

THE ACADEMY PROFESSION DEGREE
PROGRAMME
IN DESIGN, TECHNOLOGY
AND BUSINESS

CURRICULUM

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Table of Contents

1.0 Curriculum	3
1.1 The taught programme is governed by the following rules and regulations.....	3
1.2 Name of programme and title of graduates	3
1.3 The programme consists of	4
1.4 Object.....	4
2.0 Learning objectives for mandatory general part (30 ECTS) 1st term	4
2.1 Design	4
2.2 Business.....	5
2.3 Technology.....	5
3.0 Learning objectives for mandatory study fields (45 ECTS), 2nd-4th term	6
3.1 Design(45 ECTS-points)	6
3.2 Production (45 ECTS-points).....	8
3.3 Business (45 ECTS-points)	10
3.4 Marketing (45 ECTS-points).....	12
3.5 Retail (45 ECTS-points)	14
4.0 Internship objectives (15 ECTS-points), 2nd year.....	16
5.0 Mandatory exams	17
5.1 1st year, 1st exam	17
5.2 2nd year, 2nd exam.....	17
5.3 4th semester, 3rd exam.....	17
6.0 Transferred credit.....	18
7.0 Rules governing change of study programme and transfer to other institutions	18
8.0 Rules governing leave etc.....	18

1.0 Curriculum

This curriculum for the 2-year vocational higher education programme in design, technology and business has been prepared in compliance with the guidelines set out in the Danish ministerial order No. 710 of 6th July 2009 governing the AP degree in design, technology and business.

The taught programme is full time and corresponds to 2 student full time equivalents - the work of a year of a full time student. An FTE is equivalent of 60 points in the European Credit Transfer System (ECTS-points). Thus the taught programme includes a total of 120 ECTS.

1.1 The taught programme is governed by the following rules and regulations:

- The Danish Act governing academies of professionally higher education. Act No. 207 of 31st March 2008.
- Ministerial order No 636 of 29th June 2009 governing professionally oriented higher education and academy profession degree (AP) training programs No 636 of 29th June 2009.
- Ministerial order No 710 of 6th July 2009 on professionally oriented higher education in design, technology and business (holder of the AP degree in design, technology and business).
- Ministerial order No 635 of 30th June 2000 on quality development and control in the professionally oriented higher education training courses.
- Ministerial order No 106 of 9th February 2009 on access, enrolment, leave etc. relating to certain kinds of higher education.
- Ministerial order No 782 of 17th August 2009 on tests and exams of vocationally oriented training courses.
- Ministerial order No 262 of 20th March 2007 on awarding of grades and other kinds of evaluation.
- Vocationally oriented adult education - open education. Consolidation Act No 956 of 28th November 2003 – open education - as amended by section 77 of Act No 562 of 6th June 2007.

Link to acts and regulations may be found on: www.uvm.dk.

1.2 Name of programme and title of graduates

The name of the programme is: the 2-year vocational higher education programme in design, technology and business.

Graduates hold the: Academy Profession Degree in Design, Technology and Business.

1.3 The programme consists of

- Mandatory course elements comprising a total of 30 ECTS. This is general to all students.
- 5 mandatory fields of study each comprising a total of 45 ECTS points of which the student chooses one:
 - A. Design
 - B. Production
 - C. Business
 - D. Marketing
 - E. Retail
- Internship including a total of 15 ECTS points.
- Optional course elements including a total of 15 ECTS points for each student.
- Final project 15 ECTS points.

1.4 Object

It is the object of the programme to qualify the student to be able to independently plan, organize and implement assignments within textile, clothing, design and business in a design, production, business, marketing and retail context.

2.0 Teaching objectives for mandatory general part (30 ECTS) 1st term

Objectives include knowledge, skills and competences that the holder of the Academy Profession Degree in Design, Technology and Business should acquire during the programme.

The mandatory course elements are provided within the following core areas:

- Design including the design process, value philosophy and aesthetics.
- Business including the company, trade and communication.
- Technology including technology and environment.

2.1 Design

It is the object to ensure that the student acquires fundamental knowledge and understanding of application of the design process, value philosophy and aesthetics.

Knowledge

The student should have:

1. Knowledge of the design process in terms of development from conception of idea to readymade product.
2. Knowledge of value philosophy in terms of value preferences, culture, idea, and history of line of business.
3. Knowledge of aesthetics in terms of understanding of connections between the aesthetics, functional and technical qualities of the product.

Skills

The student should be able to:

1. Outline, shape and undertake product development.
2. Apply value preferences in description of target group analysis.

3. Work communicatively and innovatively.
4. Can relate to form, colour and material, price and target group.
5. Communicate suggestions for proposals to relevant parties orally and in writing including relevant terminology.

2.2 Business

It is the object to ensure that the student acquires fundamental knowledge and understanding of company, trade and communication.

Knowledge

The student has knowledge of:

1. Company structure as a value chain.
2. Company organization and logistics.
3. Company marketing and sales.
4. Communication and presentation skills.

