

Implementation Regulations CER HZ

Bachelor

TOURISM MANAGEMENT

Full-time

CROHO 35524

2023-2024



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CHAPTER 1 GENERAL PROVISIONS

1.1 General

- 1.1.1 The HZ Course and Examination Regulations Bachelor programme full-time (hereinafter: CER HZ) cover the core of education within the HZ. This document provides a general overview of all programmes taught at the HZ. The CER HZ contains institution-specific provisions i.e., those that apply to the entire HZ. A programme-specific CER HZ 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 Bachelor programme full-time applies to this HZ CER Implementation Regulation Bachelor programme full-time.
- 1.1.3 The Dutch Higher Education and Research Act (WHW) as well as the CER HZ 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.
- 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 CER HZ).

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 2.2 and 2.3 CER HZ)

Students with a havo diploma				
Havo profiles:	NT	NG	EM	CM
Admissible:	✓	✓	✓	<i>Ec / m&o / be</i>

Students with a vwo diploma				
Vwo profiles:	NT	NG	EM	CM
Admissible:	✓	✓	✓	<i>Ec / m&o / be</i>

2.1.1a **Selection criteria Special programme** (article 2.2b CER HZ)

No special program/track in Tourism Management

2.1.1b **Enrolment 180 ECTS track for VWO students** (article 2.2a CER HZ)

Anyone who wishes to be admitted to a three-year Degree programme must comply with one of the following educational entry requirements: a) a pre-university education diploma (Dutch: VWO) or b) a diploma deemed by ministerial decree to be at least equivalent, or at least equivalent to it in the opinion of the Executive Board. The Executive Board may also decide to admit another person to a three-year Degree programme than the one meant in the first paragraph if, in the opinion of the Executive Board, they have shown they are suitable for that programme.

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

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2.2 Programme and education structure

2.2.1 Programme profile (article 3.2 CER HZ)

The programme Tourism 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 propaedeutic phase of the programme is targeted to the practice of the field. This is by coherent learning arrangements. The professional profile of bachelor 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 Bachelor 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.

The programme 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

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

Description of the competencies of the study programme Tourism Management	
0	Tourism Professional generic skills
0.A.	Communicates and reports tactfully internally and externally, has good oral and written skills that are appropriate to the target group and social level
0.B.	Applies both qualitative and quantitative methods within applied research, substantiates choices and reports on them clearly
0.C.	Collaborates in co-creation in an international and intercultural professional environment, realises partnerships and develops networks and chains
0.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
0.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 <u>hostmanship</u> , 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 CER HZ)

National name:	B Tourism Management
International name:	B Tourism Management
Orientation:	Bachelor of Arts
Title conferred:	Bachelor of Arts Tourism Management
Programme duration:	240 study credits (ECTS)
Course workload ‘propaedeutic’ phase:	60 study credits (ECTS)
Conclusion with ‘propaedeutic’ examination:	Yes
Course workload main phase:	180 study credits (ECTS)
Variant:	Full-time
ISAT code:	35524
Location:	Vlissingen
Language:	English
Effective date:	32-08-2020
Submission date	01-05-2026
Joint degree programme:	-
180 ECTS fast track:	Yes

2.2.3a Programme schedule

Bachelor Program													
	Q1			Q2			Q3			Q4			
	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	
Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37004	Apprenticeship	10	
										37026	HZ Personality TM	3,75	
	EN39001(B1), EN39002(B2), EN39003(C1), EN39004(C2)											5	
Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37008	Internship	12,5	
	38114	English 4	1,25	38201	English 5	1,25	38202	English 6	1,25	37028	HZ Personality TM	2,5	
Year 3	37021	Minor/Exchange TM 1	15	37022	Minor/Exchange TM 2	15	37009	Strategic Stewardship	13,75	37010	Applied Research Project	13,75	
							38203	English 7	1,25	38204	English 8	1,25	
Year 4 Option A	37011	Management Traineeship & Research Thesis										60	
Option B	37012	Management Traineeship				30	37013	Research Thesis				30	
Option C	37015	Management Traineeship							45	37014	Research Article		15

180 EC Excellence Program													
	Q1			Q2			Q3			Q4			
	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	
Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37008	Internship	12,5	
										37029	HZ Personality TM	1,25	
	EN39001(B1) EN39002(B2) EN39003(C1) EN39004(C2)											5	
Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37007	Digital Intelligence	13,75	37010	Applied Research Project	13,75	
	38114	English 4	1,25	38201	English 5	1,25	38202	English 6	1,25	38203	English 7	1,25	
Year 3	37009	Strategic Stewardship	13,75	37012 Management Traineeship				30	37014 Research Article				15
	38204	English 8	1,25										

Implementation Regulations CER HZ Bachelor program 2023-2024 – full-time
 Approval study program committee: 10/05/2023. Approval University Council: 04/07/2023.
 Established by the executive board: 04/07/2023.

