

*These Implementation Regulations were established by the Executive Board on 2 October 2018. These Implementation Regulations are being published in advance subject to and pending the recommendation/approval of the University Council and the recommendation/approval of the Degree Programme Committees.*

## Implementation Regulations EER HZ (Vitality & Tourism Management (English))

### Introduction

The vitality and tourism management program is in transition. It is for this reason that this EER Implementation Regulations is dividing 'Vitality & Tourism Management' from 'Tourism Management', hence the (Vitality &) Tourism Management to indicate this implementation covers both programs and explain the difference years. The Tourism Management program is new: due to our own team's and management of the HZ's desires combined with the restructuring of the national Tourism Management (related) bachelor programs, we move from our niche in vitality and health tourism to a wider management program focused on the entire tourism industry. However, the vitality and health part remains an important aspect of our program: there are four optional specializations students can choose from. One of this specialization is focused on health and wellbeing. In addition, the trend of health and wellness is also included in our fundamental body of knowledge, for example in trends discussions and use in marketing, so that the other specializations do come across health and vitality at some moments. The same goes for the delta and coastal geographical features of our region: they also form part of our focus areas within several courses. The other specializations concentrate on a) the accommodation sector (hotels, parks, resorts, campsites), b) gastronomy (restaurants, culinary tourism, production), and c) visit stimulation (branding of destinations, tours and events).

The first year students will therefore start their Tourism Management program which is structured differently in the 4 years overview than is our Vitality and Tourism Management program. Students starting their 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> (5<sup>th</sup>) year will continue their Vitality & Tourism Management program as shared earlier. Major differences emphasize courses of 2,5 to 7,5 EC courses in Vitality & Tourism Management mostly versus 13,75 EC modules in Tourism Management. In the modules, students work on one central project and have supportive lectures, workshops and guiding. This makes less testing and more focused studying able, something which was wished for by the students. The specializations and their context come forward in the projects, making it possible to experience different specializations in year one. Since choosing one is optional, students could also stay and select projects from different context throughout the year. However, if students do want to specialize, they will choose one in the beginning of year 2 and should pursue all future projects, their minor and their graduation project within the context of this specialization.

The re-clustering of the tourism programs resulted in a new educational profile for the Tourism Management programs and its students. Following from this, students won't work on the 10 competences and our added research competence as is the case in Vitality & Tourism Management, but on 4 key plus 1 generic key tasks. These will be briefly introduced in this document as well.

## Chapter 1 General provisions Implementation Regulations CER HZ

### 1.1 general

- 1.1.1 The Course and Examination Regulations (CER HZ) comprise the core of the education within HZ. That document gives a general overview of all study programmes offered by HZ. The CER HZ contains institution-specific regulations, which apply to the entire HZ. Every year, the Executive Board determines the institution-specific Implementation Regulations CER HZ (hereinafter: Implementation Regulations) for every study programme.

### 1.2 Programme Committee

- 1.2.1 The Programme Committee is provided the opportunity to advise the Executive Board before the Implementation Regulations are determined.
- 1.2.2 The Programme Committee assesses the execution of the Education and Examination Regulations and the Implementation Regulations annually.

### 1.3 Director

- 1.3.1 The appointed director is responsible for:
- a. the execution of the CER HZ;
  - b. the implementation and execution of the Implementation Regulations;
  - c. the annual evaluation on behalf of the Executive Board of the CER HZ and the Implementation Regulations, in which he measures and monitors the amount of time students need and adjust the study load, if necessary (article 7.14 WHW);
  - d. preparing the adjustments to the Implementation Regulations..

**2.1 Registration, pre-training requirements and admission policy**

2.1.1 Overview additional pre-training requirements (article 2.3 CER HZ in addition to the requirements as stated in article 2.2 CER HZ)

Profiles senior general secondary education	NT (Nature & Technology)	NH (Nature & Health)	ES (Economy & Society)	CS (Culture & Society)
Study programme: (V&)TM				
Student graduated from senior general secondary school before 1-8-2009	✓	✓	✓	✓
Student graduated from senior general secondary school after 1-8-2009	✓	✓	✓	✓

Profiles pre-university education	NT (Nature & Technology)	NH (Nature & Health)	ES (Economy & Society)	CS (Culture & Society)
Study programme: (V&)TM				
Student graduated from pre-university before 1-8-2010	✓	✓	✓	✓
Student graduated from pre-university after 1-8-2010	✓	✓	✓	✓

 Overview of domains of secondary vocational education (Dutch: *mbo-domeinen*) that do not give direct access to *sectors* of Universities of Applied Sciences (in Dutch: hbo-sector)

- **mbo-domain technics and process industry to sector economics**
- **mbo-domain trade and entrepreneurship to sector health**
- **mbo-domain trade and entrepreneurship to sector technology**
- **mbo-domain economics and administration to sector health**
- **mbo-domain economics and administration to sector technology**
- **mbo-domain health and care to sector economics**
- **mbo-domain food, nature and environment to sector economics**

**HZ Transition Course Economics before the start of the academic year**

The transition course Economics is intended for students who graduated from senior general secondary school or pre-college education and whose profile does not meet the legal requirements for their specific study programme. These students must pass the final exam of the transition course (with a satisfactory mark). This is required in order to be admitted to the study programme.

The transition course is also suitable for future students who feel they need extra lessons, students who are advised by HZ to take the transition course Economics (with a satisfactory mark) or students who are required to take the course in order to be admitted to the study programme.

**Study load**

The study load of the course is 40 hours, including the lessons.

**Date**

The summer course is taught one week in August before the start of the new academic year.

**Costs**

The participation fee is 200 Euro (payment takes place via acceptgiro). HZ will provide the course materials at a cash payment of a 50 Euro deposit. Travel costs and such will not be reimbursed.

**Registration**

You can register for the transition course Economics via the on-line application form. Please register by the first of July, so before the summer holidays preceding the start of the academic year. This due to the Organisation of the transition course.

**Questions**

For questions about the transition course, please contact the Academy desk of the Academy for Economics & Management via [ave@hz.nl](mailto:ave@hz.nl)

**Transition course subjects**

1. Price mechanism (supply and demand), price and income elasticity, relationship between price elasticity and revenue
2. Market forms (monopoly, oligopoly, monopolistic competition, perfect competition) and company strategy
3. Profit and loss statement, solvency and liquidity, costs and expenses, revenue and income
4. Index numbers, percentile changes, growth rates
5. Cyclical growth and structural growth; fiscal policy of the government
6. Calculating added value, GDP, GNP, et cetera.
7. Subjects from basic mathematics (dependent on the skills of the participants)

## 2.2 Organisation of the study programme and education, addendum to the certificate

### 2.2.1 Study programme profile (article 3.2 CER HZ)

The programme (Vitality and) 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. From the propaedeutic phase on the programme is targeted to the practice of the field. This is by coherent learning arrangements. The professional profile of bachelor (V&T)M holds of two parts: the common part BA and the specific component for vitality and/or tourism. Together, this the entire professional profile of training. A bachelor of (Vitality &) Tourism Management is competent to act professionally. 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 Competencies (art 3.2 OER HZ)

Tourism Management follows the new profile which still has to be confirmed and translated. In this profile, the Tourism Professional does not work any longer on achieving ten competences, but develops in 4 core and 1 generic tasks. The generic task emphasizes 21<sup>st</sup> century skills which we combine with hostmanship, intercultural awareness and 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

The vitality and tourism management program continues to concentrate on the following competences.

