

Implementation Regulations CER HZ

Associate Degree

TOURISM MANAGEMENT

Full-time

ISAT 80009

2023-2024



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CHAPTER 1 GENERAL PROVISIONS

1.1 General

- 1.1.1 The HZ Course and Examination Regulations Associate Degree programme full-time (hereinafter: HZ CER AD ft) cover the core of education within the HZ. This document provides a general overview of all programmes taught at the HZ. The HZ CER AD contains institution-specific provisions, i.e. those that apply to the entire HZ. A programme-specific HZ CER Implementation Regulation (hereinafter: Implementation Regulation) is determined for each programme by the executive board each year.
- 1.1.2 The HZ Course and Examination Regulations Associate Degree programme full-time applies to this HZ CER Implementation Regulation Associate Degree programme full-time.
- 1.1.3 The Dutch Higher Education and Research Act (WHW) as well as the HZ CER AD mention study credits. These Implementation Regulations, in addition to the term credits, also refer to ECTS (European Credits Transfer System), where 1 ECTS is equal to 1 credit and thus a study load of 28 hours (article 7.4 paragraph 1 of WHW).

1.2 Establishment and evaluation

- 1.2.1 The process of establishment and evaluation of this Implementation Regulation is described in article 1.3.4 CER HZ AD.
- 1.2.2 The programme committee evaluates the manner of implementation of the education and examination regulations and the Implementation Regulations in question every year (article 1.3.4 CER HZ AD).

CHAPTER 2 IMPLEMENTATION REGULATIONS HZ CER

2.1 Registration, prior educational requirements, and admission policy

2.1.1 **Overview of additional prior educational requirements** (article 2.3 HZ CER AD in addition to the requirements as listed in article 2.2 HZ CER AD)

Students with a havo diploma				
Havo profiles:	NT	NG	EM	CM
Admissible:	✓	✓	✓	✓

Students with a vwo diploma				
Vwo profiles:	NT	NG	EM	CM
Admissible:	✓	✓	✓	✓

All MBO4 students are admissible to the Associate Degree Tourism Management program.

2.1.2 **Deficiency investigation** (article 2.4 CER HZ AD)

Not applicable.

2.2 Programme and education structure

2.2.1 **Programme profile (article 3.2 CER HZ AD)**

The programme Management is primarily focused on the entrepreneurial and leadership core competencies, complemented with direct knowledge from the field. The translation of generic knowledge to the specific business sector is the core. The professional profile of AD TM consists of two parts: the generic part BA and the specific component for tourism. Together, this the entire professional profile of training. A Graduate of the AD of Tourism Management is a competent professional. Competence means that the starting / position to professional knowledge, insight, skills and professional attitudes apply in solving professional problems. In the professional profile, the contents of the job and the necessary competencies defined. The vocational competences are taken from this professional profile and are in the training profile decomposed into subtasks, occupational settings, structural problems, results and behavioural indicators.

2.2.2 **Learning outcomes (article 3.2 CER HZ AD)**

The Associate Degree (AD) in Tourism Management follows the new profile. In this profile, the Tourism Professional works in 4 core and 1 generic task. The generic task emphasizes 21st century skills which we combine with hostmanship, co-creation, sustainability, and research. The four key tasks are bundled in:

