

# Correctionsheet for Curriculum for the Master Programme in International Tourism 2013

Applicable to students admitted per 1st of September 2014 or later.

## 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.	
<b>1st semester</b>	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>2 h/w 7.5 ECTS</i>	6 h/w 15 ECTS	<i>5 h/w</i> 15 ECTS	<i>11 h/w</i> 30 ECTS
<b>2nd semester</b>	Tourism Experience Design  <i>3 h/w 10 ECTS</i>	Current Issues in Tourism and Leisure Management  <i>2 h/w 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
<b>3rd semester</b>	International Tourism Studies				15 ECTS	15 ECTS	30 ECTS
<b>4th semester</b>	Thesis				15 ECTS	15 ECTS	30 ECTS
<b>In all</b>					<b>12 60 ECTS</b>	<b>12 60 ECTS</b>	<b>22 120 ECTS</b>

## § 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	- 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		

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

#### a. Duration of the course

2 hours a week for 14 weeks. 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:

- describe and compare project management models and techniques and access their underlying assumptions.
- critically assess different theoretical approaches to project planning and management and discuss their feasibility under different contingencies.
- analyze and reflect on critical issues associated with the use of specific project management techniques. Such critical assessment includes both considerations of the main assumptions of the theoretical model, its limitations, and the challenges that may occur when the theoretical model is put into practical use.
- design suitable organizational structures and chose relevant project management techniques and tools to support the launch, planning, execution and termination of new initiatives under different contingencies.

#### c. Course content

The course content is divided into four main elements.

##### *Element 1: Models of project characteristics and selection of projects!*

Element 1 first introduces the main project concept and describes a project and the features that characterize projects as well as the rationales behind the establishment of the project organization. Next, this element presents the process behind the selection of specific projects, and provides insight into the issues that relate to resource needs associated with projects, the strategic project planning process and the analysis of the stakeholders associated with a project.

##### *Element 2: Theory and techniques of planning and budgeting of projects!*

Element 2 first introduces and discusses the tools that the supervisor may use in connection with the overall planning of projects. It further introduces and discusses tools used for budgeting of projects, including cost estimation, earned value and the purchase of resources.

##### *Element 3: Theories and techniques for scheduling, planning, project monitoring and reporting.*

The third element discusses theories, tools and techniques for more specific project scheduling and planning, including detailed estimation of resource use and allocation of resources. Then the element will provide an insight into project monitoring tools which can be used continuously by the supervisor.

Finally, element 3 introduces and discusses tools and methods that are relevant in the context of reporting, presentation and completion of projects.

*Element 4: Project Manager, project organization and project team!*

Element 4 will encompass theories concerned with organizational problems that arise in connection with projects, including the interactions and the allocation of responsibilities between the project manager and the project organization.

**d. Form of teaching and working**

Lectures, case work and plenum discussions in English. E-learning activities on Blackboard. The first eleven weeks will be taught with MSc Strategic Entrepreneurship 1. Semester (mandatory) and Cand.merc. International Virksomhedsudvikling and Cand.merc. Styling og Ledelse (both elective). In the remaining weeks of the semester, lectures will take the form of class supervision for three separate group assignments. These three assignments constitute the examination requirements (see below)

**e. Syllabus**

Book chapters and articles announced at the beginning of the course.

**f. Assessment criteria**

Students' performance is assessed on their ability 1) to apply relevant methods, models and theories, 2) to respond to questions posed at the oral examination, 3) to carry out a professional oral presentation accompanied by written material. 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 requirements consist of three separate assignments. The assignments are conducted in groups. Each assignment will reflect different project management tasks as included in element 1-4 (see above). The groups must hand in the three assignments as one piece no later than one week after the last lecture.

Examination form: Oral examination on the basis of home assignment

*Home assignment:*

Examination form: The three assignments consist of a non- familiar case for which the team has to produce parts of a project proposal for a fictive decision maker. In addition to the project proposal, the team deals with different analyses of project selection, planning, execution, and termination. The proposal and analyses 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, the questions for the three sub-assignments must be identifiable. Each question must correspond to an oral presentation lasting maximum 5 minutes. Immediately prior to the oral examination the examiners draw lots on which question from the three assignments the student is to present. After the 5 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 syllabus.

Number of pages

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Multiple participant:

Yes

Estimated work-load for the home assignment: 3 times 8 hours pr. student.

*Oral Presentation*

Examination form:	Immediately prior to the oral examination the examiners draw lots on which question from the home assignment the student is to present. After the 5 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

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