Description of the competencies of the study programme Vitality & Tourism Management	
1	Development of a vision for change and trends in the external environment and development of relationships, networks and chains
	1.1 Gathers secondary information on macro and meso level, nationally as well as internationally
	1.2 Interprets secondary information on macro and meso level, nationally as well as internationally
	1.3 Translates secondary information on macro and meso level, nationally as well as internationally
2	Analysing financial and legal matters and internal processes
	2.1 Performs monitoring tasks within the (multinational) organisation
	2.2 Finds appropriate regulations and jurisprudence
	2.3 Interprets regulations and jurisprudence and on its basis formulates an advice
3	Implementing HRM
	3.1 Develops an HRM vision and policy on a strategic level
	3.2 Implements the HRM policy within the organisation and receives advice from the support department HRM
4	Regulating business and organisational processes
	4.1 Formulates a business plan for a start-up business in which commercial, organisational, financial and legal aspects are presented clearly and coherently
	4.2 Performs, together with others, various business processes in a simple organisation
	4.3 Assesses the performance of an existing organisation and formulated proposals for improvement
5	Analysing policy issues, translating them into policy objectives and alternatives and preparing decision-making process
	5.1 Gathers and describes relevant policy information, inside and outside the organisation
	5.2 Analyses principles of the current policy and defines a policy problem
	5.3 Formulates a policy proposal aimed to improve the (economical) position of the organisation and/or its sphere of influence, taking into consideration the legal and organisational framework
6	Developing, implementing and evaluating the change process
	6.1 Identifies an organisational problem within the business process, analyses the process and formulates a solution in order to improve the business management
	6.2 Formulates alternative plans within the legal and financial framework for the necessary changes, implements these plans within the organisations and helps to create support for these plans
	6.3 Evaluates a change
7	Social and communicative competencies (intrapersonal)
	7.1 Collaborates with co-workers, experts and suppliers
	7.2 Maintains relationships with external parties, such as municipalities, provinces and branches
	7.3 Communicates internally and externally, orally and in writing, with various target groups
8	Self-managing competencies (interpersonal)
	8.1 Actively follows the developments in his field of expertise and related domains and forms a vision based on this
	8.2 Conducts his or her own research, where necessary, to justify his or her own vision and/or participates in a broader research to this end
	8.3 Works towards the development of a professional attitude with space for normative cultural aspects, respect for others, a code of professional standards and ethical principles for professional conduct
	8.4 Integrates his vision on the developments in his field and related domains in the execution of his own tasks
9	Creating, initiating and marketing sustainable tourist and/or vitality and wellness products and services
	9.1 Creates sustainable tourist and/or vitality and wellness products and services
	9.2 Initiates sustainable tourist and/or vitality and wellness products and services
	9.3 Markets sustainable tourist and/or vitality and wellness products and services
10	Offering hospitality which centres around the guests' experience
	10.1 Develops a sustainable and commercially feasible hospitality concept, which focuses on the physical and emotional circumstances of the guest
	10.2 Initiates and monitors a hospitality concept within the organisation aimed at professionalism, expertise and competences

10.3	Offers activities and services in a hospitable, business-like and responsible manner when interacting with the guest
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Organisation study programme (article 3.3, 3.13, CER HZ)

Organisation of the study programme:	
National name:	<i>Vitaliteitsmanagement &amp; Toerisme</i>
International name:	<i>(Vitality &amp;) Tourism Management</i>
Degree:	<i>Bachelor of Business Administration</i>
Duration of study:	<i>4 years</i>
Study load propaedeutic phase	60 EC
Study load main phase:	180 EC
Form:	<i>Full-time</i>
Croho-code:	<i>30110</i>
Location:	<i>Vlissingen</i>
Languages:	<i>English</i>
Date start accreditation:	<i>28 November 2014</i>
Final date accreditation:	<i>27 November 2020</i>
Associate degree:	<i>Ad Vitality &amp; Tourism Management (separate Implementation Regulation)</i>
Combined study programme:	<i>Not applicable</i>
Accelerated course higher professional education (pre-university)	<i>yes<sup>1</sup></i>

The following additional requirements apply to the study programme International business and languages:

The student must choose at least one of the languages (German, Spanish, Dutch) that are offered in semester 1, 2, 3 and 4. All languages are put into the study contract each semester. At the beginning of the semester, the student will notify the SCC which languages he will take. The SCC will remove the other languages from the study contract. The examination committee V&TM must give its approval.

In the Tourism Management program, there is no other language requirement than English. Students can still choose German, Spanish or Dutch to allow for personal and professional development. It is then to be used as HZ Personality credits, making it not necessary to take a language at all.

The student takes a minor in the fifth semester and goes on work placement in the seventh and eighth semester. This can take place in the Netherlands or abroad. The internship/graduation coordinator must give its approval.

In order to participate in the programme 'Kies op Maat' when choosing a minor, the student must meet the following requirements:

The student submits a well-founded and properly argued request to the study programme coordinator. In this request, the student states why he/she wants to acquire this specific knowledge or these specific skills. The student will discuss the request with the SCC (student career coach) before submitted it.

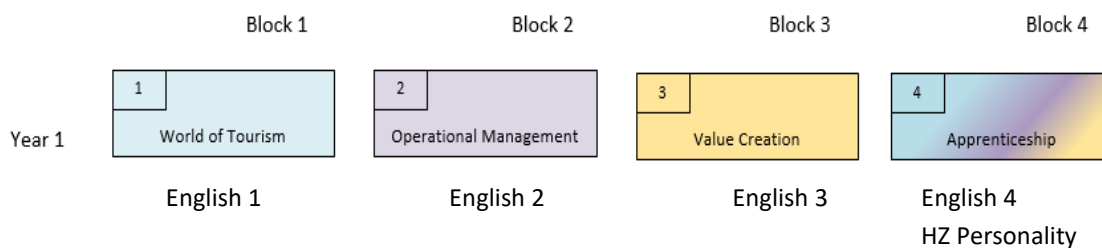
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<sup>1</sup> If a student wants to do the 3 year program, they will be following all modules but in a different order. The exact schedule will be discussed with the individual student as it depends on personal preference for a specialty, minor options, and possibilities for internships. In the year 2018-2019, no students have applied for the 3 year programme





## Tourism Management 4y Ba. 2018-2022



English = 1,25 EC

Modules 1, 2, 3 = 13,75 EC

Apprenticeship = 8,75 EC

HZ Personality = 5 EC, to be achieved throughout the year based on students individual preference

For description of the exact content of the modules, please turn to page 10.

## Study programme Vitality &amp; Tourism Management cohort 2017-2018

fourth semester	CU11836 Corporate Social Responsibility, 2.5 EC	<b>Communicate in crises:</b> CU10307 Communication and crisis communication, 2.5 EC CU10308 Communications during crisis in practice, 2.5 EC CU10309 Project crisis communications plan, 7.5 EC	<b>Vitality &amp; Wellness 4:</b> CU11835 Health/medical, 5.0 EC	CU11998 data analysis CU07350 English 4, 2.5 EC
			<b>Practical and study career coaching 4, including internship, 240 hours</b> CU09496 Practical & Study Career planning 4, 2.5 EC	Modern foreign language 4: 2.5 EC CU09640 German, CU09649 French, CU09650 Spanish CU03658 Dutch
third Semester	CU11270 E-Business, 2.5 EC	<b>Imagineering and financial management in tourism and recreation:</b> CU09500 Imagineering, 2.5 EC CU11831 Financial management in tourism and recreation, 2.5 EC CU09502 Project Imagineering, 7.5 EC	<b>Vitality &amp; Wellness 3:</b> CU11834, Giving meaning to, 5.0 EC	CU03739 Basic statistics, 2.5 EC CU07348 English 3, 2.5 EC
			<b>Practical and study career coaching 3</b> CU09495 Practical & Study Career planning 3, 2.5 EC	Modern foreign language 3: 2.5 EC CU09019 German, CU09018 French, CU09020 Spanish CU03657 Dutch

## Study programme Vitality &amp; Tourism Management cohort 2016-2017

sixth Semester	<b>Support training:</b> CU03740 Research methods, 2.5 EC CU12722 Intercultural communications, 2.5 EC CU11351 Commercial skills, 2.5 EC	<b>Business case:</b> CU12716 Management Simulation Tour operating, 7.5 EC	<b>Well-being in the Delta</b> CU12591 Research assignment, 7.5 EC	<b>Elective course</b> 3 x 2.5 EC or 7.5 EC <i>For instance:</i> CU11236 Free Composition course VMT
fifth sem.	<b>Minor (optional)</b> <b>7.5 EC</b>	<b>Minor (optional)</b> <b>7.5 EC</b>	<b>Minor (optional)</b> <b>7.5 EC</b>	<b>Minor (optional)</b> <b>7.5 EC</b>