2.2.3b **Transfer with an associate degree certificate** (article 3.3 CER HZ)

Students who want to progress directly from the Associate degree Tourism Management at HZ University of Applied Sciences to the bachelor Tourism Management at HZ University of Applied Sciences need to register for the bachelor program first. Based on their prior followed education (AD program), these students can apply for exemptions for courses from year 1 and year 2. Once exemptions have been granted by the board of examination, it becomes possible to continue with courses from year 3 of the bachelor Tourism Management.

Switch between AD and Bachelor without certificate:

Switch from AD to Bachelor

If changing after year 1, decision to switch must be taken in block 3 wk5, y1 latest. In this case the students can still join the apprenticeship in block 4.

If moving on to the Bachelor during year 2, exemptions must be requested from the board of examination for the apprenticeship and Digital Intelligence.

Switch from Bachelor to AD

If changing after year 1, the decision to switch must be taken in block 3 wk5, y1 latest. In this case the students can still join the module AD T&T in block 4.

2.2.4 **Courses propaedeutic phase** (article 3.5 CER HZ)

See appendix 1.

2.2.5 **Main phase courses** (article 3.6 CER HZ)

See appendix 2.

2.2.6 **HZ Personality** (article 3.11 CER HZ)

The curriculum reserves 10 study credits (ECTS) for HZ Personality. HZ Personality is spread over the curriculum as much as possible. With this learning pathway, HZ gives students space to personalize their own development during their studies, increases the possibilities for domain-transcending exploration and stimulates broad social engagement.

2.2.7 **Specialisations** (article 3.9 CER HZ)

Not applicable

2.2.8 **Internship** (article 3.8 CER HZ)

The work placements are of central emphasis in the Apprenticeship (year 1), the Traineeship (year 2) and the Management Traineeship (graduation level, year 4). There are no specific entry requirements to go on a work placement in year 1 and year 2. Those for the Management Traineeship are part of the planned module design.

2.2.9 **Minor** (article 3.7 CER HZ)

Instructions:

- *Minimal requirement: Propaedeutic phase & 30 ECTS from main phase (study year 2 and 3)*
- *The Minor at Tourism Management is in semester 1 study year 3*
- *CU37021 and CU37022 can be used in case of exemptions regarding the minor.*

2.2.10 **Participation in international exchange programme** (article 4.5 CER HZ)

There is no separate international exchange programme with a certain partner. For an international exchange minor, the student should, at a minimum, have completed the propaedeutic phase and 30 ECTS from the main phase.

See also article 4.5 paragraph 1 Education and Examination Regulations HZ.

2.2.11 **Graduation** (article 3.8 CER HZ)

To be eligible for the graduation work placement, the student must meet the following requirements:

- Completion of the propaedeutic phase
- A minimum of amount of credits in the semesters prior to the graduation phase according to the preconditions mentioned in the course specific UR tables must have been obtained.
- If you meet the requirements but you have not obtained all of the ECTS of the study program yet: a realistic plan to acquire the remaining credits, with a positive advice from the SCC (=approved start document)

2.2.12 **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 9 HZ CER)

The students of the study programme TM 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.

2.4 **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 Bachelor 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.

Appendix 1 – Course propaedeutic phase

CU37001V2	Title: World of Tourism				
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
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 (individual)	Portfolio	30%	5.5	B1.8, B1.10

Block / Semester: S1					
CU37002V5		Title: Operational Management			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
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 (individual)	Theory & Portfolio oral exam	50%	5.5	B2.8, B2.10

Block / Semester: S2					
CU37003V1		Title: Value Creation			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
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 (individual)	Portfolio	10%	5.5	B3.8, B3.10
TOETS04 (VT)	Written knowledge test (individual)	Finance & Legal exam	25%	5.5	B3.7, B3.10