1. Initiating and creating
2. Realising and implementing
3. Marketing
4. Organising and managing

Description of the competencies of the study programme Vitality & Tourism Management	
0	Tourism Professional generic skills
O.A.	Communicates and reports tactfully internally and externally, has good oral and written skills that are appropriate to the target group and social level
O.B.	Applies both qualitative and quantitative methods within applied research, substantiates choices and reports on them clearly
O.C.	Collaborates in co-creation in an international and intercultural professional environment, realises partnerships and develops networks and chains
O.D.	Finds the right balance between people, planet, profit and purpose in thinking and acting, shows social responsibility, monitors the sectoral agreements on sustainability and recognises the significance and effects of tourist behaviour on a destination
O.X	Searches how to make a difference as an individual, as part of a team and/or as part of an organisation through the use of 21st century skills and hostmanship, reflects on his/her own actions in this, learns from it and continuously develops in acquiring these skills
1	Central task Organising and managing
1.1.	Controls operational and tactical business processes, even when there is little structure and/or there are uncertain factors
1.2	Ensures that the organisation's actions comply with the legal frameworks applicable to the situation
1.3.	Assesses the financial situation of a company, for example by means of a balance sheet, income statement or cash flow statement
1.4.	Assesses financial reporting, analyses relevant key figures and draws up departmental budgets, before and after calculations
1.5.	Calculates commercial decisions and applies the basis of revenue management
1.6.	Analyses and improves behaviour in organisations, paying attention to organisational structure and culture, complexity of behaviour in organisations, intercultural management, leadership styles, change management, networks
1.7	Draws up strategic policy that optimises stakeholder interests and enriches the natural, cultural and social environment (value driven), and sets out this policy using strategic analysis, sets strategic options, implements strategic goals and evaluates strategic choices.
1.8	recognises, processes and uses relevant data for decisions and substantiates these
2	Central task Initiating and creating
2.1.	Maps the relevant factors of a destination (intelligence)
2.2.	Identifies and analyses trends in the external environment and converts the results into strategy, policy and new or innovated products and services for a specific target group and uses new technologies where necessary/where possible
2.3.	Sees opportunities and renews current products, services, experiences and processes or creates and designs new ones in a creative, innovative way
2.4	Makes a budget for required investments, estimates income flows, budgets cash flows and analyses investments and weighs them on feasibility and earnings
2.5.	Takes into account related legal aspects when initiating and creating new or innovated services and products
3	Central task Realising and implementing
3.1.	Uses the economic factors within a destination for the improvement of realisation and implementation
3.2.	Makes, partly based on value creation for the customer, hospitality and services part of the (new) product/(new) service
3.3.	Plans operational and tactical business processes, even when there is little structure and/or uncertain factors and makes decision-supporting calculations
3.4.	Develops, implements and evaluates a change process in a creative, fast and accurate manner, sets up operational processes, implements, and/or optimises them
3.5.	Adapts management information systems and creates a (new) structure for data processing
4	Central task put on the market
4.1	Collects and analyses relevant data so that based on them decisions can be made
4.2	Applies knowledge on consumer behaviour and technology for the right market approach
4.3	Develops marketing strategy and makes strategic marketing decisions using the right method
4.4	Calculates promotional costs and weighs these with an eye to the intended goal and alternatives
4.5	Takes into account legal aspects when putting new or innovated services and products on the market

2.2.3 Programme structure (article 3.3, 3.7 and 3.11 CER HZ AD)

National name:	Tourism Management
International name:	Tourism Management
Orientation:	Associate Degree
Title conferred:	Associate Degree of Tourism Management
Programme duration:	120 study credits (ECTS)
Course workload first phase A:	60 study credits (ECTS)
Course workload main phase B:	60 study credits (ECTS)
Variant:	Full-time
ISAT code:	80009
Location:	Vlissingen
Language:	English
Effective date:	31-08-2020
Submission date	01-05-2026
Date special conditions:	31-08-2022
Transfer to Bachelor	Bachelor Tourism Management (ISAT 35524)

2 year AD program:

Associate Degree Program

	Q1			Q2			Q3			Q4		
	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
Year 1	37001AD	World of Tourism	13,75	37002AD	Operational Management	13,75	37003AD	Value Creation	13,75	37024AD	Trends & Technology	10
										37026	HZ Personality TM	3,75
	EN39001(B1) EN39002(B2) EN39003(C1) EN39004(C2)											5
Year 2	37005AD	Experience Design	13,75	37006AD	Cultural Awareness	13,75	37063AD	AD Graduation	30			
	37029	HZ Personality TM	1,25	38201	English 5	1,25						

2.2.3a Transfer with an Associate Degree certificate (article 3.3 paragraph 4 sub k CER HZ AD)

For the Main Phase B (the third year) of the Tourism Management (TM) Bachelor program at HZ University of Applied Sciences, students who progress directly from the Associate degree Tourism Management at HZ University of Applied Sciences on the basis of an (annual) program comparison validated by the examination board do not have to follow additional programs or course contents. They can then start in Main Phase B (the third academic year) of the mentioned bachelor program TM at HZ University of Applied Sciences after completing the Ad TM at HZ University of Applied Sciences without special conditions¹.

This is a flow-through from Ad to Bachelor who is related in terms of content. For this reason it is in principle a program of 120 credits, so that in principle both the Ad and the Bachelor can be obtained in 4 years.

The current HZ exemptions policy remains applicable.

¹ With the comment of the application for individual exemption for the Graduation phase of the Ad when there has been simultaneous registration (Ad 1) and in case of non-simultaneous registration for individual exemption of the bachelor at the examination board of year 1 and 2 (for the part still needed from the moment of registration).