Skills

The student can:

1. Describe and account for the value chain of the company.
2. Communicate plans for the solution of problems to relevant parties orally and in writing using relevant technical terminology.
3. Use key figures and calculation principles.
4. Account for company marketing mix.

2.3 Technology

It is the object to ensure that the student obtains fundamental knowledge and understanding of technology, people and environment.

Knowledge

The student has knowledge of:

1. Processes, material and production.
2. Man and environment in conjunction with ethics, design and production process.
3. Technical communication.
4. Relevant IT tools

Skills

The student can:

1. Apply IT in connection with implementation of work functions.
2. Choose and argue for choice of materials for a production process.
3. Set up product documentation/specification.
4. Communicate plans for the solution of problems to relevant parties orally and in writing using correct terminology.

Competencies

On completion of the general part of the programme, the student should hold the following competencies:

The student can:

1. Participate in subject related and inter-disciplinary cooperation anywhere in the value chain in connection with product or concept development.
2. On the basis of the student's own position in the value chain, the student should be able to receive, process and communicate job tasks from the preceding to the subsequent part of the value chain - allowing for company overall goals and targets.

3.0 Learning objectives for mandatory study fields (45 ECTS), 2nd-4th term.

The student should choose one of the five mandatory fields of study:

- Design
- Production
- Business
- Marketing
- Retail

3.1 Design (45 ECTS-points)

The object of this field of study is to qualify the student to independently design, plan and implement a design process from idea to readymade product.

The student should be able to take part in interdisciplinary cooperative teams in a company and likewise be able to unite, innovativeness and creativeness with commercial elements.

The student should be able to communicate ideas and consistently focus on product, trend and market.

The 45 ECTS points distributed on the following core areas.

Core area	Points
The design process	30
Visual communication	10
Trend and sociology	5

The Design Process (30 ECTS-points)

It is the object that the student acquires all-round knowledge of elements included in design development to be able to implement a design process from idea to readymade product.

Knowledge

The student has knowledge of:

- Design processes
- Design methods
- Materials
- Technology
- Aesthetic effects

Skills

The student can:

- Apply theory and method for idea development, design and product development.
- Apply innovative methods and evaluate the design process aesthetically.
- Develop design focusing on line of business and user needs and requirements.
- Evaluate and choose materials and technology matching the product.

Competencies

The student can:

- Implement design solutions from idea to readymade product.
- Analyze and describe a requirement with a view to development of design for a specific target group.
- Participate in design and product development processes.

Visual Communication (10 ECTS-points)

It is the object that the student can analyze and communicate design for a specific customer.

Knowledge

The student has knowledge of:

- Visual communication
- Presentation skills and methods.
- Communicative skills.

Skills

The student can:

- Apply visual communication for design development and product presentation.
- Communicate and argue for solutions to problems in a company and target group context.
- Apply communicative effects orally and in writing.

Competencies

The student can:

- Prepare and channel communicative solutions to problems within company and target group.

Trend and Sociology (5 ECTS-points)

It is the object to enable the student to estimate and act on changing trends and market mechanisms.

Knowledge

The student has knowledge of:

- trend
- sociology
- market mechanisms

Skills

The student can apply:

- Theory and methods to collect and estimate trends.
- Sociological research methodology in a market and target group context.

Competencies

The student can:

- Collect, select and apply trends for design development.
- Work with design processes from a sociological point of view.
- Apply trends and sociology as documentation and inspiration for design development.

3.2 Production (45 ECTS-points)

The object of this field of study is to qualify the student to plan, organize and implement tasks within the field of production – including the core areas technology, product development and quality control.

The 45 ECTS points distributed on the following core areas.:

Core areas	Technology	Points
Technology		20
Product development		15
Quality control		10

Technology (20 ECTS-points)

It is the object to ensure that the student acquires knowledge and understanding of application of fundamental methods and techniques and knowledge of the most up to date technologies. The student should be able to apply the technology relating to product development with a hands on approach.

Knowledge

The student has knowledge of:

- Relevant production methods for product manufacture.
- Application of relevant IT tools.

Skills

The student can:

- Estimate and implement product manufacturing processes allowing for various production methods.
- Apply tools and equipment in connection with product development and manufacture.

Competencies

The student can:

- Prepare and implement solutions within product manufacture.

- Handle production processes.
- Handle product manufacture.

Product Development (15 ECTS-points)

It is the object to ensure that the student acquires knowledge and understanding of various development processes for the implementation of a product allowing for aesthetical, functional and qualitative parameters

Knowledge

The student has knowledge of:

- Product development techniques and methods.
- The use and limitations of materials.
- The visual effects of the product.

Skills

The student can estimate:

- and implement product development processes
- Product solutions on the basis of sender or receiver requirements.
- and choose materials on the basis of product requirement specifications.

Competencies

The student can:

- Prepare and implement solutions within product development.

Quality Control (10 ECTS-points)

It is the object to ensure that the student acquires knowledge and understanding of various cooperation relations between receiver and sender. The student should know how to communicate effectively with user and customer and understand implementation of solutions in context.

Knowledge

The student has knowledge of:

- Quality control and communication concerning development and/or manufacture of a product.
- Intercultural communication.

