

Breda University of Applied Sciences

Tourism

Program: Travel Industry

Address:

Mgr. Hopmansstraat 1, 4817JT Breda,
The Netherlands

Contact person: Marco van Leeuwen

1. Important dates

February 4 th 2019	Kick-off Evening
February 4 th 2019	Start semester 2
July 5 th 2019	End of Program semester 2

2. Program

Code	Title	ECTS	Semester
CITM2.TITT	Travel Transportation	4	2
CITM2.TIGT	Global Tourism	4	2
CITM2.TITDL	Travel Design Lab	4	2
CITM2.FIN2 (block 4)	Financial Management 2	4	2
CITM2.SMOR (block 5)	Smart Organization	4	2
CITM2.OCBR (block 6)	Online Consumer Behaviour Research	4	2
CITM2.PPD	Professional and Personal Development	2	2
CITM2.DCS	Dutch Culture and Society	2	2
CITM2.LADU2	Dutch for Beginners 1	2	2
Total ECTS	Semester 2	30	

Semester 2

COURSE Compulsory/Optional	
Course code	
Course title	Travel Transportation
Course coordinator/lecturer	Erik Feld
Teaching hours	20
Mode of delivery (face-to-face/distance learning)	Lectures, Workshops Face-to-face, (un) guided workshops
ECTS credits	4 ECTS
Language	English
Learning outcomes	Students are able to distinguish different airline business models. The 5-force model of Mr. Porter has to be applied to an airline. Which target groups (consumer) are being served by the airline? Which modalities compete with an airline and offer (sustainable) alternatives? Students will be able to verify if the airline works in a sustainable way.
Course Content (incl. planned learning activities and teaching methods)	The course consists of lectures and (scientific) articles as a theoretical basis. During (un) guided workshops students will work on a weekly based program. Every week students will have to hand in (upload) parts of the final report.
Literature	(Scientific) articles, selected by course lectures.
Assessment and criteria	Writing a report Write an analysis about a selected airline about: <ul style="list-style-type: none"> • Their business model • The competition, 5 force model of Porter • Target groups of the airline • Modality and sustainability • The yield strategy of the airline
Prerequisites	None

COURSE Compulsory/Optional	
Course code	
Course title	Global Tourism
Course coordinator/lecturer	Esther Groenendaal
Teaching hours	Lectures 7 x 1 hr. = 7 hrs. Workshops 5 x 2 = 10 hrs. Techniques (scripting, blogging / vlogging) = 5 hrs. Unsupervised meetings 10 hrs. Fieldtrip 50 hrs. Self-study 30 hrs. (reading, preparing, writing, etc.
Mode of delivery (face-to-face/distance learning)	Lectures, workshops, study trip
ECTS credits	4 ECTS
Language	Netherlands / English
Learning outcomes	Knowledge: Understanding: Discover and describe external factors influencing the Chinese, Indian and American travel behaviour. Application: Fieldtrip to China, Europe, NL Analyses: Compare theory and practice and create persona's for TI
Course Content (incl. planned learning activities and teaching methods)	Scenario study, persona creation, raising cultural awareness. Teaching methods: Lectures, workshops, fieldtrip, blogging/vlogging
Literature	Tourism a modern synthesis, Page & Connell
Assessment and criteria	Article writing. Aim: write a 1500 words publishable article on the future Chinese, Hindu or American traveller by creating a persona derived from the scenario study and fieldtrip outcome. The article shows understanding of emerging middle classes, their travel patterns and travel companies' anticipation to these developments
Prerequisites	Desk research, analytical skills

COURSE Compulsory/Optional	
Course code	
Course title	Travel Design Lab
Course coordinator/lecturer	Jorinda Ballering

Teaching hours	Lectures 3 x 1 hr. = 3 hrs. Guest lectures 3 x 1.5 hrs. = 4.5 hrs. Workshops 3 x 2 + 2 x 3 = 12 hrs. Unsupervised meetings 16 hrs. Techniques through short films: Trend canvas, storyboard, mood board = 3 hrs. Presentation of Trend canvas, PMC, mood board = 16 hrs. (prep. + activity) Assessment: storyboard incl. persona's = 2 hrs. Self-study 55 hrs. (reading, preparing, research, etc.)
Mode of delivery (face-to-face/distance learning)	Lectures, Guest lectures, Workshops, Presentations, Trainings
ECTS credits	4 ECTS
Language	Dutch / English
Learning outcomes	Knowledge: To define the commissioner's DNA, define a problem analysis. Understanding: To compose a SWOT analysis based on research, Application: To apply a trend canvas, demonstrate a mood board & story board related to commissioner's problem. Compare theory and practice and understand roles of personas in the Travel Industry. Practice to function in a team with designated roles. Present the solution to the commissioner's problem. Analyses: Make an Internal analysis, external analysis (trends), to distinguish the company's DNA.
Course Content (incl. planned learning activities and teaching methods)	Group project for tourism business commissioners Research, applying persona's for TI. Trend canvas, PMC development, mood board, storytelling Teaching methods: lectures, workshops, real life case
Literature	- Online report Travel Tomorrow, to envision the future of travel - Relevant articles
Assessment and criteria	Presentation Reflection on Travel Industry persona's
Prerequisites	Problem analyses, desk research, preferably basic industry knowledge
COURSE Compulsory/Optional	
Course code	CITM2.FIN2
Course title	Financial Management 2
Course coordinator/lecturer	Jalal Atai
Teaching hours	25 direct hours

