

Implementation Regulations EER HZ AD- Tourism Management (English)**Chapter 1 General provisions Implementation Regulations CER HZ****1.1 general**

1.1.1 The Course and Examination Regulations HZ Associate Degrees (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 Domain director

1.3.1 The appointed domain director is responsible for:

- a. the execution of the CER HZ Associate Degrees;
- b. the implementation and execution of the Implementation Regulations;
- c. the annual evaluation on behalf of the Executive Board of the CER HZ AD 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..

Chapter 2 Implementation Regulations CER HZ per study programme AD Tourism Management, full-time
2.1 Registration, pre-training requirements and admission policy

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

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	✓	✓	✓	Admission with M&O, economics If not, a deficiency course needs to be completed
Student graduated from senior general secondary school after 1-8-2009	✓	✓	✓	Admission with M&O, economics If not, a deficiency course needs to be completed

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	✓	✓	✓	Admission with M&O, economics If not, a deficiency course needs to be completed
Student graduated from pre-university after 1-8-2010	✓	✓	✓	Admission with M&O, economics If not, a deficiency course needs to be completed

 Overview of domains of secondary vocational education (Dutch: *mbo-domain*) 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 2020

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

It is not clear yet when the transition course is offered.

Costs

The participation fee is not known yet but will cost approximately 200 euros. 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 before 1 August 2020 due to the summer holiday and 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

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 AD)

The Associate Degree 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. It follows the profile for the bachelor in Tourism Management but not all its possible translation of learning outcomes on bachelor level, 6. Instead, the Associate Degree graduation is level 5. There is a tactical instead of a strategic focus, making it necessary to have other accents as is the case in the bachelor. For this reason, there is a graduation course specifically tailored for these Associate Degree students, which differs from the bachelor program second year internship offered in the same period.

2.2.2 Competences

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

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

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

2.2.3 Organisation study programme (article 3.3 CER HZ AD)

Organisation of the study programme:	
National name:	<i>Tourism management</i>
International name:	<i>Tourism Management</i>
Degree:	<i>Ad – Associate Degree of Tourism Management</i>
Duration of study:	<i>2 years</i>
Study load first year	60 EC
Study load second year:	60 EC
Form:	<i>Full-time</i>
Croho-code:	<i>80009</i>
Location:	<i>Vlissingen</i>
Languages:	<i>English</i>
Date of decision / notification:	<i>31-08-2020</i>
Date entry into force:	<i>31-08-2020</i>
Filing date:	<i>01-05-2026</i>
Date special conditions:	<i>31-08-2022</i>
Combined study programme:	<i>Not applicable</i>
Accelerated course higher professional education (pre-university)	<i>NO</i>

In the Tourism Management program, there is no other language requirement than English.

Flow-through (CER HZ AD art. 3.3 paragraph 3 sub k)

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

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

The current HZ exemptions policy remains applicable.

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

Associate Degree study programme: TM, full-time

2 year program:

Associate Degree Program													
Cohort 2020-2021													
		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2020-2021	Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37024	Trends & Technology	10
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	37027	HZ Personality TM ty1	5
2021-2022	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37061	AD Graduation 1/2	15	37062	AD Graduation 2/2	15
		38124	English 4	1,25	38201	English 5	1,25						

Associate Degree Program													
Cohort 2019-2020													
		Q1			Q2			Q3			Q4		
		Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC	Nr	Module/Course	EC
2019-2020	Year 1	37001	World of Tourism	13,75	37002	Operational Management	13,75	37003	Value Creation	13,75	37007	Digital Intelligence	13,75
		38111	English 1	1,25	38112	English 2	1,25	38113	English 3	1,25	38124	English 4	1,25
2020-2021	Year 2	37005	Experience Design	13,75	37006	Cultural Awareness	13,75	37060	AD Graduation 1/2	10	37062	AD Graduation 2/2	13,75
		38201	English 5	1,25	38202	English 6	1,25	37027	HZ Personality TM ty1	5			

Implementation Regulations of the study programme (Vitality &) Tourism Management – full-time 2020-2021
 Established by the HZ Executive Board: 17/11/2020, consent HZ Participation Council 17/11/2020,
 advice degree programme degree committee: 23/09/2020

2.2.4 Courses first year (article 3.5, 3.11 CER HZ AD)

There is no propedeuse and therefore no propedeutic phase in Associate Degree.