## Study programme Vitality &amp; Tourism Management cohort 2015-2016

<b>Completing bachelor in the major phase</b>	
Seventh/eighth sem.	Graduation phase CU11839/CU11840 60 EC

2.2.4 Courses propaedeutic phase (article 3.5, 3.11 CER HZ)

**Semester 1**

Bachelor study programme: (V&)TM, full-time

CU37501	<b>Title:</b> English for Tourism Management 1					<b>Number of EC's:</b> 1,25	<b>Contact hours:</b> 30	<b>Mandatory:</b> Yes	<b>Language:</b> English			
<b>Conditions for participation:</b> none												
<b>Special condition for credit allocation:</b> None												
<b>Course summary:</b> This course (B1-level) is based on the book "Welcome" and the HZ LEARN website with the same name plus extra material handed out by the teacher or uploaded on the website. The method focuses on hospitality in various jobs in travel and tourism, dealing with enquiries, giving advice, asking questions, taking bookings, organising trips, using the phone, different ways of travelling and giving directions. Not only at the front desk of a hotel but on the phone and in any other direct contact with guests and clients you have a huge opportunity to leave a positive impression. Memorable experiences result in positive feedback postings on the internet. Often it's not the lavish gestures that travelers mention in reviews but the little details, unexpected surprises and special attention from staff. One consistent theme is an unrelenting commitment to service excellence – service so "remarkable" it compels guests to remark about it in a review.  In the book we study units 1 – 12.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
1		X		X		Written test	100%	5.5				
						1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 2.3, 4.3, 7.3, 9.3						

Bachelor study programme: (V&)TM, full-time

<b>CU37001</b>	<b>Title:</b> World of Tourism					<b>Number of EC's:</b> 13,75	<b>Contact hours:</b> 160	<b>Mandatory:</b> Yes	<b>Language:</b> English				
<b>Conditions for participation:</b> none													
<b>Special condition for credit allocation:</b> None													
<b>Course summary:</b> The course World of Tourism gives an introduction to the world of tourism from an sociological and economical perspective. The student will be introduced to all aspects of marketing within the Tourism industry. There is a theory exam, and 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.													
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week	
	O	W	O T	I	G								
TOETS 1		X		X		Theory exam	1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 2.3, 4.3, 7.3, 9.3	40%	5.5	6	n/a	n/a	n/a
TOETS 2		X			X	Marketing Plan		40%	5.5	8	n/a	n/a	n/a
TOETS 3	X				X	Presentation Marketing Plan		10%	5.5	8	n/a	n/a	n/a
TOETS 4		X		X		Portfolio		10%	5.5	8	n/a	n/a	n/a

CU37502	Title: English for Tourism Management 2					Number of EC's: 1,25	Contact hours: 30	Mandatory: Yes	Language: English			
Conditions for participation: Not applicable												
Special condition for credit allocation: None												
Course summary: This course (B1/B2-level) is based on the LEARN.hz-website "WELCOME" with a special section on "Meeting a business partner". The method focuses on polite and lively interaction when meeting a business partner, making small talk and talking about work and jobs in particular.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1	X			X		Oral Exam	100%	5.5				
						1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 2.3, 4.3, 7.3, 9.3						

<b>CU37002</b>	<b>Title:</b> Operational Management					<b>Number of EC's:</b> 13,75	<b>Contact hours:</b> 160	<b>Mandatory:</b> Yes	<b>Language:</b> English			
<b>Conditions for participation:</b> none												
<b>Special condition for credit allocation:</b> None												
<b>Course summary:</b> The course Operational Management firstly gives a general introduction on 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 tourism business, the course focuses on providing insights on HRM tools and practices. There is a theory exam, and theory will be applied in a HRM plan. Presentation skills and reflection skills will be developed as part of the HRM plan and as part of the personal development portfolio.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
TOETS 1		x		X		Theory exam	20%	5.5	4	n/a	n/a	n/a
TOETS 2	x			x		Skills	15%	5.5		n/a	n/a	n/a
TOETS 3		X			X	HRM Plan	30%	5.5	9	n/a	n/a	n/a
TOETS 4	X				X	Oral Defense HRM Plan	25%	5.5	9	n/a	n/a	n/a
TOETS 5		X		X		Portfolio	10%	5.5	9	n/a	n/a	n/a

**Semester 2**

## Bachelor study programme: (V&amp;)TM, full-time

CU37503	Title: English for Tourism Management 3					Number of EC's: 1,25	Contact hours: 30	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
Course summary: This course (B2-level) is based on the LEARN.hz-website "The World of Tourism" and deals mainly with the skill of describing trends in graphs and charts. Next to that we study email and letter writing based on the student's book Welcome with units 21 – 25.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X				1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 2.3, 4.3, 7.3, 9.3	100%	5.5				



## Bachelor study programme: (V&amp;)TM, full-time

CU37003	<b>Title:</b> Value Creation					<b>Number of EC's:</b> 13,75	<b>Contact hours:</b> 160	<b>Mandatory:</b> Yes	<b>Language:</b> English			
<b>Conditions for participation:</b> none												
<b>Special condition for credit allocation:</b> None												
<b>Course summary:</b> The course value creation examines how businesses adapt to the changing environment and how customers can get involved in the creation of value to ensure they find greater meaning in their experiences. Elements like co-creation, mass individualization, lead users and crowd sourcing will be examined. Examination consists of a project and a product pitch. Students will also be reflecting on their learning experience by creating a portfolio.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X		X		Exam 1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 2.3, 4.3, 7.3, 9.3	25%	5.5	n/a	n/a	n/a	n/a
2		x			x	Project	50%	5.5				
3	x			x		Presentation	15%	5.5				
4		x		x		Portfolio	10%	5.5				

Bachelor study programme: (V&)TM, full-time

CU37504	Title: English for Tourism Management 4					Number of EC's: 1,25	Contact hours: 30	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
Course summary: This course consists of various assignments that have to be collected in a portfolio.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X				Portfolio	100%	5.5				
						1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 2.3, 4.3, 7.3, 9.3						

Bachelor study programme: (V&)TM, full-time

CU37004	<b>Title:</b> Apprenticeship					<b>Number of EC's:</b> 8,75	<b>Contact hours:</b> 245	<b>Mandatory:</b> Yes	<b>Language:</b> English			
<b>Conditions for participation:</b> none												
<b>Special condition for credit allocation:</b> None												
<b>Course summary:</b>												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
1		X		X		Reflection Portfolio	80%	5.5	n/a	n/a	n/a	n/a
2		x		x		Portfolio	1.75%	5.5	n/a	n/a	n/a	n/a

2.2.5 Courses principal phase (article 3.5, 3.11 CER HZ)

**Semester 3**

<b>Course code:</b> CU11270		<b>Title:</b> E-Business for V&TM					<b>EC's:</b> 2,5		<b>Compulsory: yes</b>		<b>Language:</b> English							
<b>Course manager:</b> Yara Gilissen							<b>Contact hours:</b> 22,5		<b>Course type: CU</b>									
<b>Preconditions:</b> N/A																		
<b>Special condition for credit allocation:</b> N/A																		
<b>Course summary:</b> These days, a lot of tourism and health-related products can easily be booked online and online environments become more and more important in the customer life cycle. In this course, an introduction will be given to the digitalization of the production and distribution of traveling and the rapid developments in this area. The main goal is to gain insight into the role, function and developments of the Internet as an information and sales channel within the tourism industry and to use this information to consult a company on their e-business strategies.																		
<b>Course material (literature):</b> N/A																		
Asses- s- ment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)		Schedule? (yes/no) + duration if "yes" (minutes)	Contents <i>linked with subtasks</i>	Weight		Decimals or Alpha-numeric		Minimum score	Planned in week	Exam inspection in week	Re-sit in week	Exam inspection on re-sit exam	
	No.	O	W	A	Assessment description	G			I	%	EC's	D						A
1		X			Final Project	X		no	1.1, 1.2, 1.3, 4.1, 4.2, 4.3, 6.1, 6.2, 6.3, 8.1	80		X		5.5	tbc	tbc	tbc	tbc
2		X			Presentation	X		no		20		X		5.5	tbc	tbc	tbc	tbc