Block / Semester: S2					
CU37004V1		Title: Apprenticeship			
Course information					
Amount of study credits: 10			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
Brief description of course content: In the apprenticeship the student will put the skills and knowledge obtained throughout the modules in year 1 into practice at a company. The apprenticeship is performed on an operational and tactical level. The content of the apprenticeship is largely shaped to the principle of a learning-work company. This means that the student spends most of the time cooperating within the company in which they perform daily tasks.					
Course learning outcomes: TEST01 (VT): 0.A, 0.B, 0.C, 0.D, 0.X, 1.1, 1.6, 1.D, 3.4, 3.D, 4.D TEST02 (VT): 0.C, 0.X, 1.D					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Industry Report	80%	5.5	B4.8, B4.10
TOETS02 (VT)	Portfolio (individual)	Portfolio	20%	5.5	B4.8, B4.10

Semester: S1- S2					
EN39001		Title: Foundation Course B1			
Course information					
Number of study credits: 5			Language: Engels		
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: Engels		
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: Engels		
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: Engels		
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: none					
Conditions for test participation: none					
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 (individual)	Portfolio	100%	5.5	B1.5. B4.8

Appendix 2 – Course main phase

Block / Semester: S1					
CU37005V3		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 (individual)	Portfolio	30%	5.5	B1.7, B1.10
TOETS03 (VT)	Criterion-referenced assessment (individual)	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					
CU37006V4	Title: Cultural Awareness				
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
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 (individual)	Criterion-referenced Interview	60%	5.5	B2.8, B2.10

Block / Semester: S2					
CU37007V3		Title: Digital Intelligence			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
Brief description of course content: <i>A module on digital opportunities and disruptions in the tourism sector that have profound implications and the effects on future skills needs for employees in the sector. On the one hand, the digital revolution significantly changed the way in which companies organize and run their business (e.g. internal organization, business channels, communication, ways to gather, analyze and interpret data). On the other hand, the digital revolution significantly changed the experience of travellers, throughout their entire visitor journey. Understanding the relevance of digital innovation has become a crucial skill to manage tourism companies in the current competitive settings.</i>					
Course learning outcomes: TEST01: 0.B, 0.C, 1.2, 1.8, 3.5, 4.1, 4.2 TEST02: 0.A, 0.C, 1.2, 1.8, 3.5, 4.2, 4.B TEST03: 0.A, 0.B, 0.C, 0.X, 1.2, 2.5, 3.5, 4.2.					
Compulsory literature: Research Articles shared on Learn					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (group)	Essay	40%	5.5	B3.5, B3.10
TOETS02 (VT)	Presentation (group)	Conceptual Map	20%	5.5	B3.6, B3.10
TOETS03 (VT)	Portfolio (individual)	Portfolio	40%	5.5	B3.8, B3.10

Block / Semester: S2					
CU37008V1		Title: Internship			
Course information					
Amount of study credits: 12.5			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
Brief description of course content: Module 8 will focus on Realizing and Implementing, this will be done by means of an internship. The internship is being performed on an operational and tactical level. The content of Module 8 is largely shaped to the principle of a learning-work company. This means that you spend most of the time cooperating within the company in which you perform your daily tasks and work on your assignments. Besides that you will work on designing a change process in terms of products/services or processes within the company.					
Course learning outcomes: TEST01 (VT): 0.A, 0.B, 0.C, 0.D, 0.X, 1.6, 2.C 3.2, 3.3, 3C, 3.D, 3.4, 4.5, 4.A 4.B, 4.C, 4.D TEST02 (VT): 0.A, 0.B, 0.C, 0.D, 0.X, 1.6, 2.C 3.2, 3.3, 3C, 3.D, 3.4, 4.5, 4.A 4.B, 4.C, 4.D					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Industry report behavioural change	80%	5.5	B4.8, B1.0
TOETS02 (VT)	Portfolio (individual)	Portfolio	20%	5.5	B4.8, B1.0

Block / Semester: S2					
CU37009V2		Title: Strategic Stewardship			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
Brief description of course content: This module focuses on economic and environmental tourism impacts and crucial skills in strategic thinking and orientations, incorporating the business balance scorecard, change management, corporate social responsibility, annual reporting and ethical decision making and its communication.					
Course learning outcomes: 0.A; 0.B; 0.C; 0.D; 0.X; 1.1; 1.3; 1.4; 1.5; 1.6; 1.7; 1.A; 1.B; 1.D; 2.1; 2.2; 2.3; 2.4; 2.B; 2.C; 2.D; 3.1; 3.4; 3.A; 3.D; 3.1; 4.1; 4.2; 4.3; 4.4; 4.A; 4.D TEST01: 0.A; 0.B; 0.C; 1.1; 1.3; 1.4; 1.5; 1.6; 1.7; 1.A; 1.D; 2.1; 2.2; 2.3; 2.4; 2.C; 2.D; 3.1; 3.4; 3.A; 3.D; 4.1; 4.2; 4.3; 4.4; 4.A; 4.D TEST02: 0.A; 0.B; 0.D; 1.B; 1.D; 2.1; 2.2; 2.B; 3.1 TEST03: 0.A; 0.C; 0.X; 1.6; 1.A; 3.4; 3.A; 4.A;					
Compulsory literature: License for the TO game					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Workbook	50%	5.5	B3.7, B3.10
TOETS02 (VT)	Assignment (group)	Management Article	30%	5.5	B3.7, B3.10
TOETS03 (VT)	Presentation (individual)	Ethical dilemma presentation	20%	5.5	B3.8, B3.10