2.2.4 Courses first year (article 3.4 and 3.11 CER HZ AD)

Block / Semester: S1					
CU37001V2AD		Title: World of Tourism			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: The course World of Tourism gives an introduction to the world of tourism from a sociological and economical perspective. The student will be introduced to all aspects of marketing within the Tourism industry. The theory will be applied in a marketing plan. Presentation skills and reflection skills will be developed as part of the marketing plan and as part of the personal development portfolio.					
Course learning outcomes: 0.A, 0.B, 0.C, 0.D, 0.X, 1.D, 3.D, 2.A 1.7, 2.1, 2.2, 2.3, 3.2 TEST01: 0.A, 0.B, 0.C, 0.D, 1.D, 3.D, 2.A 1.7, 2.1, 2.2, 2.3, 3.2 TEST02: 0.A, 2.2, 2.3 TEST03: 0.A, 0.C, 0.X, 2.3, 3.2					
Compulsory literature: Marketing for Hospitality and Tourism, Global Edition, Dr. Philip T. Kotler John T. Bowen, 7th edition, ISBN: 9781292156156, Marketing for Hospitality and Tourism, Global Edition (7th edition) - Philip Kotler					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (group)	Marketing Report	50%	5.5	B1.8, B1.10
TOETS02 (VT)	Presentation (group)	Marketing Presentation	20%	5.5	B1.9, B1.10
TOETS03 (VT)	Portfolio	Portfolio	30%	5.5	B1.8, B1.10

Block / Semester: S1					
CU37002V5AD		Title: Operational Management			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: The course Operational Management first gives a general introduction to the main concepts related to service operational and organizational management, considering the main trends and developments occurring, in the hospitality and tourism industry. Then, due to the specificity of the tourism business, the course focuses on providing, insights into HRM tools and practices. Theory will be applied in an HRM plan. Reflective skills on a personal and professional level as well as knowledge on the related theory will be tested during the presentation.					
Course learning outcomes: 0.A; 0.B; 0.C; 0.D; 0.X; 1.1; 1.2; 1.6; 1.A; 1.B; 1.C; 1.D; 3.1; 3.3; 3.4; 3.A; 3.D TEST01: 0.A; 0.B; 0.C; 1.1; 1.2; 1.6; 1.A; 1.B; 1.C; 1.D; 3.1; 3.3; 3.4; 3.A; 3.D; TEST02: 0.A; 0.D; 0.X; 1.1; 1.2; 1.6; 1.A; 1.C; 3.A;					
Compulsory literature: Human Resource Management for the Hospitality and Tourism Industries, Dennis Nickson, 2nd edition, ISBN: 9780080966489, Human Resource Management for the Hospitality and Tourism Industries (2nd edition) - Dennis Nickson					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (group)	HRM Project	50%	5.5	B2.8, B2.10
TOETS02 (VT)	Oral assessment	Theory & Portfolio oral exam	50%	5.5	B2.8, B2.10

Block / Semester: S2					
CU37003V1AD		Title: Value Creation			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: The course Value Creation examines entrepreneurship and how businesses adapt to the changing environment and how to create value for both the target market (customers) and the business and other stakeholders. Topics such as the business model canvas, Value proposition canvas will be covered as well as financial and legal affairs and trends & (sustainable) developments. Students will work in a group project on a Value Creation report, do an individual pitch, have a written exam on Finance & legal matters and write an individual portfolio.					
Course learning outcomes: TEST01 (VT): 0.A, 1.D, 2.1, 2.3, 2.C, 2.D TEST02 (VT): 0.A, 0.B,0.C, 0.D, 1.2, 1.3, 1.5, 1.7, 1.8, 1.D, 2.1, 2.2, 2.3, 2.5, 2.A, 2.B, 2.C, 2.D, 3.1, 3.2, 3.C, 3.D, 4.1, 4.3, 4.4, 4.5, 4.A, 4.B, 4.D TEST03 (VT): 0.A, 0.C, 0.X, 1.D, 2.3, 2.B, 2.C, 3.2, 4.D TEST04 (VT): 1.3, 1.4, 1.5					
Compulsory literature: Value proposition design, Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith, 1st edition, ISBN: 978-1-118-96805-5, Value Proposition design. Alex Osterwalder, Yves Pigneur, Greg Bernarda, Alan Smith Designed by: Trish Papadakos, 1st edition, ISBN 978-1-118-96805 Basic Management Accounting for the Hospitality Industry, Michael Chibili, 2nd edition, ISBN: 9789001867331, Basic Management Accounting for the Hospitality Industry, Michael Chibili, Noordhoff Uitgevers, 2nd edition, 9789001867331					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Presentation (individual)	Pitch	15%	5.5	B3.8, B3.10
TOETS02 (VT)	Assignment (group)	Value Creation Report	50%	5.5	B3.7, B3.10
TOETS03 (VT)	Portfolio	Portfolio	10%	5.5	B3.8, B3.10
TOETS04 (VT)	Written knowledge test	Finance & Legal exam	25%	5.5	B3.7, B3.10