## Bachelor study programme: (V&amp;)TM, full-time

<b>CU09460, CU11831, CU09462</b>	<b>Title:</b> Imagineering, Financial management in tourism and recreation and Project Imagineering	<b>Number of EC's:</b> 12.5 (2x2,5, 1x 7,5)	<b>Contact hours:</b> 59	<b>Mandatory</b>	<b>Language:</b> English						
<b>Conditions for participation:</b> Learning arrangement Imagineering & Financial Management. CU09500, CU011831 and CU09502 together form a coherent learning arrangement											
<b>Special condition for credit allocation:</b> None											
<b>Course summary:</b> You chose a specialist economics study programme which gives you the opportunity to have a career in the tourism & recreational industry. You must be planning to get off to a sunny start as a brand new Tourism Manager on the coasts of Spain or Zeeland. During your studies, you will discover that the tourism & recreational industry is very versatile. During this course, students will further explore the leisure industry and its current and future trends and developments. Students will not only delve deeper into the “product development”, they will also be trained to think in terms of experience marketing. On the one hand, experience products are developed from the vision and identity of the company. On the other hand, they fit in with consumer experience. Understanding and gaining insight into consumer behaviour is therefore of the utmost importance when creating experience products. Needless to say, the proposal also needs to have a strong financial basis. Consequently, the second part of the study programme will focus on the financial aspect. People and means are involved in the realisation of your plans. The plans do not happen by themselves and they must serve a purpose. It is important to have a very solid financial plan. Clients do not just want to see a pretty picture: they want to see a short-term and long-term profit and loss account.											
<b>Exam no.</b>	<b>Form</b> <i>Oral exam (O), written exam (W) or other (OT) exam</i>			<b>Contents</b> <i>Linked with subtasks from 2.2.2</i>	<b>Weighting factor</b>	<b>Lowest passing grade</b>	<b>Planning exam week</b>	<b>Exam review (&lt; 10 workdays after grade is received)</b>	<b>Planning r in week</b>	<b>Review resi in week</b>	
	<b>O</b>	<b>W</b>	<b>O T</b>	<b>Form</b>							
1		x		Case study exam Imagineering CU09500	1.1, 1.2, 2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 5.1, 5.3, 6.1, 6.2, 7.1, 7.2, 8.2, 9.1, 9.2, 9.3, 10.1, 10.2	100%	55	44	46	4	6

Bachelor study programme: (V&)TM, full-time

2		x		Exam Financial Management CU11831	1.1, 1.2, 2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 5.1, 5.3, 6.1, 6.2, 7.1, 7.2, 8.2, 9.1, 9.2, 9.3, 10.1, 10.2	100%	55	3	6	15	19
3			x	Report experience concept and financial support CU09462	1.1, 1.2, 2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 5.1, 5.3, 6.1, 6.2, 7.1, 7.2, 8.2, 9.1, 9.2, 9.3, 10.1, 10.2	70%	55	n/a	n/a	n/a	n/a
4			x	Presentation experience concept CU09502	1.1, 1.2, 2.1, 2.2, 2.3, 4.1, 4.2, 4.3, 5.1, 5.3, 6.1, 6.2, 7.1, 7.2, 8.2, 9.1, 9.2, 9.3, 10.1, 10.2	30%	55	n/a	n/a	n/a	n/a
<b>Exam no.</b>		<b>Method of assessment</b>									
1		Individual CU09500									
2		Individual CU11831									
3		groupwise CU09502									
4		groupwise CU09502									
<b>Number of contact hours</b>		<b>CU09500: 22,5; CU11831: 22,5; CU09502: 14</b>									

Bachelor study programme: (V&)TM, full-time

CU11834	Title: <i>Vitality &amp; wellness 3: Giving meaning</i>					Number of EC's: 5,0	Contact hours: 45	Mandatory	Language: English			
Conditions for participation: not applicable												
Special condition for credit allocation: attendance of at least 80% of the practical workshops												
Course summary: This course the current developments regarding Giving meaning in the <i>wellness sector are discussed based on theory, practices and trends. Including topics from psychology such as psychological health, consisting of mental, emotional, social, spiritual health. But also holistic concepts regarding energy, chakra's, body-mind integration, , meditation, yoga, etc. General theme is bringing people back into balance. Besides theory also attention is paid to practical experiences.</i>												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X	X	X		Reflection report	1.2.1, 1.3.1, 8.1	30%	5.5	n/a	n/a	n/a
2		X		X		Written exam	8.1, 1.2.1	35%	5.5	3	6	15
3		X			X	Assignment retreat	1.1.1, 1.3.1, 8.5, 9.1	35%	5.5	n/a	n/a	n/a

CU09495	Title: Practical & Study Career planning 3					Number of EC's: 2,5	Contact hours: 11,5	Mandatory	Language: ENG			
Conditions for participation: not applicable												
Special condition for credit allocation: attendance at presentations												
Course summary: In this course, you will use Identity Matching (ID matching) to gain insight into your unique characteristics which distinguish you from others. To this purpose, you will create an ID-board. You will think about how you to use your ID-board. In addition, you will monitor your study progress together with your study career coach and you will focus on your minor and work placement. You will meet with your study career coach to discuss these matters.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X		X		Portfolio	7.3, 8.3	100%	5.5	n/a	n/a	n/a



## Bachelor study programme: (V&amp;)TM, full-time

<b>CU03739</b>	<b>Basic statistics</b>	<b>Number of EC's: 2.5</b>	<b>Mandatory</b>	<b>Language: English</b>							
<b>Preconditions:</b> An adequate amount of statistics during your pre-education or successfully completed the transition course Statistics.											
<b>Special condition for credit allocation</b> None											
<p><b>Course summary:</b> You will use methods to describe data (by means of numbers and figures). It is important to know what type of data it is. This is very often indicated unclearly or incorrectly. You will calculate the probability of events and its interpretations. This is also confusing for people and often misunderstood. You can earn or save a lot of money if you, the decision-maker in the organisation, have a thorough understanding of probability. You will calculate the probability of events from a number of special probability distributions, such as binomial, uniform and normal distributions. These are very common. In addition, simple applications of these distributions within organisations will be given as an example. Numbers and results are never completely fixed, there is always a level of unpredictability. Therefore, you will calculate confidence intervals for fractions and averages. Furthermore, you will indicate what these could mean for a research within an organisation or in real life. Finally, you will assess the source of your information. Where does the information come from? On the basis of how many tests will you draw your conclusions? You will determine the optimal sample size and you will take appropriate action if your sample is too large.</p>											
Assessment	Format				Contents <i>Linked with subtasks from 2.2.2</i>	Weight	Minimum score	Planned in week	Exam inspection <sup>2</sup> in week	Re-sit in week	Exam inspection <sup>1</sup> re-sit exam
	<i>Oral (O), written (W) or alternative (A) assessment</i>										
	O	W	A	Format							
1		x		Final exam Open-ended questions, open book, individual, written	2.1, 2.2, 4.1	100%	55	3	6	15	19

Exam no.	
1	Individual
<b>Contact hours:</b>	22,5

<sup>2</sup> < 10 working days after publication of mark

**Semester 2**

<b>Course code:</b> CU07348	<b>Title:</b> English 3	<b>EC's:</b> 2.5	<b>Compulsory:</b> yes	<b>Language:</b> English
<b>Course manager:</b> R. Kiely	<b>Teachers:</b> R. Kiely	<b>Contact hours:</b> 90 minutes per week	<b>Course type:</b>	

**Preconditions:** CU08486 English 2

**Special condition for credit allocation:**

The students must have successfully passed an interview before they are allowed to give a presentation.

**Course summary:**

This B2(+) level course prepares students:

- for writing an argument in a professional manner
- for making a professional persuasive loop presentation

Students will have scheduled contact with the instructor every week.