Semester/Blok: S1 CU37001 - World of Tourism (2020 / VT)

Course CU37001		Title: World of Tourism						EC's: 13.75		Compulsory: Yes		Language: English					
Course manager: N.F. Lund		Teachers To be determined Anneloes Roelandschap; Lotte Hendrikk; Sophie Adriaanse; Karin Minderhoud						Contact hours: 160		Course type: CU							
Preconditions: None																	
Special condition for credit allocation: None																	
Course summary: 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.																	
Course material: 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 (Mandatory)																	
Assessment	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 re-sit exam		
	No.	O	W				A	Assessment description:	G	I						%	EC's
TOETS01 (VT)		X				X	Yes (90)	0.A, 0.B, 0.C, 0.D, O.X, 1.7, 1.8, 2.1, 2.2, 2.3, 3.2, 4.2, 4.2, 4.3	40%	5.5			5.5	6	7	10	10
TOETS02 (VT)		X				X			40%	5.5			5.5	9	9	10	10
TOETS03 (VT)	X					X			10%	1.37 5			5.5	9	9	10	10
TOETS04 (VT)		X					X		10%	1.37 5			5.5	9	9	10	10

Semester/Blok: S1 CU37002V2 - Operational Management (2020 / VT)

Course CU37002V2	Title: Operational Management	EC's: 13.75	Compulsory: Yes	Language: English
Course manager: E. Droll	Teachers: Ragna Brouwers; Karin Minderhoud; Michel Schrier; Anneloes Roelandschap; Sophie Adriaanse	Contact hours: 160	Course type: CU	

Preconditions: None

Special condition for credit allocation: None

Course summary: 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.

Course material:

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 (Mandatory)

Assessment	Format			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 re-sit exam		
	Oral (O), written (W) or alternative (A) assessment						%	EC's	D	A							
No.	O	W	A	Assessment description:	G	I											
TOETS01 (VT)		X		Theory Exam		X	Yes (90)	0.A, 0.B, 0.C, 0.D, 0.X, 1.1, 1.2, 1.6, 3.1, 3.3, 3.4	25%	3.438			5.5	4	6	10	10
TOETS03 (VT)		X		HRM Project	X				30%	4.125			5.5	9	9	10	10
TOETS04 (VT)	X			Oral Defense	X				30%	4.125			5.5	9	9	10	10
TOETS05 (VT)		X		Portfolio		X			15%	2.062			5.5	9	9	10	10

Semester/Blok: S2 CU37003 - Value Creation (2020 / VT)

Course CU37003	Title: Value Creation	EC's: 13.75	Compulsory: Yes	Language: English
Course manager: A. Roelandschap	Teachers: Karin Minderhoud; Michel Schrier; Lotte Hendrikx; Sophie Adriaanse; Elisa Droll	Contact hours: 160	Course type: CU	

Preconditions: None

Special condition for credit allocation: None

Course summary: 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.