Block / Semester: S2					
CU37024V1AD		Title: Trends & Technology			
Course information					
Amount of study credits: 10			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: In this module you will learn to make sense of latest trends and developments that affect tactical operations and planning in the tourism industry. Especially focused on technology, you search for and discuss opportunities to improve current operation procedures in organizations. In supportive classes you get a better understanding of concepts such as smart tourism, hospitality technology, artificial intelligence, machine learning, e-commerce and big data.					
Course learning outcomes: TEST01: 0.A, 1.8, 2.5, 4.1, 4.B TEST02: 0.X, 1.2, 4.2, 4.B TEST03: 0.A, 1.8, 2.5, 4.1, 4.B, 0.X, 1.2, 4.2					
Compulsory literature: Research articles on Learn					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Essay	40%	5.5	B4.5, B4.10
TOETS02 (VT)	Portfolio	Series of assignments	30%	5.5	B4.7, B4.10
TOETS03 (VT)	Presentation (individual)	Presentation	30%	5.5	B4.8, B4.10

Semester: S1- S2					
EN39001		Title: Foundation Course B1			
Course information					
Number of study credits: 5			Language: English		
Conditions for course participation: -					
Conditions for test participation: -					
Brief description of course content: Students can take the placement test and/or consult the LCC teacher before they decide for which English foundation course they will register. Course Level: A2/low B1 aiming at strong B1. Learning Outcomes: <ul style="list-style-type: none"> ▪ Reading. Ability to: understand emails/letters giving routine information or personal opinion; understand factual newspaper articles; understand the gist of theoretical academic articles on familiar topics. ▪ Writing. Ability to: write emails/letters based on personal experience or familiar matters; make reasonably accurate notes from meetings and seminars on familiar topics; make basic notes in lectures. ▪ Listening. Ability to: understand clear basic instructions; identify the main topic of a basic broadcast or lecture with some guidance; understand instructions on classes and assignments by lecturers. ▪ Speaking. Ability to: express opinions on simple matters; ask for basic information; offer basic advice on familiar topics; take part in a seminar or meeting using simple language. Based on CEFR. For more details see: https://learn.hz.nl/pluginfile.php/289968/mod_resource/content/0/CEFR-all-scales-and-all-skills.pdf					
Learning outcomes: Strong B-1 level					
Compulsory literature: Open World Preliminary: Student's Book with Answers with Online Practice, Niamh Humphreys; Susan Kingsley, 1e version, ISBN: 9783125405967, Costs: €37,00, Open World Preliminary: Student's Book with Answers with Online Practice					
Assessment information					
Tests code	Assessment type	Content	Weighting Factor (%)	Minimum score	Test opportunities
TEST01 (VT)	Written knowledge test	Reading	25%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST02 (VT)	Written knowledge test	Writing	25%	5,5	B3.8; B4.8; B3.10; B4.10
TEST03 (VT)	Written knowledge test	Listening	25%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST04 (VT)	Assignment (group)	Speaking	25%	5,5	B4.8; B3.9; B4.9; B3.10; B4.10

Semester: S1 - S2					
EN39002		Title: Foundation Course B2			
Course information					
Number of study credits: 5			Language: English		
Conditions for course participation: -					
Conditions for test participation: -					
Brief description of course content: Students can take the placement test and/or consult the LCC teacher before they decide for which English foundation course they will register. Course level: B1/low B2 aiming at strong B2. Learning Outcomes: <ul style="list-style-type: none"> ▪ Reading/ Use of English. Ability to: scan texts for relevant information; understand the gist of information and articles on nonfamiliar topics and understand most of the content; apply and adapt language suitable for B2. ▪ Writing. Ability to: express opinions and give reasons; write a simple piece of academic writing (e.g. a report) giving some evaluation, advice etc.; present arguments using a limited range of vocabulary and grammatical structures. ▪ Listening. Ability to: follow a talk or lecture on a familiar topic; keep up with conversations on a wide range of topics; understand the answers to factual questions asked. ▪ Speaking. Ability to: ask for clarification and further information; check for understanding; express opinions and arguments to a limited extent; answer predictable and factual questions. Based on CEFR. For more details see: https://learn.hz.nl/pluginfile.php/289968/mod_resource/content/0/CEFR-all-scales-and-all-skills.pdf					
Learning outcomes: Strong B2 Level					
Compulsory literature: Open World B2, Anthony Cosgrove and Deborah Hobbs, 1e version, ISBN: 9783125406070, Costs: €40,80, Open World First: Student's Book with Answers with Online Practice					
Assessment information					
Tests code	Assessment type	Content	Weighting Factor (%)	Minimum score	Test opportunities
TEST01 (VT)	Written knowledge test	Reading and Use of English	40%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST02 (VT)	Written knowledge test	Writing	20%	5,5	B3.8; B4.8; B3.10; B4.10
TEST03 (VT)	Written knowledge test	Listening	20%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST04 (VT)	Assignment (group)	Speaking	20%	5,5	B4.8; B3.9; B4.9; B3.10; B4.10