**Course material (literature): all materials provided online or through teacher**

Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>			Group (G) or Individ. (I)	Schedule? (yes/no) + duration if "yes" (minutes)	Contents <i>linked with subtasks</i>	Weight		Decimals or Alpha-numeric		Minimum score	Planned in week	Exam inspection in week	Re-sit in week	Exam inspection re-sit exam				
	O	W	A				Assessment description	G	I	%						EC's	D	A	
1		W				Writing an argument	G	I	Yes 240 minutes	(CEFR references: 4.4, 4.8)	40		D		5.5	13 Monday morning with IB		24 with IB	
2	O					Persuasive loop presentation	G	I	Yes 3x2 pairs=90	(CEFR references: 3.2, 3.4, 3.9, 3.17)	60		D		5.5	24 and 25		26	

Bachelor study programme: (V&)TM, full-time

CU03657	Title: Dutch 3					Number of EC's: 2,5	Contact hours: 1,5	Mandatory: compulsory	Language: English			
<b>Conditions for participation:</b> not applicable												
<b>Special condition for credit allocation:</b> none												
<b>Course summary:</b> Dutch for advanced learners. We use Start.nl deel 2 (Coutinho). We learn to speak, write, read and listen to simple Dutch conversation. Start.nl deel 2 is an elementary Dutch course consisting of a book and a website. The methode is based on a so called communicative approach to language learning. The book consists of several themes spread over 8 chapters. This course 2A is about four chapters												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X				Written test (mixed questions)	100%	5.5	3	6	15	19

Bachelor study programme: (V&)TM, full-time

<b>CU09019</b>	<b>Title:</b> German 3			<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> German				
<b>Conditions for participation:</b> CU08484 German 2										
<b>Special condition for credit allocation:</b> None										
<b>Course summary:</b>										
<p><b>Presentation</b> Students will give a 10-minute (max. 15 minutes) presentation, together with another student, about a topic that is relevant to the future work field. The teacher will make available a list from which students can choose a topic. <b>The most important criterion for the presentation is the extent of “thinking outside the box”, according to the theme of the course “WIR UNTERSCHIEDEN UNS VON DER KONKURRENZ”.</b> In addition to the presentation, each pair must compile a list of 20 to 25 words. These words cannot be listed on the glossary “die Touristik/Unterkunft” that was presented by the teacher. This glossary must be given to the teacher during the feedback session, at least two weeks before the presentation. If the glossary is not delivered on time or if it is incomplete, one point will be subtracted from your presentation.</p> <p><b>Interim exam</b>  <u>A written interim exam</u> week 45 will conclude the first section. The written interim test will contain the glossary “die Touristik/Unterkunft” and “useful phrases” (pages 34 through 71) from the book “BUSINESS COMMUNICATION”.</p> <p><b>Oral final exam</b>  The <u>oral exam</u> will be conducted in pairs and will be about topics/texts that were discussed during the lessons. The most important criterion for assessment is the level of command of the German language with regards to <u>pronunciation</u>, <u>speaking</u>, <u>grammar</u> and <u>vocabulary</u>.</p> <p><b>Final exam</b>  <u>A written final exam</u> week 04 will conclude the second section. The written final test will contain the glossary “Attraktionen und Sehenswürdigkeiten” , grammar and/or emails.</p>										
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>			Contents Based on ERK	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form						
1	x			Presentation - pairwork		20	5.5	n/a	n/a	n/a
2		x		Interim written exam - Vocabulary and idiom		30	5.5	44	46	4
3	x			Business conversation - pairwork		20	5.5	n/a	n/a	n/a
4		x		Final written exam - Vocabulary and grammar		30	5.5	3	6	15

Exam no.	Method of assessment
1	Pair work
2	Individual
3	Pair work
4	Individual
<b>Number of contact hours</b>	<b>22,5</b>

Bachelor study programme: (V&)TM, full-time

<b>CU09018</b>	<b>Title:</b> French 3				<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> French				
<b>Conditions for participation:</b> CU08483 French 2											
<b>Special condition for credit allocation:</b> Language portfolio, attendance											
<b>Course summary:</b> Oral and written Language Tasks will invite you to display your language skills in authentic, recognizable situations. During the lessons the instructor will regularly give feedback on Tasks that have been made and provide you with useful grammatical and idiomatic information that you need to be successful in completing the oral and written exams.											
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents Based on ERK	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Vorm							
1		X		Final exam: Language task A Lettre commerciale	2 - 1, 2, 3, 4 5 - 1, 5, 6, 7, 8	50%	55	n/a	n/a	n/a	n/a
2	X			Final exam: Language task B Entretien convaincant	2 - 1, 2, 3, 4 5 - 1, 5, 6, 7, 8	50%	55	n/a	n/a	n/a	n/a
Exam no.	Method of assessment										
1	Individual										
2	Individual										
<b>Number of contact hours</b>		<b>22,5</b>									

## Bachelor study programme: (V&amp;)TM, full-time

<b>CU09020</b>	<b>Title:</b> Spanish 3				<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> Spanish				
<b>Conditions for participation:</b> CU08485 Spanish 2											
<b>Special condition for credit allocation:</b> None											
<b>Course summary:</b> Conduct a simple conversation, exchange simple and direct information about known subjects and activities. You are able to hold a brief and social conversation about your family and hobbies, but you usually do not understand enough to keep the conversation going yourself. You are able to tell, in simple words, about your family, education, residence and current place of work.											
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form							
1		x		Interim exam written	1.1 1.2 1.3 1.4 2.1	30%	50	44	46	4	6
2		x		Final exam written	1.1 1.2 1.3 1.4 2.1	40%	55	3	6	15	19
3	x			Final exam oral	1.1 1.2 1.3 1.4 2.1	30%	55	3	6	15	19
Exam no.	Method of assessment										
1	Individual										
2	Individual										
3	Individual										
<b>Number of contact hours</b>		<b>22,5</b>									

**Semester 4**

<b>CU11836</b>	<b>Title:</b> Corporate Social Responsibility				<b>EC's:</b> 2.5	<b>Compulsory</b>	<b>Language:</b> English				
<b>Preconditions:</b> not applicable											
<b>Special condition for credit allocation:</b> none											
<b>Course summary:</b> Business ethics and sustainability											
<b>Assess ment</b>	<b>Format</b> <i>Oral (O), written (W) or alternative (A) assessment</i>				<b>Contents</b> <i>Linked with subtasks from 2.2.2</i>	<b>Weight</b>	<b>Minimum score</b>	<b>Planned in week</b>	<b>Exam inspection<sup>3</sup> in week</b>	<b>Re-sit in week</b>	<b>Exam inspection<sup>1</sup> re-sit exam</b>
	<b>O</b>	<b>W</b>	<b>A</b>	<b>Format</b>							
1			X	Portfolio: Assignments	8.3	50%	55	n/a	n/a	n/a	n/a
2	X			Presentation: The Socratic Dialogue	8.3	50%	55	n/a	n/a	n/a	n/a
<b>Exam no.</b>				<b>Method of assessment</b>							
1				Individual							
2				Pair work							
<b>Number of contact hours</b>				<b>22,5</b>							

<sup>3</sup> < 10 working days after publication of mark



## Bachelor study programme: (V&amp;)TM, full-time

<b>CU10307</b>	<b>Title:</b> Captivate, connect, surprise, tempt				<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> English				
<b>Conditions for participation:</b> Learning arrangement Communication in crisis. CU10307, CU10308 and CU10309 together form a coherent learning arrangement											
<b>Special condition for credit allocation:</b> Personal file											
<b>Course summary:</b> <p>The focal point of this course is <u>corporate communications</u>: The integrated management of all types of business communications, both internally and externally, aimed at realising a desired corporate image from the perspective of corporate goals and corporate identity' (Van der Grinten, 2010).</p> <p>The 'integrated management of all types of business communications'-part of this definition indicates that an organisation brings forth various types of communications and that it is important that these communications are consistent with each other.</p> <p>Questions that will be answered in this course: What are the basic principles of communication? Which forms of communications exist? What is the difference between identity and image? Why is internal communication important? How do you approach customers and other target groups? How do you plan communications? How do you produce proper means of communication?</p>											
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form							
1		X		Multiple choice exam	5.1.1, 5.1.2, 5.2.1, 6.1.2, 6.1.3	100%	55	14	19	26	27
<b>Exam no.</b>		<b>Method of assessment</b>									
1		Individual									
<b>Number of contact hours</b>		<b>22,5</b>									

