

## Breda University of Applied Sciences

Tourism

### Programme: Tourism Business 3rd year Specialization

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### 1. Important dates

30 August 2021 – 3 September 2021	Introduction week
6 September 2021	Start semester
25 October 2021 – 29 October 2020	Fall Break
27 December 2021 - 7 January 2022	Christmas Break
24 January 2022 till 28 January 2022	Exam & Resit week
28 January 2022	End of Program semester

### 2. Programme

*The tourism sector needs professionals with an entrepreneurial mind-set who can inspire employees to offer tourists / guests the best experiences by offering profitable services/solutions.*

The world of tourism is changing rapidly. The essence of tourism is to let tourists enjoy their leisure time. That was the essence of tourism decades ago and it will be in the future. Although the essence of tourism has remained the same, the way of doing business in tourism has really changed. Think of all innovations within tourism the last decades. Guests can book their vacation online and places can be visited virtually whenever people want to. It has become more challenging to keep tourists happy and to give them unique experiences. As a result, there is a great demand for 'new' professionals. Tourists want the best experience offered at the right moment for the best price. But how can we realize this?

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**“Big doesn’t beat small anymore. Fast beats slow.”**

*Eric Pearson CIO, InterContinental Hotels Group*

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### What is it about?

In the Tourism Business, we believe that there are four basic components that can contribute to both the success of your business and the satisfaction of your guests. These are: inspiration (of the guests), generation of profit, business innovation and designing smart processes.

In these four basic components, there is a distinction between fundamentals and specials. The fundamentals are the basic knowledge skills students need to have. The specials are extras which provide young professional with added value, compared to tourism students from other universities of applied sciences.

We help you develop into young professionals. Therefore, we believe in the added value of working with real cases and real commissioners. In fact, we encourage you to learn by doing. You will learn to develop your management skills by extensive practicing. In addition to this, you are stimulated to gather the latest and most relevant knowledge from experts within the Tourism field. Hence, to gain skills and experience about the complexity of real-time business you will have to deal with pressure cooker elements.



**This specialization can only be followed as a complete 3rd year program of 30 ECTS!**

Code	Title	ECTS	Semester
CITM3.GRTB	Get Ready for Tourism Business	4	1
CITM3.IP	Inspiring People	4	1
CITM3.CNB	Creating New Business	8	1
CITM3.BPM	Business Process Management	4	1
CITM3.BI	Business Intelligence	4	1
CITM3.PPD3	Personal and Professional Development	2	1
Languages	Languages	4	1
<b>Total ECTS</b>	<b>Semester</b>	<b>30</b>	

## Semester 1

<b>COURSE Compulsory</b>	
Course code	CITM3.GRTB
Course title	<b>Get Ready for Tourism Business</b>
Course coordinator	Corne Kops
Teaching hours	Per week lectures, guest lectures and workshops.
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	After this module you will understand the different relevant aspects of the operational level of a business.
Course Content (incl. planned learning activities and teaching methods)	<p>The first module during your 3rd years specialisation aims to give an inspiring kick off for Tourism Business. This dynamic, interactive and diverse module feeds you with foundational knowledge, trains you to apply the obtained knowledge in real-life scenarios, to strengthen your communication skills (especially in debating and pitching), and first and foremost helps you to self-reflect on your own strengths and weaknesses as well as getting you inspired about becoming an entrepreneur or professional in the field of tourism.</p> <p>Get Ready for Tourism Business will help you to explore the various facets of management within the business sphere and to give you a broad understanding of the skills needed to succeed in business.</p> <p>During this module students are working on several assignments from different tourism businesses. Commissioners explain their problem / questions to the students, so there are real cases to work on.</p> <p>Students will be working in groups and individually.</p>
Literature	n.a.
Assessment and criteria	This module is assessed via an individual report.
Prerequisites	There are no compulsory preceding modules.

<b>COURSE Compulsory</b>	
Course code	CITM3.IP
Course title	<b>Inspiring People</b>
Course coordinator	Margo Askes
Teaching hours	Per week tutorials and workshops.
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	After this module students have knowledge of different leadership styles. Students know about personal leadership and how to inspire a team and the environment.
Course Content (incl. planned learning activities and teaching methods)	<p>The success of a business is obviously determined by the quality of its products and services, by smart, effectively and efficiently, organisation, by financially savvy operations and by keeping up with the times or even staying in front through innovation..... all true, but also, especially in a service oriented business, like tourism, by the energy and the inspiration of the people who work there, their drive to make every day a good day. This module deals with that last part.</p> <p>In this module you discuss themes that are important to everyone in their work, themes about which we all have opinions, whether we are an employee, self-employed, supervisor, student or lecturer but at the same time we are unsure about how to create an inspiring working environment. The fact that it also depends on the situation and the people involved creates an extra layer of difficulty.</p> <p>But it is certainly worth it to learn more about what according to research is best in most cases: a professional should focus more on facts than on opinions. On the other hand, facts will not always give an unambiguous answer to our questions, people are too complex for that. Thus, it remains important to form your own professional opinion based on facts born from research and expert opinions from the industry and to be able to express and defend that opinion in a discussion. That is at the core of this module.</p> <p>This module is taught via lectures and workshops.</p>
Literature	n.a.
Assessment and criteria	This module is assessed by an individual report.
Prerequisites	There are no compulsory preceding modules.