Course material: To be determined

Assessment No.	Format <i>Oral (O), written (W) or alternative (A) assessment</i>			Assessment description:	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 re-sit exam
	O	W	A		G	I			%	EC's	D	A					
TOETS01 (VT)		x		Theory Test		x	Yes (90)	0.A, 0.B, 0.C, 0.D, 0.X, 1.2, 1.3, 1.4, 1.5, 1.6, 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	25%	3.5			5.5	5	7	10	10
TOETS02 (VT)		x		Project	x				50%	7.0			5.5	9	9	10	10
TOETS03 (VT)	x			Presentation: Dragons' Den pitch	x				15%	2.0			5.5	9	9	10	10
TOETS04 (VT)		x		Portfolio		x			10%	1.25			5.5	9	9	10	10

Trends & technology

CU37024	Title: Trends & Technology					Number of EC's: 10	Contact hours: 60	Mandatory: Yes	Language: English				
Course manager: N.F. Lund													
Teachers: N.F. Lund													
Conditions for participation: none													
Special condition for credit allocation: None													
Course summary: In this module you will learn to make sense of latest trends and developments that affect tactical operations and planning in leisure, tourism and hospitality. Especially focused on technology, you search for and discuss opportunities to improve current operation procedures in organizations. In supportive classes you get a better understanding of concepts as smart tourism, hospitality technology, artificial intelligence, machine learning, e-commerce and big data. In an essay, you link certain opportunities evolving from trends and technology to organizational recommendations. In this, you clearly link with organizations of your own interests.													
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		Trends and Technology Essay	0.A, 1.8, 2.5, 4.1, 4.B	80%	5.5	9	10	9	10
2		x		x		Portfolio	0.X, 1.2, 4.2, 4.B	20%	5.5	9	10	9	10

Semester/Blok: S2 CU37027 - HZ TM Personality 5 EC (2020 / VT)															
Course CU37027		Title: HZ TM Personality 5 EC						EC's: 5		Compulsory: yes/no		Language: English			
Course manager: C.E. Beenhouwer		Teachers: To be determined						Contact hours:		Course type: CU					
Preconditions: None															
Special condition for credit allocation: None															
Course summary: See article 2.2.7															
Course material: None															
Assessment	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 re-sit exam
	No.	O	W				A	Assessment description:	G	I					
TOETS (VT)		x						100%	5.0			5.5			

Engels j1

Coursecode: 38111	Title: Business Reading skills				EC's: 1,25		Compulsory: yes		Language: English							
Coursemanager: Bregje Weeda	Teachers: S. Vinke				Contact hours: 11		Coursetype: CU									
Preconditions: none																
Special condition for credit allocation: None																
<p>Course summary: In this course, you will have to read several articles and have discussions about these articles. During the reading circles you have to be able to assume different roles, which will help you to process articles in a different way than you have done so far. The digital portfolio helps you to prepare for the final oral exam and to expand your vocabulary.</p> <p>Goal: At the end of the course the student can:</p> <ul style="list-style-type: none"> • summarise and give his or her opinion about a short story, article, talk, discussion interview, or documentary and answer further questions of detail • Can synthesise and report information and arguments from a number of sources • Can reasonably fluently sustain a straightforward description of one of a variety of subjects within his/her field of interest, presenting it as a linear sequence of points • Can give a prepared straightforward presentation on a familiar topic within his/her field which is clear enough to be followed without difficulty most of the time, and in which the main points are explained with reasonable precision • Can identify unfamiliar words from the context on topics related to his/her field and interests. Can extrapolate the meaning of occasional unknown words from the context and deduce sentence meaning provided the topic discussed is familiar. • Can collate short pieces of information from several sources and summarise them for somebody else. 																
Course material:																
Assessment	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 re-sit exam
	Nr.	O	W	A				Assessment description	G	I	%					
1				v		v	No		50			5,5	42	nvt	44	nvt
2				V		v	No		50			5,5	42	nvt	44	nvt

Coursecode: 38112		Title: Jobs and applications				EC's: 1,25		Compulsory: ja		Language: English							
Coursemanager: Bregje Weeda		Teacher: S. Vinke				Contact hours: 11		Course type: CU									
Preconditions: none																	
Special condition for credit allocation: None																	
Course summary: This course focuses on the ability to present oneself as a suitable candidate for a job. The digital portfolio includes (language) tasks that will prepare you for the oral exam, again, the digital portfolio also helps you to expand your vocabulary. The oral exam is a 1 minute pitch in which the student presents themselves as suitable candidates for a job.																	
Course material																	
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Individ. (I)		Schedule? (yes + duration if "y" (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
	Nr.	O	W	A	Omschrijving toets	G			I	%	EC's	D					
1			v	Digital portfolio		v	No		50				5,5	2	3	4	5
2			v	Oral exam: pitch		v	no		50				5,5	2	3	4	5