Block / Semester: S2					
CU37010V2		Title: Applied Research Project			
Course information					
Amount of study credits: 13.75			Language: English		
Conditions for course participation: none					
Conditions for test participation:					
<p><i>A sufficient need to be obtained for TOETS01 (VT) Assignment (Research Proposal) in order to participate in TOETS02 (VT) Assignment (Research Report)</i></p> <p><i>A sufficient needs to be obtained for TOETS01 (VT) Assignment (Research Proposal) in order to participate in TOETS03 (VT) Presentation (Online conference Call)</i></p>					
Brief description of course content:					
<p><i>Applied Research is a practical research project carried out by a group of students (3-4 students) for organizations that have approached or were approached by the HZ University of Applied Sciences. Zeeland as a living lab. Central during this module is a practical problem for which the organisations need a solution. Students go through the entire research circle: understanding of the formulated research question, creating sub questions, writing a theoretical frame, preparing field research by critically choosing one or multiple research methods, setting up (a)research instrument(s), field research for data collection, analysing data, presenting results, writing the discussion chapter, formulating conclusion and recommendations.</i></p> <p><i>The professional products that research students will create are: a research proposal, a research report and all of the students will participate in an online conference call. This entire module will prepare students for their individual research during the graduation phase; either research thesis or research article.</i></p>					
Course learning outcomes:					
Test01: O.A, O.B, O.C					
Test02: O.A, O.B, O.C					
Test03: O.A, O.B, O.C, OX					
Compulsory literature:					
Research Methods for Leisure and Tourism, A.J. Veal, 6th edition, ISBN: 9781292115290, Veal, A.J. (2022), Research Methods for Leisure and Tourism. A practical guide. 6th Edition (5th & 4th editions are also accepted), Harlow etc.: Pearson.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (group)	Research proposal	30%	5.5	B2.2, B2.4
TOETS02 (VT)	Assignment (group)	Research report	40%	5.5	B2.7, B2.10
TOETS03 (VT)	Presentation (individual)	Conference call	30%	5.5	B2.8, B2.10

Block / Semester: S1					
CU37011V2		Title: Management Traineeship & Research Thesis			
Course information					
Amount of study credits: 60			Language: English		
Conditions for course participation: - 165 ECTS need to be obtained; - Module Applied Research needs to be obtained					
Conditions for test participation: TEST03: Minimum of 5.5 for TEST02 (Proposal) TEST04: Minimum of 5.5 for TEST01, TEST02, TEST03 (PDP, Proposal, Thesis)					
Brief description of course content: This track is a combination of the Research Thesis and the Management Traineeship. The research thesis is a practical research carried out by an individual student. The student conducts the applied research for an organization. Central during this module is a practical problem for which a solution is needed and searched for by conducting research. Students go through the entire research circle: formulating a research question, sub-questions, writing a theoretical frame, preparing field research by critically choosing one or multiple research methods, setting up (a)research instrument(s). Data collection, analyzing data, formulating results, discussion and conclusion, and recommendations. At the same time, the student will be working (part-time) on a professional end product for the company of choice, within the tourism and recreational industry. While being on your management traineeship you are carrying out tasks and projects on a strategic level and in accordance with level 6 of the NQLF.					
Course learning outcomes: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D,0.A; 0.B; 0.C TEST01: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D TEST02: 0.A, 0.B, 0.C TEST03: 0.A, 0.B, 0.C TEST04: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D					
Compulsory literature: Research Methods for Leisure and Tourism, A.J. Veal, 6th edition, ISBN: 9781292115290, Veal, A.J. (2022), Research Methods for Leisure and Tourism. A practical guide. 6th Edition (5th & 4th editions are also accepted), Harlow etc.: Pearson.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Professional Development Plan	15%	5.5	B2.4, B2.7
TOETS02 (VT)	Assignment (individual)	Research Proposal	20%	5.5	B2.4, B2.7
TOETS03 (VT)	Assignment (individual)	Research Thesis	30%	5.5	B4.7, B4.11
TOETS04 (VT)	Criterion-referenced assessment (individual)	Interview based on portfolio, thesis	35%	5.5	B4.9, B1.0