<b>COURSE Compulsory</b>	
Course code	CITM3.CNB
Course title	<b>Creating New Business</b>
Course coordinator	Ben Veenstra
Teaching hours	Per week seminars and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	8 ECTS
Language	English
Learning outcomes	<p>After this module students are able to make a business plan.</p> <p>Students know how to and can do a market research to determine the customer journey.</p> <p>Students are able to set up a new business.</p> <p>Students are able to communicate and work smart.</p>
Course Content (incl. planned learning activities and teaching methods)	<p>The value networks within the tourism industry are constantly changing, but the essence is still the same: tourists want to really enjoy their well-earned holiday. Keeping customers happy and providing them with memorable experiences is more of a challenge than ever. Tourists have high expectations. They want to get the right offer at the right moment and the right time in the most convenient way.</p> <p>The needs and wants of tourists keep on changing. This means tourism companies and their employees have to be able to adapt quickly. Though the importance of a long term strategy has not diminished, the practice of taking at least half a year to make a risk free long term business plan has changed. This also leads to the tendency that companies want their employees to act as so called intrapreneurs (entrepreneurs within the company). This especially accounts for new business initiatives like start-ups. As an effect more and more companies, and their employees, are “Running Lean”.</p> <p>The key success factor for introducing a new business or a new product is to understand the problems customers face and to create solutions that matches these problems best. In this challenging module you will learn how to apply the Lean Startup methodology to create a new, sustainable business case.</p> <p>This module is taught via lectures, workshops and group work.</p>
Literature	Maurya, A. (2012). Running Lean: Iterate from Plan A to a Plan That Works. O'Reilly Media; Second Edition, chapter 1 to 9.

Assessment and criteria	<p>The testing in this module consists of two intertwined elements:</p> <ul style="list-style-type: none"> <li>• a milestone report</li> <li>• an individual oral business pitch on video</li> </ul> <p>The milestones report accounts for 75% of the final mark, the business pitch for 25% of the mark.</p>
Prerequisites	There are no compulsory preceding modules.

<b>COURSE Compulsory</b>	
Course code	CITM3.BPM
Course title	<b>Business Process Management</b>
Course coordinator	Corne Kops
Teaching hours	Per week lectures and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	After this module students know how to optimize operational business processes. How to increase productivity within a Tourism business and how to work in scrum teams via agile principles.
Course Content (incl. planned learning activities and teaching methods)	<p>To properly manage organisations that create experiences meeting customer requirements it is essential to know what an efficient and effective structure of corporate processes looks like. It actually boils down to having an understanding of the relations between processes, the right delivery of the right information for these processes and of course the capacity to recognise and improve bottlenecks in these organisational processes.</p> <p>Business process management (BPM) is a concept or if you like, a point of departure for continuously wanting to improve the structure of the organisation. It is self-evident that this cannot be done off the cuff, but that it is often addressed within the framework of improvement projects.</p> <p>By taking this course, you will acquire the skills to be able to make decisions about the structure of organisations in the future.</p> <p>This module is taught via lectures and workshops.</p>

Literature	n.a.
Assessment and criteria	This module will be assessed by an individual written exam.
Prerequisites	There are no compulsory preceding modules.

<b>COURSE Compulsory/Optional</b>	
Course code	CITM3.BI
Course title	<b>Business Intelligence</b>
Course coordinator/lecturer	Sebastian Straatman
Teaching hours	Per week lectures and workshops
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	4 ECTS
Language	English
Learning outcomes	<p>Upon successful completion of this course, you should be able to:</p> <ul style="list-style-type: none"> <li>• Explain the challenges present in making (big) data understandable</li> <li>• Prepare data for analysis using Tableau</li> <li>• Analyse and interpret quantitative and qualitative data using Tableau</li> <li>• Identify design principles that make good data visualizations effective</li> <li>• Design an interactive visualization using Tableau</li> <li>• Communicate persuasive, data-driven business insights</li> <li>• Formulate implications based on the business insights</li> </ul>