Bachelor study programme: (V&)TM, full-time

<b>CU10308</b>	<b>Title:</b> Communication during crisis in practice			<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> English				
<b>Conditions for participation:</b> Learning arrangement Communication in crisis. CU10307, CU10308 and CU10309 together form a coherent learning arrangement										
<b>Special condition for credit allocation:</b> <i>Personal file</i>										
<b>Course summary:</b> <p><i>This course focuses on <u>crisis communication</u>: Offering information from senders to recipients with the intention to prevent the escalation of a crisis situation and in doing so limiting the material and immaterial effects. Communication is of the utmost importance to provide all stakeholders with correct and complete information, before or as soon as a crisis arises (Stamsnijder, 2002).</i></p> <p><i>This definition teaches us that crisis communication intends to limit the escalation of the crisis situation. This can be interpreted in various ways. In this course, we explicitly do not focus on controlling the crisis, but on limiting the damage to the image by communicating about the crisis to the outside world in a proper way.</i></p> <p><i>Questions that will be answered in this course: How do you write a press release? What are the different segments of an advisory consultation? Which means of communication do you employ during a crisis? Which information is shared and which is not? Who will act as the spokesperson for the organisation during the crisis? How do you handle the media?</i></p>										
Exam no.	Form			Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form						
1		X		Multiple choice exam	6.1.4, 6.2.2, 6.2.3	100%	55	24	25	27
<b>Exam no.</b>		<b>Method of assessment</b>								
1		Individual								
<b>Number of contact hours</b>		<b>22,5</b>								

Bachelor study programme: (V&)TM, full-time

<b>CU10309</b>	<b>Title:</b> Project crisis communication (plan)				<b>Number of EC's:</b> 7.5	<b>Mandatory</b>	<b>Language:</b> English				
<b>Conditions for participation:</b> Learning arrangement Communication in crisis. CU10307, CU10308 and CU10309 together form a coherent learning arrangement											
<b>Special condition for credit allocation:</b> None											
<b>Course summary:</b> <i>In the first two parts of the learning arrangement you have learned that you can use communication deliberately and consistently by means of a <u>communication plan with crisis component</u>. In this third and final part you will learn how to combine the knowledge and skills you have acquired and how you can put them into practice. You will draw up a communication plan for an existing client. There will be some supervision, but you will primarily work on your own. You will start by making a thorough internal and external analysis. You will map out which strategies, means and policies for communication and especially crisis communication already exist at the client. You will conduct a risk inventory and describe the public and target groups.</i>											
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form							
1			X	Communication plan part 1	5.1.1, 5.1.2, 5.2.1, 5.3.1, 6.1.1, 6.1.2, 6.1.3, 6.1.4, 6.2.1, 6.2.2, 6.2.3, 6.3.1	50%	55	n/a	n/a	n/a	n/a
2			X	Communication plan 2	5.1.1, 5.1.2, 5.2.1, 5.3.1, 6.1.1, 6.1.2, 6.1.3, 6.1.4, 6.2.1, 6.2.2, 6.2.3, 6.3.1	50%	55	n/a	n/a	n/a	n/a
Exam no.		Method of assessment									
1		Groupwise									
2		Groupwise									
Number of contact hours		14									

Bachelor study programme: (V&)TM, full-time

<b>CU11835</b>	<b>Title:</b> Vitality & Wellness 4			<b>Number of EC's:</b> 5	<b>Contact hours:</b> 24	<b>Mandatory</b>	<b>Language:</b> English			
<b>Conditions for participation:</b> Not applicable										
<b>Special condition for credit allocation:</b> Attendance										
<b>Course summary:</b> The increasing demand for health care products results in the existence of both a professional care sector and a growing number of providers focused on prevention and alternative treatments. Currently, we are noticing a trend in the care sector in which Western medicine becomes increasingly intertwined with complementary and alternative treatments. This is due, among other things, to the increase of chronic illnesses which in turn stem from the modern lifestyle and aging. These complementary and alternative treatments often have a long tradition, going back to Roman Times or Chinese philosophies before that. Health tourism has existed for many centuries. Initially, people travelled to spa resorts or sanatoria for fresh air. Presently, medical tourism entails travelling to certain places for surgery or care.										
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>			Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form						
1			x	Project report	1.1, 1.2, 8.1, 8.3, 9.1, 9.2	40%	55	n/a	n/a	n/a
2		x		Final exam written	1.1, 1.2, 1.3, 8.1, 8.3, 9.1, 9.2	40%	55	24	26	27
Exam no.	Method of assessment									
1	Individual									
2	Individual									
<b>Number of contact hours</b>		<b>24</b>								

<b>CU09496</b>		<b>Title: Practical &amp; Study Career planning 4</b>				<b>Number of EC's: 2,5</b>		<b>Contact hours: 11,5</b>		<b>Mandatory: yes</b>		<b>Language: English</b>	
Conditions for participation: not applicable													
Special condition for credit allocation: attendance during study tour													
Course summary: In this course, you will gain practical experience in the field of vitality management and tourism, both at an operational and tactical level. You will gain work experience at a company from one of the following categories: wellness industry, restaurant/hotel trade or leisure/tourism. At this company, you will carry out two assignments: business improvement and business presentation. You will also go on an international study tour where you will be following lectures and visiting companies. During this study tour, you will assist first-year students of V & MT with the execution of the assignments.													
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review	Planning resit in week	Review resit in week	
	O	W	OT	I	G								
1		X		X		Portfolio	7.1, 7.3, 8.1, 8.3, 8.4	100%	5.5	n/a	n/a	n/a	n/a

Bachelor study programme: (V&)TM, full-time

CU11998	Title: Research 4 - Quantitative Research					EC's: 2,5	Contact hours: 22,5	Compulsory: yes	Language: English				
Preconditions: not specified													
Particular preconditions for earning study credits: not specified													
Brief description: This course will cover all stages of the research process, focusing on collecting and analyzing quantitative data.													
Assessment	Format					Competences	Weight	Minimum score	Planned in week	Exam inspection in week	Re-sit in week	Exam inspection re-sit exam	
	O	W	A	I	G								Form
1			X		X	Report	7.1, 7.3, 8.1, 8.3, 8.4	100	55	n/a	n/a	n/a	n/a

Bachelor study programme: (V&)TM, full-time

<b>CU07350</b>	<b>Title:</b> English 4				<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> English				
<b>Conditions for participation:</b> CU07511 and CU08486 and preferably CU07348											
<b>Special condition for credit allocation:</b> none											
<b>Course summary:</b> This version exceptionally covers 3 case studies, which require students to practise their writing and speaking skills for various formats.											
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form						O	W
1		X		Writing an essay (argument)	2.20	50%	55	n/a	n/a	n/a	n/a
2	X			Presentation	4.1,4.2,4.3.4.8	50%	55	n/a	n/a	n/a	n/a
Exam no.	Method of assessment										
1	Individual										
2	Individual										
<b>Number of contact hours</b>		<b>22,5</b>									

## Bachelor study programme: (V&amp;)TM, full-time

CU03657	Title: Dutch 4					Number of EC's: 2,5	Contact hours: 1,5	Compulsory	Language: English			
Conditions for participation: not applicable												
Special condition for credit allocation: non												
<b>Course summary:</b> Dutch for self-study is an elementary Dutch course consisting of a book and two audio cassettes. The methode is based on a so called communicative approach to language learning. The book consists of 9 themes spread over 18 chapters. This course 2b is about the last five chapters												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X				Inbetween test	75%	5.5	14	19	25	26
2	X					Interview	25%	5.5	n/a	n/a	n/a	n/a