Block / Semester: S1					
Block / Semester: S2					
CU37012V1	Title: Management Traineeship 30 ECTS				
Course information					
Amount of study credits: 30			Language: English		
Conditions for course participation: 165 ECTS need to be obtained					
Conditions for test participation: TEST02: Minimum of 5.5 for TEST01 (PDP)					
Brief description of course content: In this module, you will be working (full-time, 840 hours) on a professional end product for a company/organization of choice, within the tourism and recreational industry. While being on your Management Traineeship, you are carrying out tasks and projects on a strategic level and in accordance with level 6 of the NQLF.					
Course learning outcomes: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D TEST01: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D TEST02: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D					
Compulsory literature: Research Methods for Leisure and Tourism, A.J. Veal, 6th edition, ISBN: 9781292115290, Veal, A.J. (2022), Research Methods for Leisure and Tourism. A practical guide. 6th Edition (5th & 4th editions are also accepted), Harlow etc.: Pearson.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Professional Development Plan	30%	5.5	B1.6, B1.9
TOETS02 (VT)	Criterion-referenced assessment (individual)	Interview based on portfolio	70%	5.5	B2.9, B3.3

Block / Semester: S1					
Block / Semester: S2					
CU37013V2	Title: Research Thesis				
Course information					
Amount of study credits: 30			Language: English		
Conditions for course participation: - 165 ECTS need to be obtained; - Module Applied Research needs to be obtained					
Conditions for test participation: TEST02: Minimum of 5.5 for TEST01 (Proposal)					
Brief description of course content: A research thesis is a practical research carried out by an individual student. It is an option and advised for the student to conduct the applied research for an organization. Central during this module is a practical problem for which a solution is needed and searched for by conducting research. Students go through the entire research circle: formulating a research question, sub-questions, writing a theoretical frame, preparing field research by critically choosing one or multiple research methods, setting up (a)research instrument(s). Data collection, analyzing data, formulating results, discussion and conclusion, and recommendations.					
Course learning outcomes: TEST01, TEST02, TEST03: 0.A, 0.B, 0.C					
Compulsory literature: Research Methods for Leisure and Tourism, A.J. Veal, 6th edition, ISBN: 9781292115290, Veal, A.J. (2022), Research Methods for Leisure and Tourism. A practical guide. 6th Edition (5th & 4th editions are also accepted), Harlow etc.: Pearson.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Research Proposal	30%	5.5	B1.7, B1.10
TOETS02 (VT)	Assignment (individual)	Research Thesis	50%	5.5	B2.7, B3.1
TOETS03 (VT)	Presentation (individual)	Thesis Defense	20%	5.5	B2.9, B3.3

Block / Semester: S1					
Block / Semester: S2					
CU37014V2	Title: Research Article				
Course information					
Amount of study credits: 15			Language: English		
Conditions for course participation: - 165 ECTS need to be obtained; - Module Applied Research needs to be obtained					
Conditions for test participation: TEST02: Minimum of 5.5 for TEST01 (article)					
Brief description of course content: During this module, you will dive into a topic of interest, and explore and test specific hypotheses by discussing related theories and concepts to provide a contribution to the professional field. Your research article should be characterized by a sharp introduction, description of the kind of data used, results, discussion, and conclusion.					
Course learning outcomes: TEST01, TEST02: 0.A, 0.B, 0.C					
Compulsory literature: Research Methods for Leisure and Tourism, A.J. Veal, 6th edition, ISBN: 9781292115290, Veal, A.J. (2022), Research Methods for Leisure and Tourism. A practical guide. 6th Edition (5th & 4th editions are also accepted), Harlow etc.: Pearson.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Research Article	80%	5.5	B1.9, B2.1
TOETS02 (VT)	Presentation (individual)	Article Defense	20%	5.5	B1.10, B2.3