Coursecode: 38113		Title: Describing trends					EC's: 1,25		Compulsory: ja		Language: English						
Course manager: Bregje Weeda		Teachers: S. Vinke					Contact hours: 11		Course type: CU								
Preconditions: none																	
Special condition for credit allocation: None																	
Course summary: In this course students learn how to describe graphs and change. In order to do this correctly, we'll cover certain language like prepositions, adjective, adverbs and linking words. The digital portfolio includes (language) tasks that will expand your vocabulary. On top of that, you'll deal with specific tasks that are related to describing trends. The digital portfolio helps you prepare for your final task, a graph description.																	
Course material																	
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)		Schedule? (yes + duration if "y" (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
	Nr.	O	W	A	Omschrijving toets	G			I	%	EC's	D					
1			v	Digital portfolio		v	no		50				5,5	12	14	15	16
2			v	Graph description		v	no		50				5,5	12	14	15	16

2.2.5 Courses second year (article 3.5, 3.11 CER HZ)

Semester/Blok: S1 CU37005 - Experience Design (2020 / VT)																		
Course CU37005		Title: Experience Design							EC's: 13.75		Compulsory:		Language: English					
Course manager: C. Minderhoud		Teachers: Ragna Brouwers; Fred Lund; Lotte Hendriks; Anneloes Roelandschap; Elisa Droll							Contact hours: 60		Course type: CU							
Preconditions: None																		
Special condition for credit allocation: None																		
Course summary: 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 programme will focus on the financial aspect.																		
Course material: To be determined																		
Assessment	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 re-sit exam	
	No.	O	W	A	Assessment description:				G	I	%	EC's						D
TOETS01 (VT)		x			Exam: Experience		x		0.C, 0.D, 0.X, 1.D, 2.1, 2,2, 2.B, 3.2, 4.D	25%	3.43 8			5.5	42	43	44	45
TOETS02 (VT)		x			Exam: Financial Management		x		2,4, 3,1	25%	3.43 7			5.5	40	41	44	45
TOETS03 (VT)			x		Experience concept & Financial plan	x			0.A, 0.B, 0.C, 1.3, 1.5, 1.D, 2.1, 2.2, 2.4, 2.A 2.C, 3.1, 3.C, 4.1, 4.3, 4.4, 4.5, 4.C, 4.D	30%	4.12 5			5.5	42	43	44	45

Associate Degree study programme: TM, full-time

TOETS04 (VT)			x	Presentation Pitch Experience concept	x			D.A, 2.2, 2.A	10%	1.37 5			5.5	42	43	44	45
TOETS05 (VT)			x	Portfolio		x		D.C, 0.X	10%	1.37 5			5.5	42	43	44	45

Semester/Blok: S1 CU37006V1 - Cultural Awareness (2020 / VT)

Course CU37006V1	Title: Cultural Awareness	EC's: 13.75	Compulsory: yes	Language: English
Course manager: R.I. Brouwers	Teachers: Elisa Droll; Anneloes Roelandschap; Lotte Hendrikk; Fred Lund; Karin Minderhoud	Contact hours:	Course type: CU	

Preconditions: none

Special condition for credit allocation: none

Course summary: 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 Intercultural Management classes will provide you 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 material: To be determined