<b>CU09640</b>	<b>Title:</b> German 4			<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> German				
<b>Conditions for participation:</b> CU09019 German 3										
<b>Special condition for credit allocation:</b> non										
<b>Course summary:</b>										
<b>Presentation</b> Students will give a 10-minute (max. 15 minutes) presentation, together with another student, about a German spa town										
<b>Telephone conversation</b> In pairs, students will conduct a phone conversation which content will be given to them only 10 minutes prior to the exam.										
<b>Reading and understanding authentic German texts on spa and wellness</b> Students need to read extensive texts on topics concerning their future field of work. At the end they will be asked to fill in gaps in the texts with useful vocabulary and idiom learned during the reading practice.										
<b>Letter writing</b> We practise email and letter writing about all kinds of communication, like requests from clients, booking confirmations and in particular answering complaints.										
<b>Exam no.</b>	<b>Form</b> <i>Oral exam (O), written exam (W) or other (OT) exam</i>			<b>Contents</b> <b>Based on ERK</b>	<b>Weighting factor</b>	<b>Lowest passing grade</b>	<b>Planning exam week</b>	<b>Exam review (&lt; 10 workdays after grade is received)</b>	<b>Planning r in week</b>	<b>Review resi in week</b>
	<b>O</b>	<b>W</b>	<b>O T</b>	<b>Form</b>						
1	x			Presentation - pairwork		25	5.5	n/a	n/a	n/a
2		x		Telephone conversations - pairwork		25	5.5	n/a	n/a	n/a
3	x			Interim written exam – gap filling authentic texts		25	5.5	14	19	25
4		x		Final written exam – Letter writing		25	5.5	24	25	27
<b>Exam no.</b>	<b>Method of assessment</b>									
1	Pairwork									
2	Pairwork									
3	Individual									

## Bachelor study programme: (V&amp;)TM, full-time

4	Individual
<b>Number of contact hours</b>	<b>22,5</b>

<b>CU09649</b>	<b>Title:</b> French 4				<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> French			
<b>Conditions for participation:</b> CU09018 French 3										
<b>Special condition for credit allocation:</b> Attendance										
<b>Course summary:</b> Oral and written Language Tasks will invite you to display your language skills in authentic, recognizable situations. During the lessons the instructor will regularly give feedback on Tasks that have been made and provide you with useful grammatical and idiomatic information that you need to be successful in completing the oral and written exams.										
<b>Exam no.</b>	<b>Form</b> <i>Oral exam (O), written exam (W) or other (OT) exam</i>			<b>Contents</b> <i>Linked with subtasks from 2.2.2</i>	<b>Weighting factor</b>	<b>Lowest passing grade</b>	<b>Planning exam week</b>	<b>Exam review (&lt; 10 workdays after grade is received)</b>	<b>Planning r in week</b>	<b>Review resi in week</b>
	<b>O</b>	<b>W</b>	<b>O T</b>	<b>Form</b>						
1	X			Final exam Language task A (performance review)	1.1, 1.2	50 %	55	n/a	n/a	n/a
2		X		Final exam Language task B (performance report)	1.3, 1.4, 2.2	50 %	55	n/a	n/a	n/a
<b>Exam no.</b>		<b>Method of assessment</b>								
1		Individual								
2		Individual								
<b>Number of contact hours</b>		<b>22,5</b>								

Bachelor study programme: (V&)TM, full-time

<b>CU10202</b>		<b>Title:</b> Spanish 4				<b>Number of EC's:</b> 2.5		<b>Mandatory</b>		<b>Language:</b> Spanish	
<b>Conditions for participation:</b> CU09020 Spanish 3											
<b>Special condition for credit allocation:</b> Language portfolio											
<b>Course summary:</b> This course aims to professionalise what has been learned in previous courses.											
Exam no.	Form			Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week	
	O	W	O T								Form
1		x		Interim exam written	1.1, 1.2, 1.3, 1.4, 1.5	30%	50	14	16	25	26
2		x		Final exam written	1.1, 1.2, 1.3, 1.4, 1.5	40%	55	24	26	27	27
3	x			Final exam oral	1.1, 1.2, 1.3, 1.4, 1.5	30%	55	n/a	n/a	n/a	n/a
Exam no.		Method of assessment									
1		Individual									
2		Individual									
3		Individual									
<b>Number of contact hours</b>		<b>22,5</b>									

Semester 5												
CU10130		Title: Destination Feelgood 1				Number of EC's: 15		Contact hours: 100	Mandatory	Language: English		
Conditions for participation: None												
Special condition for credit allocation: None												
<b>Course summary:</b> Part 1 of a 30 EC minor that connects health with tourism. In part 1 the emphasis is on using health and wellbeing as responsible resource for coastal tourism destination reinvention. Topics are: responsible destination development & management, coastal lifestyle sports, coastal wellbeing, coastal sports tourism, research in sports, leisure and tourism, project complexities in practice.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
1		X		X		Paper	1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 4.3, 7.3, 9.3	50%	5.0	n/a	n/a	n/a
2	X			X		Assessment	1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 4.3, 7.3, 9.3	50%	5.0	n/a	n/a	n/a

Bachelor study programme: (V&)TM, full-time

<b>CU10131</b>	<b>Title:</b> Destination Feelgood 2					<b>Number of EC's:</b> 15	<b>Contact hours:</b> 30	<b>Mandatory:</b> No	<b>Language:</b> English				
<b>Conditions for participation:</b> None													
<b>Special condition for credit allocation:</b> None													
<b>Course summary:</b> Part 2 of a 30 EC minor that connects health with tourism. In part 2 the emphasis is on preparing, executing and reporting on applied research concentrating on problems that could be solved using health and wellbeing as responsible resource for coastal tourism destination reinvention. A final symposium is organized.													
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week	
	O	W	O T	I	G								
1		X			X	Project	1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 4.3, 7.3, 9.3	80%	5.0	n/a	n/a	n/a	n/a
2			X		X	Symposium presentation	1.1, 1.2, 1.3, 5.3, 6.1, 6.2, 6.3, 4.3, 7.3, 9.3	20%	5.0	n/a	n/a	n/a	n/a

**Semester 6**

<b>CU12716</b>	<b>Title:</b> Business Case					<b>Number of EC's:</b> 7,5	<b>Contact hours:</b> 30	<b>Mandatory:</b> Yes	<b>Language:</b> English			
<b>Conditions for participation:</b> Obtained VMT propedeuse												
<b>Special condition for credit allocation:</b> None												
<b>Course summary:</b> The course 'Business Case' is given in the last semester before the graduation phase. It is a course that completes your knowledge of business management and the tourism and travel industry with factual information. You will put all this to use when you are writing a brief management article and acting out and reporting a management simulation.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
1		X		X		Workbook	100%	5.5	n/a	n/a	n/a	n/a

## Bachelor study programme: (V&amp;)TM, full-time

<b>CU12722</b>	<b>Title:</b> Intercultural communication					<b>Number of EC's:</b> 2.5	<b>Contact hours:</b> 22,5	<b>Mandatory:</b> 10	<b>Language:</b> English			
<b>Conditions for participation:</b> none applicable												
<b>Special condition for credit allocation:</b> minimum attendance of 10 lessons												
<b>Course summary:</b> 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.												
<b>Competenties:</b> 1.1-1.2-1.3-2.1-2.2- 8.3-8.4												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	OT	I	G							
1		X		X		Portfolio (1.1-1.2-1.3-2.1-2.2-8.4)	assignment and reflection	80%	5.5	n/a	n/a	n/a
2	X			X		Presentation (1.1-1.2-1.3-2.2-8.3-8.4)	Cultural analysis country of choice	20%	5.5	n/a	n/a	n/a

<b>CU11351</b>		<b>Title:</b> Commercial skills			<b>Number of EC's:</b> 2.5	<b>Mandatory</b>	<b>Language:</b> English			
<b>Conditions for participation:</b> None										
<b>Special condition for credit allocation:</b> None										
<b>Course summary:</b> In this course, you will learn how to conduct a sales pitch. To this purpose, you know the difference between a transactional and a consultative sale and you are able to effectively adjust your behaviour to the specific context. In addition, you will develop skills to calculate investment decisions by means of the break-even analysis and to calculate the pay period and the Net Present Value method. Finally, you will sharpen up your commercial writing skills by composing a press release. Reflective learning is the recurrent theme of the course. You will keep a Learning Journal and at the end of the course you will use this information to make an accurate assessment of the development of your learning and commercial skills.										
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>			Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form						
1		x		Written final exam	7.1, 7.2, 7.3, 9.3	60%	55	24	25	26
2			x	Report based on the Learning Journal	7.1, 7.2, 7.3, 9.3	40%	55	n/a	n/a	n/a
Exam no.		Method of assessment								
1		Individual								
2		Individual								
<b>Number of contact hours</b>		22,5								