Semester: S1 - S2					
EN39003		Title: Foundation Course C1			
Course information					
Number of study credits: 5			Language: English		
Conditions for course participation: -					
Conditions for test participation: -					
Brief description of course content: Students can take the placement test and/or consult the LCC teacher before they decide for which English foundation course they will register. Course Level: B2/low C1 aiming at strong C1 Learning Outcomes: <ul style="list-style-type: none"> ▪ Reading/Use of English. Ability to: read quickly enough to cope with an academic course delivered in English; understand complex and arguments in lectures without serious misunderstandings; scan texts for relevant information and understand the gist of the text; apply and adapt language suitable for C1. ▪ Writing. Ability to: make reasonable accurate notes in meetings and lectures; write a piece of work whose message can be followed throughout; write a piece of work showing the ability to communicate with no serious errors. ▪ Listening and speaking. Ability to: contribute effectively in meetings and seminars in own field of study, probing for more information if required; maintain a casual conversation with a good degree of fluency; take part in an abstract conversation with a good degree of fluency; follow discussions and arguments with only occasional need for clarification; employ good compensation strategies to overcome linguistic inadequacies; deal with unpredictable questions; give critical feedback in a non-offensive manner. <p>Based on CEFR. For more details see: https://learn.hz.nl/pluginfile.php/289968/mod_resource/content/0/CEFR-all-scales-and-all-skills.pdf</p>					
Learning outcomes: Strong C-1 level					
Compulsory literature: Open World First Student's Book with Answers with Online Practice, Anthony Cosgrove Deborah Hobbs, 1e version, ISBN: 9781108759052, Costs: €36,99, Open World First Student's Book with Answers with Online Practice					
Assessment information					
Tests code	Assessment type	Content	Weighting Factor (%)	Minimum score	Test opportunities
TEST01 (VT)	Written knowledge test	Reading and Use of English	40%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST02 (VT)	Written knowledge test	Writing	20%	5,5	B3.8; B4.8; B3.10; B4.10
TEST03 (VT)	Written knowledge test	Listening	20%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST04 (VT)	Assignment (group)	Speaking	20%	5,5	B4.8; B3.9; B4.9; B3.10; B4.10

Semester: S1 - S2					
EN39004		Title: Foundation Course C2			
Course information					
Number of study credits: 5			Language: English		
Conditions for course participation: -					
Conditions for test participation: -					
Brief description of course content: Students can take the placement test and/or consult the LCC teacher before they decide for which English foundation course they will register. Course level: C1/low C2 aiming at strong C2.					
Learning Outcomes:					
<ul style="list-style-type: none"> ▪ Reading/Use of English. Ability to: understand complex documents and reports; understand academic articles in a relevant field including complex ideas expressed in complex language; access all sources of information quickly and reliably; apply and adapt language suitable for C2. ▪ Writing. Ability to: make full notes of meetings and seminars with good expression and accuracy; make full notes of meetings and seminars while continuing to participate; make accurate and complete notes of a lecture. ▪ Listening and speaking. Ability to: advise on or talk about sensitive or complex issues (within field of knowledge) with ease; deal confidently with hostile questions; speak fluently and express/understand nuances of language; present a clear, smooth-flowing description or argument in a style appropriate to the context with an effective logical structure. 					
Based on CEFR. For more details see: https://learn.hz.nl/pluginfile.php/289968/mod_resource/content/0/CEFR-all-scales-and-all-skills.pdf					
Learning outcomes: Strong C-2 level					
Compulsory literature: Objective Proficiency Student's Book with Answers with Downloadable Software Annette Capel and Wendy Sharp, Annette Capel and Wendy Sharp, ISBN: 9781107646377, Costs: €35,99, Objective Proficiency Student's Book with Answers with Downloadable Software Annette Capel and Wendy Sharp					
Assessment information					
Tests code	Assessment type	Content	Weighting Factor (%)	Minimum score	Test opportunities
TEST01 (VT)	Written knowledge test	Reading and Use of English	40%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST02 (VT)	Written knowledge test	Writing	20%	5,5	B3.8; B4.8; B3.10; B4.10
TEST03 (VT)	Written knowledge test	Listening	20%	5,5	B3.6; B4.6; B3.7; B4.7; B3.8; B4.8; B3.9; B4.9
TEST04 (VT)	Assignment (group)	Speaking	20%	5,5	B4.8; B3.9; B4.9; B3.10; B4.10

Block / Semester: S1					
Block / Semester: S2					
CU37026		Title: HZ TM Personality 3.75 EC			
Course information					
Amount of study credits: 3.75			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: Within HZ Personality the student will develop the skills that he/she finds important for his/her personal and professional development. The student will shape his/her own program and reflect on the approach they have chosen and the insights obtained. The student can compose their own HZ Personality program in three ways. Firstly, the student can choose general activities and projects that are available for all HZ students on. This platform enables the student to do cross-over projects and team up with students from other study programs. Secondly, the student can choose activities that are only for Tourism Management students, like learning an extra language or participating in the study program committee. Thirdly, the student can set up your own project which the study coach has to approve. HZ Personality has two evaluation moments. Before the student can start he/she will need a GO from the study coach for the plan. This is mandatory and for this no grade will be awarded. At the end there is one assessment for which the student will get a grade (pass/fail). In the portfolio assessment you will have to show evidence and a reflection that meets the required level.					
Course learning outcomes: -					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	B1.5. B4.8

