Moderator:	One external
Assessment:	7-grade scale
Weighting:	7.5 ECTS

Tourism Experience Design (Turismeoplevelsdesign)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	10 ECTS	By:	Kolding
Semester-placering:	2nd semester	Institute:	Dptm. of Design and Communication
Language of instruction:	English	Responsible teacher:	Iis Tussyadiah
Approved:	21. September 2012 by the Study Board of Negot. Studies		

a. Duration of the course:

3 lessons a week in the 2nd semester.

b. Aims

This course introduces the concept and practice of experience design to create and manage tourism environments and programs with a focus on quality tourism experiences. Students will learn to integrate various theories, methods, and design principles to add value to tourists' experiences.

Upon completion of this class, students are expected to:

- Demonstrate a fundamental understanding of the tourism experience design process;
- Critically assess the relevance and applicability of new design approaches to deliver meaningful tourism experiences;
- Demonstrate an ability to efficiently scan and integrate media and secondary data resources into the tourism experience design process;
- Demonstrate an ability to use quantitative and qualitative methods to measure and evaluate tourism experiences.

c. Subject content

- Experience Design: Concept and Practice
- Defining the Experience Production
- Defining and Configuring the Structure of Tourism Experience
- Identifying Experience Design Problems
- Designing Meaningful Tourism Experiences
- Staging & Performing Tourism Experience
- Mediating Tourism Experiences
- Capturing and Evaluating Tourism Experiences: Experience Based Research

d. Form of teaching and working

Lectures, group discussions, design exercises, and students' oral and visual presentations.

e. Assessment criteria

Students' performance will be assessed on the mastery of course content and the ability to apply theories and methods to design cases reflected in the quality of their writing assignment and visual presentation and the depths and thoughtfulness of their responses during oral examination. Students will develop a new concept of tourism experience through a continuous design process throughout the semester. Emphasis is further placed on the degree to which the student's performance lives up to description of aims and on the degree to which students master the general competences described in §1.

f. Examination requirements

A. Home Assignment

Examination form:	Individual assignment in English on (a) theme(s) decided by the teacher. The teacher will publish the dates for handing out the assignment and the submission date of the paper at the beginning of the course.
Number of pages:	10-12 standard pages of content
Multiple participants:	No
Second examiner:	One internal
Assessment:	7-grade scale. One grade covering both the home assignment and the oral examination

B. Oral examination

Examination form:	An oral examination on selected subjects of experience design, including: the dimensions of experience, design principles, staging, performing, and mediating tourism experiences, as well as experience-based research. Students are expected to use their experience design concept as a context when answering the exam questions and use their visual presentation tool (e.g., slides, posters, figures, etc.).
Duration:	20 minutes including assessment
Preparation:	No
Second examiner:	One internal
Assessment:	7-grade scale. One grade covering both the home assignment and the oral examination
Weighting:	10 ECTS together with the home assignment.

Current Issues in Tourism and Leisure Management (Aktuelle problemstillinger inden for turisme og fritids-management)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	5 ECTS	By:	Esbjerg
Semester-placering:	2nd semester	Institute:	Dptm. of Design and Communication
Language of instruction:	English	Responsible teacher::	Janne Liburd
Approved:	3rd of August 2009		

a. Duration of the course

2 hours a week in the 2nd semester. Language of instruction: English.

b. Aims

Students must demonstrate their familiarity with current theoretical and empirical issues in the most recent research and development in tourism and leisure management.

c. Subject content

The aim of the course is to provide understanding and competence as regards the latest research and development in tourism and leisure management. Students might, for example, work with opportunities and challenges in the implementation of sustainable tourism in traditional mass tourist destinations. Knowledge about bench-marking and measurements of sustainability, research agendas for sustainable tourism in the industry, and best management practice in multi-national chains and small and medium-large tourist companies can be included.

d. Language used in teaching and examinations

Class teaching alongside a series of lectures and seminars with contributions from guest lecturers in the topic area under discussion.

e. Examination requirements

The course concludes with an open home assignment. The topic of the assignment is chosen by students in consultation with the teacher.

Examination form:	Open home assignment or project assignment. For a project assignment the teacher lays down a project task within which the assignment should be written.
Number of pages:	10-12 standard pages per student.
Multiple participants:	Possible up to 4 students can contribute. If more than one student contributes, the contribution of each student must be identifiable for assessment on its own merits.
Moderator:	One internal
Assessment:	7-grade scale. Individual grades are given.
Weighting:	5 ECTS

International Tourism Studies (Internationale turismestudier)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	30 ECTS (15 ECTS Humanities and 15 ECTS Social Sciences)	By:	Kolding
Semester-placering:	3rd semester	Institute:	-
Language of instruction:	English	Responsible teacher::	-
Approved:	3rd of August 2009		

a. Duration of the course

3rd semester. Weighting: 30 ECTS

Of these 15 ECTS are Humanities subjects and 15 ECTS Social Science subjects.

b. Aims

The aim of the option is to give students the chance to tailor their degree individually either by going into further depth in a subject area already studied or by adding new skills.

c. Course content

The course is planned as a course of further education at graduate level at a university in Denmark or abroad, possibly in conjunction with a period of work experience, whereby a maximum of 10 ECTS can be assigned as work experience with a relevant company with a view to acquiring an intimate understanding of a branch in the area of international tourism development or the commercial leisure sector.

Study subject

The duration and the academic composition of the programme should be equally distributed between the Humanities and the Social Sciences. Forms of teaching and working are in accordance with the relevant course description.

