

RANDERS

# BA in International Hospitality Management

Hospitality is an expanding business

There is a great demand for qualified staff that provides services to a high degree of customer satisfaction.

Successful business results are achieved through highly motivated employees operating in areas such as strategic planning, human resource management, guest handling and marketing.

## Working with Hospitality

The Hospitality Industry covers a broad range of service businesses, including accommodation, event planning and management, theme parks, airlines and transportation, restaurants, conference facilities and other businesses within the tourism sector.

Get an education for an expanding business focusing on exciting adventures, happy holidays, fun events and first class hospitality.

## The Hospitality Industry:

- A fast growing business area
- An engine of future growth
- Demands qualified employees!

## Bachelor Degree in International Hospitality Management

This top-up Bachelor Degree gives graduates a vast variety of opportunities within the hospitality area. Graduates have splendid career opportunities around the world.

The BA Programme is 1½ year top-up education for graduates from AP Degree Programmes or similar. It qualifies you for future Master level studies.



Begin your studies  
in september



[eadania.dk](http://eadania.dk)

# Typical fields of work

Tourism Management • Hotel & Restaurant Management • Service Industries • Destination Management  
• Marketing • Head of Reception • Consultant • Selfemployment • Project Management • Event Coordinator

## Teaching methods

The programme includes lectures, case studies, projects, group work, study tour to another country, assignments, company visits and an internship period. We expect students to be highly involved in their education and we expect them to work independently and focused at all times. It is a full time job to be a student, approximately 40 hours a week.

## Internship

The internship is where bonds between students and businesses are tied. Test your skills in a company. The internship lasts 3 months and is an integrated and compulsory part of the education.

As an internship student you get a chance to test your theoretical knowledge in a real life company, you get practical and personal experience, tie bonds and create a network within the Industry.

## Choosing your internship company

Our students have internship in a variety of companies all over the world. Many internship students work in hotels, tourist agencies and holiday companies.

The long list of internship companies includes names such as Hilton, Scandic, Radisson Blu, Aarhus Charter, Sheraton, I Love Chile, Flensburg Fjord Tourismus, Visit Aarhus, Lakeside Resort, Comwell A/S, DGI Herning and many more.

## Curriculum

There are 3 semesters equivalent to 90 ECTS-credits. The BA programme covers a number of core subjects, all of which are designed in close cooperation with leading businesses.

### 1st semester

- Economics
- Leadership
- Philosophy of Science

### 2nd semester

- Cultural awareness
- Customer Relations
- Business Strategy
- Elective Module

### 3rd semester

- Internship
- Bachelor thesis



**We pride ourselves in our excellent study facilities and a team of highly qualified and committed lecturers. The multi-cultural classes with students from all over the world make every lecture an experience.**

## Contact

For further information, please contact Dorthe Lenler  
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