Assessment No.	Format <i>Oral (O), written (W) or alternative (A) assessment</i>			Assessment description:	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 re-sit exam
	O	W	A		G	I			%	EC's	D	A					
TOETS01 (VT)	x			Dialogue in International Context		x		0.A, 1.A, 2.A, 3.A, 4.A, 3.1	10%	1.375			5.5	4	5	10	10
TOETS02 (VT)		x		Video & Image Analysis		x		0.A, 1.A, 3.A, 0.B, 1.C, 0.X	25%	3.438			5.5	8	9	10	10
TOETS03 (VT)		x		Poster	x			0.A, 0.B, 0.C, 1.6, 3.3, 3.4, 3.A, 3.C, 4.A	35%	4.812			5.5	6	8	10	10
TOETS04 (VT)		x		Portfolio		x		0.A, 0.C, 0.X, 1.6, 1.B, 1.C, 2.A,	30%	4.125			5.5	9	9	10	10

CU37060	Title: AD Graduation 1/2					Number of EC's: 10	Contact hours:	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
Course summary: The student is able to deliver a portfolio assessment on an individual basis. All learning outcomes are covered within this Portfolio Assessment. The student will deliver a Portfolio Assessment in which the following components are included: <ul style="list-style-type: none"> - Personal Development Plan - Plan of Action - Concept Idea - Marketing Strategy Advisory Report 												
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		Portfolio Assessment + Defence	100%	5.5	9	9	10	10
						0.A – 0.C, 0.X, 1.8, 1.A, 4A, 2B, 2C, 2.1 – 2.3, 2.5, 3.4, 4.B, 4.C, 4.1, 4.2						

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CU37062	Title: AD Graduation 2/2					Number of EC's: 15	Contact hours:	Mandatory: Yes	Language: English			
Conditions for participation: none												
Special condition for credit allocation: None												
<p>Course summary:</p> <p>The student is able to deliver a portfolio assessment on an individual basis. All learning outcomes are covered within this Portfolio Assessment. The student will deliver a Portfolio Assessment in which the following components are included:</p> <ul style="list-style-type: none"> - Financial Plan - Personnel Plan - Reflection on Personal Development <p>At the end of this module the student is able to critically reflect on his or her own development and presents this in the Portfolio Assessment together with the other required components. In week 9 the student will deliver a Portfolio in which is demonstrated that the student masters the skills that are required to be able to start your career as an AD professional.</p>												
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		Portfolio Assessment + Event	100%	5.5	9	9	10	10
						0.A, 0.B, 0.C, 0.D, 0.X, 1.D, 2.D, 3.D,1.1, 1.2,1.6, 2.4, 3.2						

Course code: 38114		Title: Listening and presentation skills					EC's: 1,25		Compulsory: ja		Language: English						
Course manager: Bregje Weeda		Teachers: S. Vinke					Contact hours: 11		Course type: CU								
Preconditions: None																	
Special condition for credit allocation: None																	
Course summary: This course aims to improve listening skills and presentation skills. The digital portfolio helps you to expand your vocabulary and helps you to improve your listening skills. The portfolio includes a listening test on a B2 level. The digital portfolio prepares for a (digital) listening test and for the final presentation. The listening test is a B2 level test. The final presentation will be a presentation on a certain company, in which students show their ability to provide information on a company, talk about future plans and aim for a specific goal. At the end of this course the student can: <ul style="list-style-type: none"> • Can understand recordings in standard dialect likely to be encountered in social, professional or academic life and identify speaker viewpoints and attitudes as well as the information content. • Can understand most radio documentaries and most other recorded or broadcast audio material delivered in standard dialect and can identify the speaker's mood, tone etc. • Can understand announcements and messages on concrete and abstract topics spoken in standard dialect at normal speed. • Can understand the main ideas of propositionally and linguistically complex speech on both concrete and abstract topics delivered in a standard dialect, including technical discussions in his/her field of specialisation. Can follow extended speech and complex lines of argument provided the topic is reasonably familiar, and the direction of the talk is sign-posted by explicit markers. 																	
Course material																	
Assessment	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)		Schedule? (yes + duration if "y" (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
	Nr.	O	W	A	Omschrijving toets	G			I	%	EC's	D					
1			v	Listening exam		v	yes, 45 minutes		50				5,5	20	21	26	27
2			v	Presentation	v		nee		50				5,5	20	21	26	27