Period of work experience

The issue in question can be linked to innovation and skill development or to marketing aspects of the tourism and leisure sector. The period of work placement must be at least 2 months in duration and be documented by means of a report.

Both the subject and the period of work experience must be approved in advance by the board of studies for Cand. Negot. in Tourism and Leisure Management on the basis of an individual application. The application for approval for the university study subject must be accompanied by subject descriptions complete with ECTS weightings and timetables for the subjects in question.

The subjects selected cannot cover areas already covered by the obligatory subjects on the programme.

e. Syllabus

Identical with the syllabus of the chosen subject.

f. Assessment criteria

Assessment criteria are in accordance with the description of aims and objectives given for the course at the university chosen.

g. Examination requirements**Study subject:**

Examinations requirement and ECTS weighting are in accordance with the requirement for the subject in question. Weighting: 30 ECTS

Foreign grades are converted to the 7-grade scale, if this has been agreed with the institution in question.

Period of work experience:

A home assignment is completed, in which a comprehensive account is given of the application of theory and tools of business economics, language culture and methodology in relation to the problems addressed in the company.

The report is written in English.

Examination form:	Open home assignment.
Number of pages	20-30 standard pages per student
Moderator:	One internal
Assessment:	7-grade scale
Weighting:	10 ECTS

Thesis (Speciale)			Teaching activity no.:
Study:	Cand.negot. in international tourism and leisure management		
ECTS:	Thesis: 30 ECTS of which 5 ECTS are constituted by the summary	By:	Kolding
Semester-placering:	4th semester	Institute:	-
Language of instruction:	English	Responsible teacher::	-
Approved:	3rd of August 2009		

a. Extent of the dissertation

Work on the dissertation is conducted under individual supervision from a teacher from one of the two main areas or possibly a teacher from each of these areas.

Weighting: 30 ECTS, of which 5 ECTS are constituted by the foreign language summary.

b. Aims

Students should demonstrate the ability to isolate and solve a problem by independently and critically employing the methods and theories introduced during the study programme on a topic of economic, social, cultural and/or linguistic relevance, which is relevant to the English speaking language area and/or involves literature in English to a significant extent.

In the summary of the dissertation in English students should show the ability to give a clear and ordered presentation of the content of the dissertation in language that is without significant deviations in its grammar, idiom, vocabulary and orthography.

c. Subject content

Work on the dissertation is conducted under individual supervision from a teacher from one of the two main areas or possibly a teacher from each of these areas. The topic of the dissertation is formulated by the student and must relate to the primary language and/or to a reasonable degree involve literature in the primary language, and to the tourism area. The topic is approved by a supervisor for the dissertation, who is appointed by the board of studies.

Procedures

Students fill out a dissertation application form, which is signed by both the supervisor and the students and is handed in to the secretariat.

At the same time a deadline is laid down of no more than 6 months for the submission of the dissertation.

On the form the provisional title is given as well as a deadline for the submission of a project description.

Before the deadline the project description must be handed in to the supervisor. At the same time a midway meeting is arranged between the student(s) and the supervisor. At the midway meeting the project description is presented for discussion between the student(s) and the supervisor.

d. Examination requirements

Examination form: Graduate dissertation (open home assignment). Is normally written in Danish but can be written in English if agreed with the supervisor.

Number of pages	60-100 standard pages per student. In the case of a group dissertation, the contribution of the individual student must be assessed individually, and the length of the total dissertation should be in reasonable proportion to the number of participants.
Multiple participants:	possible – max. 3 participants.
Presentation of the dissertation:	As far as possible at the latest 5 weeks after the submission of the dissertation there is a presentation of the dissertation in the form of a meeting of about 1 hour between the author of the dissertation, the supervisor and the moderator. The author starts the meeting with a presentation of 5-10 minutes. In the presentation, which must not be a summary of the dissertation, the student can give a more detailed explanation of the chosen form, of problems involved in the composition, of other possible models for dealing with the topic etc. In the subsequent conversation the supervisor and the moderator can pose questions elaborating on specific points in order, for example, to clarify doubt as to detail in the dissertation and to conduct an in-depth test of the author's insights into the subject of the dissertation.
Moderator:	external
Assessment:	7-grade scale The presentation of the dissertation can normally influence the result by no more than 1 grade. The ability of students to spell and express themselves, whether the dissertation is written in Danish or in a foreign language, must be assessed as passed for the dissertation as a whole to be passed. Poor use of language can have a negative effect on the overall grade, and good use of language can have a positive effect. Immediately after the oral presentation of the dissertation the supervisor and the moderator make their deliberations, whereupon the grade is published. In the calculated average the grade counts double. (see § 9 above)
Weighting:	25 ECTS

In addition students must complete a summary in English, which is submitted in two copies at the same time as but separate from the dissertation.

Examination form:	summary of dissertation in English (open home assignment)
Number of pages	about 5 standard pages per student.
Multiple participants:	possible – max. 3 participants.
Moderator:	none
Assessment:	passed/failed. The dissertation is not passed until the summary has been passed. Assessment of the summary should be completed by the oral presentation of the dissertation at the latest.
Weighting:	5 ECTS

The dissertation cannot be assessed before all other subjects on the discipline have been completed.

IV Common provisions for the Faculty of Humanities

You are referred to the Humanities Faculty homepage for an updated version:

http://www.sdu.dk/en/Om_SDU/Fakulteterne/Humaniora/Ledelse_administration/Materialesamling/Faellesbestemmelser