Mode of delivery (face-to-face/distance learning)	Face-to-face lecture, tutorials, workshops and knowledge clips
ECTS credits	4 ECTS
Language	English
Learning outcomes	After completing this module, the student is able to: <ol style="list-style-type: none"> 1. read, interpret and analyse the financial performance of an organization 2. make relevant financial calculations 3. define and analyse a budget 4. optimize revenues by means of yield and management techniques
Course Content (incl. planned learning activities and teaching methods)	In this module the following teaching methods are used: Lecture (lc): There will be an introduction lecture Tutorial (tut): In the tutorials the following subjects will be discussed: <ul style="list-style-type: none"> • Break Even analysis, calculation and chart including safety margin. (Non-) relevant costs. • Budgeting and basics of yield management • How to deal with overheads: absorption costs and activity based costing Seminar (sem): In the seminars students will work on a practical case about finance in the Tourism business which will cover all the learning outcomes as mentioned above.
Literature	Basics of Financial Management, R. Brouwers MSc and W. Koetzier MSc. Third edition 2015 Noordhoff Uitgevers bv Basics of Financial Management Exercises, R. Brouwers MSc and W. Koetzier MSc. Second edition 2015 Noordhoff Uitgevers bv
Assessment and criteria	The testing in this module consists of a written exam of 3 hours with open questions. A trial exam will be available in the last week of this module and will be discussed in the last seminar
Prerequisites	Basic knowledge of the financial statements

COURSE Compulsory/Optional

Course code	CITM2.SMOR
Course title	Smart Organization
Course coordinator/lecturer	Carl Grefkens
Teaching hours	Per week: lecture (1 hour), tutorial (2 hours), project meeting (3 hours) Study trip + company meeting: 1 week
Mode of delivery (face-to-face/distance learning)	This is a 5 week course including, lectures, tutorials, supervised project meetings, a study trip and video clips as part of the self-study program.

ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> • Knowledge of lean management principles • Knowledge of processes and different process types • Students can make a visualization of processes (with tools such as IDEF, flowcharts) • Students can formulate (key) performance indicators. • Students can analyse processes and can detect bottlenecks in processes. Tools used are value stream mapping, fish bone analysis. • Students can measure the impact of bottlenecks in a process (tools used are a.o. Pareto analysis) • Students have learned the basics of process improvements (lean improvement tools)
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • Lectures • Supervised project meetings (teams of 2-3 students) • Tutorials: meetings with 15 students – class assignments • Online clips are used for homework and exam preparation <p>A study trip is part of this course. Students will perform field research during the study trip. Joining the study trip is a prerequisite for this module!</p>
Literature	Lean management for dummies (still to be decided)
Assessment and criteria	The assessment for this course consists of a written report, made by a team of 2-3 students.
Prerequisites	

COURSE Compulsory/Optional	
Course code	CITM2.OCBR
Course title	Online Consumer Behaviour Research
Course coordinator/lecturer	Jeroen Vinkesteyn
Teaching hours	Per week: lecture (1 hour), tutorial (2 hours)
Mode of delivery (face-to-face/distance learning)	This is a 5 week course including, lectures, workshops, unsupervised workshops and video clips as part of the self- study program.
ECTS credits	4 ECTS (112 hours of study time)
Language	English
Learning outcomes	<ul style="list-style-type: none"> • Analyse and interpret market data based on adequate desk research • Understand quantitative data collection methods • Analyse and interpret primary market research data • Gather insight in online tourist behaviour • Analyse and monitor online consumer behaviour (social media monitoring) • Understand the social media landscape • Understand new research methods (Web Analytics, A/B testing, etc.)
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • Lectures • Unsupervised workshops • Supervised workshops: meetings with your class to discuss class assignments
Literature	Research. This is it! (B. Baarda) Social Media To Go 3 rd edition (C. Dijkmans and J. Vinkesteyn)
Assessment and criteria	The assessment for this course consists of an individual written report.
Prerequisites	