2.2.5 Courses second year (article 3.4, 3.11 CER HZ AD)

Block / Semester: S1					
CU37005V3AD		Title: Experience Design			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: During this course, students will further explore the leisure industry and its current and future trends and developments. Students will be trained to think in terms of experiences and explore how Imagineering, creativity and storytelling can help them in this design thinking process to add value to products and services companies offer. Needless to say, there also needs to be a strong financial basis when a concept is presented. Consequently, the second part of the study program will focus on the financial aspect.					
Course learning outcomes: TEST01 (VT): 0.A, 2,2, 2.A TEST02 (VT): 0.A, 0.C, 0.X, 4.1, 4.2 TEST03 (VT): 2,4, 3,1 TEST04 (VT): 0.A, 0.B, 0.C, 0.D, 0.X, 1.3, 1.4, 1.5, 1.D, 2.1, 2.2, 2.4, 2.A, 2.B, 2.C, 3.1, 3.C, 4.1, 4.3, 4.4, 4.B; 4.C, 4.D					
Compulsory literature: Economy of Meaningful Experiences, Boswijk, Peelen & Olthof, ISBN: 9789081922012					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Presentation (group)	Storytelling Presentation	15%	5.5	B1.8, B1.10
TOETS02 (VT)	Portfolio	Portfolio	30%	5.5	B1.7, B1.10
TOETS03 (VT)	Criterion-referenced assessment	Finance case based interview	30%	5.5	B1.5, B1.10
TOETS04 (VT)	Assignment (group)	Report	25%	5.5	B1.8, B1.10

Block / Semester: S1					
CU37006V4AD		Title: Cultural Awareness			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: As a student in an international program, the development of intercultural competence is extremely important. Knowledge, skills and attitudes appropriate to each cultural context are fundamental for each individual in a knowledge-based society. They provide added value for the labor market, social cohesion and active citizenship by offering flexibility and adaptability, satisfaction and motivation. They also guarantee more flexibility in the labor force, allowing it to adapt more quickly to constant changes in an increasingly interconnected world. The classes in this module will provide students with integrated principles and models of cross-cultural management and ample opportunities to experience communicating with people with different (culturally influenced) points of view. Students develop cultural awareness and an understanding attitude to cultural difference, helping them cope in their future careers in international (business) settings. This requires bridging cultural differences and respecting different attitudes in negotiations, work performance, habits etc. of professionals from different cultural backgrounds.					
Course learning outcomes: Test01: 0.A; 0.B; 0.C; 0.D;1.B; 1.D; 2.A, 2.3; 3.C; Test02: 0.A, 0.B, 0.C, 0.D, 0.X,1.6, 2.3, 3.1, 3.3, 3.4, 1.A, 1.C, 2A, 2.D, 3.A, 4.A, 4.D					
Compulsory literature: The Culture Map, E. Meyer, ISBN: 9781610392761 Exploring culture: exercises, stories, and synthetic cultures, Gert Jan Hofstede, 2nd edition, ISBN: 9781877864902					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Presentation (group)	Host Guest Presentation	40%	5.5	B2.4, B2.10
TOETS02 (VT)	Criterion-referenced assessment	Criterion-referenced Interview	60%	5.5	B2.8, B2.10