<b>CU03740</b>	<b>Title:</b> Research methods					<b>Number of EC's:</b> 10	<b>Contact hours:</b> 30	<b>Mandatory:</b> No	<b>Language:</b> English			
<b>CU12591</b>	<b>Title:</b> Wellbeing in the Delta/ Applied research											
<b>Conditions for participation:</b> None												
<b>Special condition for credit allocation:</b> None												
<b>Course summary:</b> : The course is an orientation on how to conduct research methods and supports the HZ-framework and its competencies, subtasks and learning objectives. Competency: Conducting research is to pose a question, to find a method to get an answer, to collect and to analyse data, to formulate an answer to the research question and to report all activities and findings to a third party.												
Exam no.	Form					Contents	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning resit in week	Review resit in week
	O	W	O T	I	G							
1		X			X	Report	30%	5.5	n/a	n/a	n/a	n/a
2	x	x			X	Research report and presentation	50%	5.5	n/a	n/a	n/a	n/a
3		x		x		Portfolio & logbook	20%	5.5	n/a	n/a	n/a	n/a

<b>Semester 7 &amp; 8</b>
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Bachelor study programme: (V&)TM, full-time

CU11839/ CU11840		Title: Graduating 1 & 2			Number of EC's: 60		Mandatory		Language: Dutch / English		
<b>Conditions for participation:</b> A minimum of 170 EC's from previous semesters, including the propaedeutic phase; an approved (provisional) thesis and an approved personal development plan											
<b>Special condition for credit allocation:</b> Personal development plan; work placement reflection and active participation at the alumni reunion											
<b>Course summary:</b> Work placement, in which a project is performed that focuses on the company's development. Part of the project is to conduct a practice-oriented research according to the research framework of the University of Applied Sciences. Command of the competencies is proven by means of a portfolio.											
Exam no.	Form <i>Oral exam (O), written exam (W) or other (OT) exam</i>				Contents <i>Linked with subtasks from 2.2.2</i>	Weighting factor	Lowest passing grade	Planning exam week	Exam review (< 10 workdays after grade is received)	Planning r in week	Review resi in week
	O	W	O T	Form							
<b>CU11839 Graduation phase 1</b>											
1		X		Report of the action plan and theoretic framework		100 %	60	n/a	n/a	n/a	n/a
<b>Exam no.</b>		<b>Method of assessment</b>									
1		Individual									
<b>Number of contact hours</b>		18,5									

## Bachelor study programme: (V&amp;)TM, full-time

CU11840 Graduation phase 2											
2		X		Report of the Portfolio	Level 3 command of all competencies of the study programme	40 %	60	n/a	n/a	n/a	n/a
3	X	X		Report of the Thesis, implementation report, final presentation	Research competencies	60 %	60	n/a	n/a	n/a	n/a
Exam no.				Method of assessment							
1				Individual							
2				Individual							
<b>Number of contact hours</b>				10							

### 2.2.6 Free composition courses (article 3.12 CER HZ)

The curriculum Vitality & Tourism Management contains a total amount of 10 EC of free composition.

The course is planned for semester 6 of the study programme, but can be taken earlier. The planning will be different for each student, in consultation with the SCC. The total study load is 10 EC and a student has the option to choose a language course in year 1 and 2 for 5 EC each. Alternatively, the student can do a 5 ED course or project of their choice, or choose to fill these EC with HZ Sport or HZ personality.

#### 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 + 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 3.10 CER HZ)

Students are able to specialise in the following 4 areas:

- Stimulating visits by branding destinations, tours and events
- Guiding gastronomy, advancing restaurants
- Promoting wellbeing & healthy lifestyle
- Developing hotels, resorts and parks

Students can do this by choosing projects in their area of preference, bringing a focus when they choose their minor, or choosing a company in their chosen area when they go on to do their internships.

### 2.2.8 Work placement (article 3.9 CER HZ)

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

- Completion of the propaedeutic phase
- A minimum of 170 academic credits accrued in the semesters prior to the graduation phase
- If you have less than 180 EC: a realistic plan to accrue the remaining credits, with a positive advice from the SCC
- an approved (provisional) thesis from your mentor and an approved personal development plan (PDP).

The graduation phase consists of the following phases:

1. Preparation phase, from April through June, prior to your graduation year. During this period, the student searches a work placement. This period ends with the Start Document.
2. Orientation phase, from September through October. In this phase, the student visits the company and develops an action plan and a theoretical framework.
3. Implementation phase, from November through May. The student is at the work placement and works on his or her thesis.
4. Finishing phase, from mid-May through mid-June, in which the student finishes the research. This period results in the presentation and the final assessment.

### 2.2.9 Minor (article 3.8 CER HZ)

A Minor is a coherent programme of 2x15 academic credits, which a student takes in one semester and which gives the student the opportunity to expand or broaden his or her knowledge and competencies.

The minors that HZ offers are listed in HZ's minor catalogue which can be found on HZ Learn.

A student must follow a minor that is published in HZ's minor catalogue, unless the student decides to follow a minor at a different institution for higher education in the Netherlands or abroad.

HZ's minor catalogue stipulates the conditions the student must meet before he can take a minor

The minor chosen by the student must support the student's chosen study programme and study career. If a student wishes to follow a minor at an institution for higher education in the Netherlands or abroad, the (sub)examination committee must give its permission prior to this. The (sub)examination committee assesses whether the objectives and the level of the minor to be chosen has adequately been accounted for by the student and whether the objectives and the level of the

minor to be chosen could be attained by following a minor at HZ.  
See also article 3.8 Education and Examination Regulations HZ.

2.2.10 Participation international exchange programme (article 4.5 CER HZ)

If a student wishes to participate in an international exchange programme, the student should, at a minimum, have completed the propaedeutic phase.  
See also article 4.5 paragraph 1 Education and Examination Regulations HZ.

2.2.11 Graduating (article 3.9. CER)

See article 2.2.8 Implementation Regulations CER.

A student needs to have achieved 180 EC to start with the graduation. If the student has achieved 170EC, they will need to make a plan on how to achieve the remaining 10 EC before graduation. This needs to be signed for approval by the graduation coordinator. The student will be supervised in the graduation phase by a supervisor from the HZ and by a supervisor from the company where they are doing their internship.

2.2.12 Addendum to the certificate (article 6.11 CER HZ)

The addendum is drawn up in English.

2.2.12 expired

2.2.13 National knowledge test

*n/a*

2.2.14 Transitional arrangement (art. 6.2 lid 11 CER HZ)

The curriculum for cohort 2014-2015 and earlier cohorts know the course Creative Coach (CU11119) or Business Law (CU04045). These courses have expired. If a

student didn't pass the course successfully in the given year, this student has in the year afterwards still the possibility to end these expired courses. There are no lessons or instructions offered anymore, but reports/reports can be submitted for review and tests will be organized.

### **2.3. Study advice**

#### **2.3.1. Elaboration of the conditions for registering for a study programme after nbsa (article 8.1 paragraph 9 CER HZ)**

The student of the study programme VMT who receives a negative study advice will be disenrolled from this study programme.

#### **2.3.2 Definition of conditions of enrolment in programme after negative binding study advice (art. 8.1 paragraph 9 OER HZ): Enrolment in the VMT programme is only possible upon (written) permission from the department. The department may decide to hold an interview with the student about his or her motivation and attitude before deciding on whether to grant permission.**

### **3.1 Establishment**

#### **3.1.1 The duration of the Implementation Regulations equals the duration of the Education and Examination Regulations HZ 2018-2019.**

#### **3.1.2 These Implementation Regulations are established by the Executive Board on 02/10/2018.**