

Competence profile BSc in Business Administration and Service Management

The BSc in Business Administration and Service Management is a Danish education on an international level taught completely in English.

The program aims to provide the students with the necessary qualifications to function as administrators and managers in the service sectors, primarily in

- The tourism, hotel and restaurant sectors Cultural
- institutions and similar places of interest
- Organizations related to leisure and sports activities Travel
- bureaus and transportation companies

The successful graduate will be able to work directly in positions and with tasks within the sectors noted above as well as in businesses and agencies that interact with these sectors.

The program aims at developing and enhancing the student's ability to visualize the strategic and economic potential of businesses and institutions within the relevant sectors. Furthermore, it aims at accumulating knowledge and generating skills so that the firm's potential can be fully realized through marketing, product development and teamwork.

BSc Service Management graduates must be able to:

- Know and apply general business and socio-economic theories and methods, with special focus on the theories and methods of special relevance for the service sectors.
- Gather and analyze relevant data in identification, analysis and solution of problems Identify possibilities for innovative thinking and action across professional fields
- Identify ethical and social aspects of business problems and analyze their causes and effects Communicate information, ideas, problems and solutions to relevant audiences
- Develop their learning skills in a life-long learning perspective

The program's purpose is attained by combining three different pillars:

1. *General economic theories and methods.* The BSc in Service Management is building on a strong element of economics. This is important for a full understanding of the economics of the service sectors where public support as well as politics often plays an important role. Besides, the program will develop a solid foundation in quantitative as well as qualitative methods.
2. *General business theories.* The BSc in Service Management is building on a strong element of general business theories, like organizational theory, marketing, accounting and strategy. The general business theories will be used as a solid foundation for the understanding of service management, and there will be focus on the special problems in the service sectors.
3. *The service economy.* The BSc in Service Management will provide a solid understanding of the service economy, including a knowledge and understanding on management, politics and framework conditions of the selected service sectors of the program.

This will take place on the basis of readings of relevant literature, lectures with student interaction, case studies, student projects and independent study. By combining different pedagogical methods the program will develop the students' personal skills, making the candidates able to communicate professionally and co-operate successfully with people of different background, and the ability to work across disciplines and in a project-orientated and process-oriented manner will be developed.