Block / Semester: S1					
Block / Semester: S2					
CU37063V1AD		Title: AD Graduation			
Course information					
Amount of study credits: 30			Language: English		
<p>Conditions for course participation: To be admitted to the graduation phase, the study advice at the end of the first year of your enrolment must be positive or conditionally positive. The study advice is positive if you have successfully completed the propaedeutic phase at the end of the first year. The study advice is conditionally positive if you have been awarded at least 45 of the 60 credits of the propaedeutic phase.</p> <p>In the case of a conditionally positive study advice, you must have an action plan approved by your Study career coach before 31th of January in order to be allowed to start the graduation phase. This action plan is a realistic plan in which you - in consultation with your study career coach - indicate how and when you are going to obtain the remaining credits from the propaedeutic phase. If during the graduation phase you do not adhere to the agreements of this action plan, this can mean that you are forced to stop with the graduation phase.</p>					
<p>Conditions for test participation:</p> <p>A sufficient needs to be obtained for TESTS01 Assignment (Plan of Action) in order to participate in TEST02 Assignment (AD graduation project)</p> <p>A sufficient needs to be obtained for TESTS01 Assignment (Plan of Action) in order to participate in TEST03 Presentation (Final presentation AD Graduation project including portfolio with personal development)</p>					
<p>Brief description of course content:</p> <p>The special feature of the graduation internship is that the student experiences what it is like to work as a junior employee in the tourism branch. The AD Tourism Management will last a full semester.</p> <p>In the action plan the student will create a plan of action to improve an existing product/service/experience or to develop a new product/service/experience or for the guests of his or her internship company. In this action plan, the Design Thinking method will help shape the action plan in which practical research is an aspect and a strong focus on hostmanship is key. The next part of AD graduation is to execute the plan of action and take up on the role of project leader of the final project of the study.</p> <p>The presentation will be mainly focused on the skills and growth of the student in relation to the central tasks 'organizing and managing' and 'put on the market' as well as his/her generic skills on personal development. Within the required portfolio, the student collects evidence and artifacts from the professional practice related to the specific learning outcomes. The critical reflection on this evidence and the student's professional growth will take place in the final presentation.</p>					
<p>Course learning outcomes:</p> <p>Test01: 0.A – 0.D, 2.1; 2.2; 2.3; 2.4; 2.5; 2.A – 2.D; 3.2; 3.4; 3.B; 3.D Test02: 0.A – 0.D, 2.1; 2.2; 2.3; 2.4; 2.5; 2.A – 2.D; 3.2; 3.4; 3.B; 3.D Test03: 0.X, 0.A, 0.C; 0.D; 1.1; 1.2; 1.6; 1.8; 1.A; 1.D; 1.C; 1.D; 4.1; 4.2; 4.5; 4.A; 4.C.; 4.D</p>					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Plan of Action	30%	5.5	B2.2, B2.3
TOETS02 (VT)	Assignment (individual)	AD Graduation Project	40%	5.5	B2.17, B2.20

TOETS03 (VT)	Presentation (individual)	Final presentation AD Graduation project incl. portfolio with personal development	30%	5.5	B2.18, B2.20
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Block / Semester: S1					
Block / Semester: S2					
CU37029		Title: HZ TM Personality 1.25 EC			
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation:					
Conditions for test participation:					
Brief description of course content: Within HZ Personality the student will develop the skills that he/she finds important for his/her personal and professional development. The student will shape his/her own program and reflect on the approach they have chosen and the insights obtained. The student can compose their own HZ Personality program in three ways. Firstly, the student can choose general activities and projects that are available for all HZ students on. This platform enables the student to do cross-over projects and team up with students from other study programs. Secondly, the student can choose activities that are only for Tourism Management students, like learning an extra language or participating in the study program committee. Thirdly, the student can set up your own project which the study coach has to approve. HZ Personality has two evaluation moments. Before the student can start he/she will need a GO from the study coach for the plan. This is mandatory and for this no grade will be awarded. At the end there is one assessment for which the student will get a grade (pass/fail). In the portfolio assessment you will have to show evidence and a reflection that meets the required level.					
Course learning outcomes: -					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Portfolio	Portfolio	100%	5.5	

Block / Semester: S1					
CU38201TM		Title: Business Meetings			
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation:					
Conditions for test participation: <i>Completion of language exercises and assignments to prepare for meeting</i>					
Brief description of course content: This B2 course prepares students to take part in a formal meeting. The course covers the specific language, procedures and conventions used in formal meetings. Students have the opportunity to practise these in roleplays throughout the course. The assessment consists of one final formal meeting roleplay where the students are expected to demonstrate the language and conventions learnt on the course.					
Course learning outcomes: -					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Assignment (group)	Meeting	100%	5.5	B6.8;B6.10

2.2.6 **HZ Personality (article 3.8 CER HZ AD)**

The curriculum Tourism Management contains a total amount of 5 EC HZ Personality Courses. A total of 5 EC needs to be obtained in the first 2 years. The planning will be different for each student, in consultation with the SCC. The total study load is 5 EC and a student can fill this in according to their own area of interest. If a student performs different activities, it is up to the student to prove, by means of evidence, how much time each activity took. It is also possible to earn 1.25 EC, for instance by taking HZ cult.

Assignments and assessment

As described above, students are free to carry out the assignments as they see fit, in consultation with the SCC. Assessment will be as follows:

- a. By means of an examination (for instance for a language course or another course). If it is an HZ course, this will be incorporated in the study plan.
- b. By means of written evidence (for instance proof of attending a convention or a report on a convention, a report of an external assignment and assessment by the person responsible inside the organisation/enterprise and a signature which states the hours worked, together with a note from the student indicating how many hours were spent performing which tasks and which competencies/subtasks were carried out at which level.

2.2.7 **Specialisations (article 3.6 CER HZ AD)**

There are no graduation specialisations possible in the Associate Degree program.

2.2.8 **Internship (article 3.5 CER HZ AD)**

The work placements are of central emphasis during the AD graduation. To be eligible for the work placement and graduation, the student must meet the following requirements: a minimum of 60 ECTS accrued in the semesters prior to the graduation planned in year 2, block 3.