Block / Semester: S1					
Block / Semester: S2					
CU37015V1	Title: Management Traineeship 45 ECTS				
Course information					
Amount of study credits: 45			Language: English		
Conditions for course participation: 165 ECTS need to be obtained					
Conditions for test participation: TEST02: Minimum of 5.5 for TEST01 (PDP)					
Brief description of course content: In this module, you will be working (full-time, 1260 hours) on 2 professional end products for a company/organization of choice, within the tourism and recreational industry. While being on your Management Traineeship, you are carrying out tasks and projects on a strategic level and in accordance with level 6 of the NQLF.					
Course learning outcomes: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D TEST01: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D TEST02: 0.X; 3.1; 3.2; 3.3; 3.4; 3.A; 3.B; 3.C; 3.D					
Compulsory literature: Research Methods for Leisure and Tourism, A.J. Veal, 6th edition, ISBN: 9781292115290, Veal, A.J. (2022), Research Methods for Leisure and Tourism. A practical guide. 6th Edition (5th & 4th editions are also accepted), Harlow etc.: Pearson.					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Professional Development Plan	30%	5.5	B1.6, B1.0
TOETS02 (VT)	Criterion-referenced assessment (individual)	Interview based on portfolio	70%	5.5	B3.9, B4.3

Block / Semester: S1					
Block / Semester: S2					
CU37028	Title: HZ TM Personality 2.5 EC				
Course information					
Amount of study credits: 2.5			Language: English Dutch		
Conditions for course participation: none					
Conditions for test participation: none					
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					
CU38114TM		Title: Listening and presentation skills			
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation: none					
Conditions for test participation: <i>none</i>					
Brief description of course content: This course aims at improving listening and presentation skills. By the end of the course students will have: <ul style="list-style-type: none"> • Practised listening to dialogues encountered in social, professional and academic life • Identified speaker viewpoints and attitudes in listening activities • Identified and analyzed key information from the content of listening material • Explored international conventions of presentation giving • Created and delivered their own presentations which include information about a particular company and future plans/goals 					
Course learning outcomes: -					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Written knowledge test	Online listening exam	50%	5.5	B5.8;B6.10
TOETS02 (VT)	Assignment (group)	Presentation	50%	5.5	B5.8;B6.10

Block / Semester: S1					
CU38201TM		Title: Business Meetings			
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation: none					
Conditions for test participation: none					
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

Block / Semester: S2					
CU38202TM	Title: Formal Business Communication				
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation: none					
Conditions for test participation: <i>none</i>					
Brief description of course content: The aim of this B2 level course is to teach the students how to write a formal business letter/email expressing their dissatisfaction in a polite, but clear way. Some of the skills the students are expected to show/develop are: hypothesizing; expressing opinions; developing arguments aimed at convincing the target reader; justifying statements and finding solutions. Further, students explore and learn to apply relevant writing conventions for formal letters and emails. They are expected to use B2 language, grammar and vocabulary relevant to this style of writing e.g. use of the passive voice and some complex sentence structures.					
Course learning outcomes: -					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS (VT)	Written knowledge test	Business correspondence	100%	5.5	B7.8;B7.10

Block / Semester: S2					
CU38203TM		Title: Argument writing			
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation: none					
Conditions for test participation: <i>none</i>					
Brief description of course content: This is an academic writing course, specifically to introduce/develop argumentative writing techniques and skills. The students choose a controversial topic in a field related to their studies on which to base their writing task. They research into the topic, focusing on using credible sources and the content and structure of an argument writing essay. Discussions are integrated into the lesson to reinforce the analytic and evaluative language required for the essay writing. The assignment is assessed at a B2 level.					
Course learning outcomes: -					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Assignment (individual)	Essay	100%	5.5	B11.8;B11.10

Block / Semester: S2					
CU38204TM		Title: Persuasive Presentations			
Course information					
Amount of study credits: 1.25			Language: English		
Conditions for course participation: none					
Conditions for test participation: <i>none</i>					
Brief description of course content: The aim of the course is to give the students the tools needed to participate in a professional persuasive presentation. The students reflect on how to present ideas and convince the audience of their validity. Students need to select suitable credible sources supporting the content of their presentation and are expected to create and use double-sided arguments. This also helps to develop their critical thinking skills. In the presentation, the students are expected to put forward their ideas clearly and demonstrate B2 level language: displaying a good range of vocabulary; some complex structures and a good grasp of basic, as well as some more complex, grammar.					
Course learning outcomes: -					
Compulsory literature: none					
Assessment information					
Test code	Assessment type	Assessment description	Weighting Factor (%)	Minimum score	Test opportunities (block codes)
TOETS01 (VT)	Oral assessment	Presentation	100%	5.5	B12.8;B12.10