<p>Course Content (incl. planned learning activities and teaching methods)</p>	<p><i>“The journey you are embarking on involves a route along a design workflow where you will be faced with a wide range of different conceptual, practical and technical challenges. The start of this journey will be triggered by curiosity, which you will need to define in order to accomplish your goals. From this origin you will move forward to initiating and planning your work, defining the dimensions of your challenge. Next, you will begin the heavy lifting of working with data, determining what qualities it contains and how you might share these with others. Only then will you be ready to take on the design stage. Here you will be faced with the prospect of handling a spectrum of different design options that will require creative and rational thinking to resolve most effectively”. (Kirk, Andy. Data Visualisation. Sage Publications Ltd (UK)</i></p> <p>In short... during this module you will explore the possibilities of (big) data and data analysis, develop the ability to ask the right questions, and look for business insights in (existing) data sets with the goal to formulate a strategy or policy advice.</p> <p>We will facilitate you by introducing you to key concepts and practices of business intelligence and by providing you with a project-based opportunity to prepare and analyse data using software tools to create business insights.</p>
<p>Literature</p>	<p>Suggested readings (not-required) :</p> <ul style="list-style-type: none"> <li>- Verhoef, P. C., Kooge, E., &amp; Walk, N. (2016). Creating value with big data analytics: Making smarter marketing decisions. Routledge.</li> <li>- Kirk, A. (2016). Data visualisation: a handbook for data driven design. Sage.</li> </ul>
<p>Assessment and criteria</p>	<p>The module is evaluated by means of the following assessment portfolio:</p> <ul style="list-style-type: none"> <li>▪ Discussion Board 10 points</li> <li>▪ Data Analysis Project 90 points – of which             <ul style="list-style-type: none"> <li>○ Dashboard 70 points (group of 2)</li> <li>○ User manual 10 points (group of 2)</li> <li>○ Management advice 10 points (individual)</li> </ul> </li> </ul>
<p>Prerequisites</p>	<p>There are no compulsory preceding modules.</p>



<b>COURSE Compulsory</b>	
Course code	CITM3.PPD
Course title	<b>Personal and Professional Development 3</b>
Course coordinator	Tessy Verhoeven
Teaching hours	Attending and providing workshops and at least one individual coach meeting
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face Online Courses (40 hrs.)
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Reflective ability: reflecting on one’s own actions with attention for individual style and ethical principles</li> <li>• Displays a drive (enthusiasm, creativity, perseverance, initiative, flexibility, independence) to recognize and use opportunities and find new solutions</li> <li>• ‘Cultural awareness/ intercultural integrity within the international context</li> <li>• Lifelong learner – has learned how to learn</li> <li>• Critical thinking ability (philosophical thinking, recognizing several perspectives)</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>This module <b>Personal and Professional Development 3</b> focuses on the expansion of your 21st-century skills, i.e. learning and innovation skills; digital literacy skills and life and career skills. You have to “attend” one of more Online Courses with a subject of your choice that preferably broadens your skills and knowledge as a base for the subject of your graduation project or to start in the professional setting you picture yourself in. It might also prepare you to move on to further study. You organize a workshop with the Online Courses as subject and you really provide the workshop (TEDstudent) for a selection of your peer students.</p> <p><b>Keywords:</b> Attending Online Course(s), independently preparing a workshop (TEDstudent) on this course(s), giving your own developed workshop and being assessed by your peers and your coach.</p>
Literature	Online Course(s) to be selected by yourself.
Assessment and criteria	The course is assessed through your own developed workshop, an extensive reflection on this process and at least one individual coach meeting. Pass / Fail assessment.
Prerequisites	There are no compulsory preceding modules.

<b>COURSE Compulsory</b>	
Course code	CITM3.LAEN5
Course title	<b>English 5 – Business Writing</b>
Course coordinator/lecturer	Ray Boland / Suzanne Vollenbronck / Ferdaous Alami
Teaching hours	10 (five sessions / workshops)
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Students will read texts about different issues in the tourism industry</li> <li>• Students will learn (formal) business vocabulary and study useful collocations</li> <li>• Students will lead a discussion about one of the issues addressed in this course</li> <li>• Students will learn about summary and note-taking strategies</li> <li>• Students will be able to produce well-structured briefing notes about a current issue in the tourism industry)</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<p>Briefing notes are used to quickly and effectively inform a decision-maker about an issue. A useful briefing note distils often complex information into a short, concise, reliable and well-structured document.</p> <p><b>Keywords:</b> writing labs, business vocabulary and collocations, formal English, summary writing/briefing notes, minutes, note-taking strategies</p>
Literature	n.a.
Assessment and criteria	Written assignment.
Prerequisites	CEFR B2 level.

<b>COURSE Compulsory</b>	
Course code	CITM3.LAEN6
Course title	<b>English 6 – Academic Writing</b>
Course coordinator/lecturer	Ray Boland / Suzanne Vollenbronck / Ferdaous Alami
Teaching hours	10 (five sessions / workshops)
Mode of delivery (face-to-face/distance learning etc.)	Face-to-face
ECTS credits	2 ECTS
Language	English
Learning outcomes	<ul style="list-style-type: none"> <li>• Students will use several reading strategies to deal with different types of texts on social issues in the tourism industry.</li> <li>• Students will develop their analytical skills</li> <li>• Students will review different types of written sources.</li> <li>• Students will write an academic paper about one of the social issues discussed in the course.</li> </ul>
Course Content (incl. planned learning activities and teaching methods)	<b>Keywords:</b> writing labs, academic writing, analytical skills, social issues, reading strategies, literature review.
Literature	n.a.
Assessment and criteria	Written exam.
Prerequisites	CEFR B2 level.