2.2.9 **Participation in international exchange programme (article 4.4 CER HZ AD)**

There is no separate international exchange programme with a certain partner.

2.2.10 **Graduation (article 3.5 CER HZ AD)**

To be eligible for the work placement and graduation, the student must meet the following requirements: a minimum of 60 ECTS accrued in the semesters prior to the graduation planned in year 2, block 3.

2.2.11 **Assessments and inspection of results** (article 6.1-6.7 CER HZ)

HZ uses seven assessment types that are defined in the [HZ Assessment Policy](#), namely:

- *Written knowledge test*; set of questions focused on knowledge reproduction and/or knowledge application, which are answered in writing.
- *Oral assessment*; set of questions about knowledge (application), which are answered orally.
- *Assignment*; representation of a performed (professional) task.

- *Presentation*; explanation or explanation before an audience of a performed (professional) task.
- *Portfolio*; collection of evidence of competence provided by the student.
- *Criterion-referenced interview*; discussion between assessor and student based on evidence provided in advance, using predefined criteria.
- *(Workplace) Assessment*; performance of (professional) tasks and/or skills (in an authentic context).

The Examination Board's fraud regulations and testing protocols apply to the taking of tests, see [MyHZ](#).

The examiner ensures that the result of a test is registered in Osiris student (article 6.6 of the CER HZ) within 10 working days after the student has taken the test and at least 5 working days before the next possibility for resit.

The student has the right to inspect the assignments/questions, their elaborations and the assessment criteria of the test taken by the student within 10 working days after the date on which the result of the test was announced, or as much earlier as is necessary in connection with the next possibility of resitting the test (article 6.4 and article 6.6 of the CER HZ).

2.2.12 **Transition arrangement** (article 6.7 CER HZ)

In principle, the 'immediate effect' of new manuals, guides and requirements applies. For those assessments that have been renewed in the year 2023/2024, the assessments from 2022/2023 will be scheduled twice during 2023/2024 for student who need to take a resit.

2.3 Study recommendation

2.3.1. Conditions for registration for programme after NBSA (article 8.1, paragraph 6 HZ CER AD)

The student of the study programme TM AD who receives a negative study advice will be unenrolled from this study programme. A student with a formal negative study advice from the HZ Exam Committee is not allowed for a new enrolment in the program Associate Degree Tourism Management (ISAT 80009) and the Bachelor program Tourism Management (ISAT 35524) of HZ University of Applied Sciences within three years.

2.3 Registering for courses and tests

2.4.1 The student registers for **courses** through OSIRIS Student (CER HZ article 4.4 paragraph 3).

- The student will be informed about course registration by email no later than 2 weeks before the start of the study year.
- New students will be registered by the study programme for the courses of block 1 in their first year at HZ.
- To participate in the course, you must be enrolled no later than one week before the start.
- Once the student is enrolled, the student will also see this in the timetable.
- If a student decides not to take a course, the student contacts the SLC early.

2.4.2 Students register and de-register for tests through OSIRIS Student. Registration applies to all types of tests and all tests within a course. HZ works with registering for tests so that courses can organize the work for taking and assessing tests (OER article 6.3 paragraph 1).

- Students are informed centrally in week 1 of each block via an email by the domain offices about registering for tests.
- New students are enrolled by the program for the first two test occasions or guided therein by the program for tests of block 1 year 1.
- Students must register for all tests in the block in which the tests are offered no later than the second week of classes (Sunday 23:59h, GMT+1). With registration before the deadline, the student is guaranteed to participate in the tests.
- After registering, the student may decide not to take the test after all. In that case, the student deregisters himself/herself in OSIRIS Student again for the test opportunity. This can be done at any time, except if the student has participated in the test. *Note! A student is entitled to two test attempts per academic year, unless the examination committee decides otherwise (CER article 6.2). Articles 2.2.4 and 2.2.5 of the Implementation Regulations state for each test how many test opportunities are offered in the academic year.*
- If a student has not registered before the deadline for a test opportunity in which the student does want to participate, the student contacts the study coach (SLC)
- The student checks in week 6 of each block whether the test opportunity is in the timetable. If, after registration, the test is not in the timetable, the student contacts the domain office.
- When a student is registered for a test and has not participated, Not Participated (NP) is entered as a result in OSIRIS.

2.4.3 More information about OSIRIS Student can be found on [HZ Learn under Student - OSIRIS Support](#).

CHAPTER 3 ESTABLISHMENT

- 3.1.1 The duration of the implementation regulations is the same as the duration of the HZ Course and Examination Regulations Associate degree programme full-time 2023-2024.
- 3.1.2 The study program committee has approved this implementation regulation on 10-05-2023.
- 3.1.3 These Course and Examination Regulations were established by the Executive Board on 04-07-2023.