COURSE Compulsory/Optional

Course code	
Course title	Professional and Personal Development
Course coordinator/lecturer	Renee Goedhart and Sandra Gerrits
Teaching hours	6 hrs.
Mode of delivery (face-to-face/distance learning)	Face to - face, workshops, assignments, reflection reports
ECTS credits	2 ECTS for semester 2
Language	English
Learning outcomes	<ul style="list-style-type: none"> • Is able to determine learning goals, and based on this, is able to direct his/her own learning and development process • Is able to look back on and identify learning experiences • Has a realistic view of his/her strengths and weaknesses and is able to substantiate this by means of concrete examples • Works in a targeted and structured manner to accomplish self-formulated points for development • Is open to feedback (on his/her own actions) from others • Is able to compile a portfolio, demonstrating creativity, independence and problem-solving skills • Works in a targeted and structured manner to accomplish self-formulated points for development • Displays a critical attitude towards his/her own performance and actions
Course Content (incl. planned learning activities and teaching methods)	To be communicated later.
Literature	Compulsory online DISC/SPA assessment including personal report. Costs involved 35 euro.
Assessment and criteria	Portfolio and/or digital assignment
Prerequisites	Not applicable

COURSE Compulsory/Optional

Course code	
Course title	Dutch Culture and Society
Course coordinator/lecturer	Frederike van Ouwerkerk and Geurt Drost
Teaching hours	10 hours
Mode of delivery (face-to-face/distance learning)	Lectures and excursion
ECTS credits	2 ECTS
Language	English
Learning outcomes	To apply the knowledge and understanding of Dutch culture and society obtained in the Dutch Culture and Society course as well as reflect on your own experience of living abroad in The Netherlands.
Course Content (incl. planned learning activities and teaching methods)	<ul style="list-style-type: none"> • The lectures will discuss various issues related to Dutch culture and society such as geography, history, sociology, art history and economics. • Students will individually write a 10-page paper about their view on Dutch Culture and Society and make a video illustrating their view. • Students can take part in excursions (cost approximately €150)
Literature	No special books required. Suggested books will be available from the BUAS library.
Assessment and criteria	report & video
Prerequisites	Not applicable

COURSE Compulsory/Optional

Course code	
Course title	Dutch for beginners
Course coordinator/lecturer	Harm de Vries
Teaching hours	3 hours per week (for 14 weeks)
Mode of delivery (face-to-face/distance learning)	Face-to-face
ECTS credits	2 ECTS
Language	English: instruction language Dutch : learning goal
Learning outcomes	Speaking/listening/reading/writing : begin level: A1.0- end level A1.2

Course Content (incl. planned learning activities and teaching methods)	<p>- Lesson 1, theme: What is your name, where do you come from? Content: phonetics, spelling rules, alphabet. Grammar: present tense of regular verbs, personal pronouns, demonstrative pronouns, irregular verbs and some basic prepositions.</p> <p>- Lesson 2, theme: how are you? Content: how are you doing, formal and informal language, asking someone's address, phone number. Grammar: irregular verbs: negation, possessive pronouns, interrogative pronouns, some more prepositions.</p> <p>- Lesson 3, theme: What is s/he like? Content: describing someone's appearance and character, talking about family and friends. Grammar: adjectives, adverbs, conjunctions, demonstrative pronouns, some prepositions.</p> <p>- Lesson 4, theme: How much? Content: numbers and amounts, time: the clock, schedules, days of the week. Grammar: regular plurals of nouns, adverb: <i>er</i>.</p> <p>- Lesson 5, theme: What do you usually do? Content: talking about every day activities, breakfast, food and beverages. Grammar: separable verbs, reflexive pronouns, irregular verbs, adverbs of frequency.</p> <p>- Lesson 6, theme: What have you done? Content: talking about yesterday. Grammar: present perfect of regular and some irregular verbs, adverbs of time.</p> <p>- Lesson 7, theme: What is your job? Content: talking about your work, making compliments. Grammar: names of male and female professions, past participle of some irregular verbs.</p>
Literature	<p>Taal Vitaal nieuw Nederlands voor beginners: tekstboek</p> <p>Taal Vitaal nieuw Nederlands voor beginners: werkboek</p> <p>www.dutchgrammar.com</p> <p>www.jufmelis.nl</p>
Assessment and criteria	<p>Written assignment: grammar + vocabulary and an oral exam.</p> <p>50% / 50%</p> <p>Written exam: (65% = 5,5)</p>
Prerequisites	No