Course code: 38201		Title: Formal Meetings					EC's: 1,25		Compulsory: yes		Language: English						
Course manager: Bregje Weeda		Teachers: Sandra Vinke					Contact hours: 11		Cursustype: CU								
Preconditions: None																	
Special condition for credit allocation: None																	
Course summary: Oral exam: B2 level Digital portfolio: B1/B2 level This course prepares you for a formal meeting. In the digital portfolio you will deal with specific procedures and conventions for formal meetings, and you will prepare the language needed for the final meeting. The final meeting is a formal meeting with your colleagues, in which you show that you understand the conventions and that you are able to use specific language. The vocabulary in this course is mainly at a B2 level. Some vocabulary used in the course will be of B1 and sometimes C1 level. Grammar items in the course, part of the digital portfolio, are of a B1/B2 level. Students are able to use modals with some flexibility. Students are also able to use different tenses without too much trouble. Linking words should be applied without difficulty. Skills presented by students, should be of a B2 level. Students communicate effectively in a group setting, in which they are able to express their ideas and opinions. They show the ability to describe advantages and disadvantages of different points of view. On top of that, students are able to reach a consensus and are flexible enough to process and accept opinions of others.																	
Course material:																	
Assessm ent	Format <i>Oral (O), written (W) or alternative (A) assessment</i>				Group (G) or Indiv. (I)		Schedule? (yes/no) + duration if "v" (minutes)	Contents <i>Linked with subtasks</i>	Weight		Decimals or Alpha- numeric		Minimum score	Planne d in week	Exam inspectio n in week	Re-sit in week	Exam inspection re-sit exam
	Nr.	O	W	A	Omschrijving toets	G			I	%	EC's	D					
1			v	Digital portfolio		v	No	Digital portfolio: Language needed for the final meeting.	50					36-42	44	45	46
2			v	Meeting	v		no	Students take part in a meeting, discussing their different opinions and ultimately reaching a	50					42	44	45	46

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								consensus. Specific language and conventions are part of the assessment.									
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2.2.6 Year schedule

The HZ year plan is available on the HZ website: www.hz.nl in the section “About HZ”, “Year plan”.

2.2.7 HZ Personality (article 3.8 CER AD HZ)

The curriculum Tourism Management contains a total amount of 5 EC HZ Personality Courses.

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

Assignments and assessment

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

- a. By means of an examination (for instance for a language course or another course). If it is an HZ course, this will be incorporated in the study plan.
- b. By means of written evidence (for instance proof of attending a convention or a report on a convention, a report of an external assignment + 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.

2.2.8 Specialisations (article 3.6 CER HZ AD)

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

2.2.9 Work placement (art 3.5 CER HZ AD)

The work placements are of central emphasis in the Apprenticeship (year 1) and during the AD graduation and traineeship (year 2).

2.2.10 Minor (article 3.11 CER HZ AD)

There is no minor option in the Associate Degree program.

2.2.11 Participation international exchange programme (article 4.4 CER HZ AD)

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

2.2.12 Graduating (article 3.5 CER HZ AD)

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

- A minimum of 70 academic credits accrued in the semesters prior to the graduation planned in year 2, block 4.

2.3. Study advice (chapter 8 CER HZ AD)

2.3.1. Elaboration of the conditions for registering for a study programme after nbsa (article 8.1 paragraph 6 CER AD HZ)

The student of the study programme TM AD who receives a negative study advice will be unenrolled from this study programme.

2.3.2 Definition of conditions of enrolment in programme after negative binding study advice (art. 8.1 paragraph 6 OER AD HZ): Enrolment in the TM AD 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 Course and Examination Regulations HZ Associate Degrees 2020-2021.

3.1.2 These Implementation Regulations are established by the Executive Board on 17/11/2020.