Skills

The student can:

- Prepare and communicate product documentation.
- Apply tools and equipment in connection with project control.

Competencies

The student can:

- Participate in international vocational cooperation professionally.

3.3 Business (45 ECTS-points)

The object of this field of study is to qualify the student to independently plan, organize and implement tasks within the field of study business – including the core areas business, logistics, communication and product knowledge.

The 45 ECTS points distributed on the following core areas:

Core area	Points
Business	20
Logistics	10
Communication	5
Product knowledge	10

Business (20 ECTS-points)

Knowledge

The student has knowledge of:

- Business theories including tools and disciplines.
- Economic theories
- Company law

Skills

The student can:

- Assess the business related consequences of the company's idea and strategy.
- Find and select relevant suppliers.
- Assess the possibilities of finding and developing partnerships.
- Use relevant IT tools and control systems.
- Make business transactions allowing for international conventions and rules.
- Assess and give reasons for the use of alternative materials.

Competencies:

The student can:

- Participate in vocational and interdisciplinary cooperation across the value chain.
- Handle international negotiations and handle the company's negotiations with internal and external partners.
- Handle company material and commodity flow allowing for company organizational frameworks and economy.

Logistics (10 ECTS-points)

Knowledge

The student has knowledge of:

- Costs created by logistics.
- Logistics and supply chain management.
- Legal matters and international trade.

Skills

The student can:

- Identify, evaluate and select suppliers.
- Estimate the market with a view to entering and developing partnerships.
- Use relevant IT tools and control systems.
- Solve business assignments allowing for national and international legislation.

Competencies

The student can:

- Participate in vocational and interdisciplinary cooperation across the value chain.
- Handle international negotiations and handle the company's negotiations with internal and external partners.
- Handle company material and commodity flow allowing for company organizational frameworks and economy.

Competencies (5 ECTS-points)

Knowledge:

The student has knowledge of:

- Business communication theories.

Skills

The student can:

- Assess the market with a view to entering into and developing partnerships.
- Use relevant IT tools.
- Solve business assignments allowing for national and international legislation.

Competencies

The student can:

- Participate in vocational and interdisciplinary cooperation across the value chain.
- Handle international negotiations and handle the company's negotiations with internal and external partners.
- Handle company material and commodity flow allowing for company organizational frameworks and economy.

Product Knowledge (10 ECTS-points)

Knowledge

The student has knowledge of:

- Product characteristics including materials and technology.
- Product liability and copy rights relating to national and international legislation.

Skills

The student can:

- Assess the quality and application of various materials.

Competencies

The student can:

- Take part in product development processes.

3.4 Marketing (45 ECTS-points)

The object of this field of study is to qualify the student to independently plan, organize and implement assignment within the field of study marketing – including the core areas management, concept development and communication.

The 45 ECTS points distributed on the following core areas:

Core areas	Points
Management	20
Concept development	15
Communication	10

Management (20 ECTS-points)

It is the object to qualify the student to analyze and understand the company and its environment in a holistic perspective with coherence of the value chain as the focal point. The student should be able to identify relevant issues and to account for highlighted areas in a way that combines analytical methods of working with business behaviour.

Knowledge

The student has knowledge of:

- Various marketing areas and tools
- Organization and management
- The market
- International market perspectives
- Communication

Skills

The student can:

- Estimate and apply theory of the area.
- Collect, process and estimate relevant market data.
- Evaluate the market potential of a concept or product

Competencies

The student can:

- Participate in optimizing company supply to match the demand of the market.
- Handle market introduction of new products and concepts.
- Handle project management and coordination.
- Plan and implement marketing plans nationally and internationally.

Concept Development (15 ECTS-points)

It is the object to qualify the student to be able to design, redesign and develop new and existing concepts for a company. On the basis of the marketing analysis, the student should be able to develop specific business solutions to existing business issues.

Knowledge

The student has knowledge of:

- Marketing tools
- The market
- International market perspectives
- Trends, fashion and lifestyle
- Communication

Skills

The student can:

- Assess and apply theories within the area.
- Collect, analyze and estimate marketing data.
- Act in a marketing oriented way allowing for company values and customer requirements.
- Evaluate the marketing potential of a product or concept.
- Communicate marketing processes nationally and internationally.

Competencies

The student can:

- Contribute to optimization of company supply matching market demand
- Participate in the physical or conceptual product development process from idea to implementation.
- Handle product management and coordination.

Communication (10 ECTS-points)

It is the object to qualify the student to channel ideas, concepts and messages along with company identity and ideology to a wide range of stake holders both internally and externally and with the value chain as starting point. The student should be able to communicate both nationally and internationally.

Knowledge

The student has knowledge of:

- Marketing tools
- Organization and management
- Trend, fashion and lifestyle
- Communication and communication tools.

Skills

The student can:

- Estimate and apply theories within the field.
- Act in a marketing oriented way allowing for company values and customer requirements
- Communicate marketing processes nationally and internationally.

Competencies

The student can:

- Contribute to the optimization of company supply matching market demand.
- Participate in the physical or conceptual product development process from idea to implementation.
- Handle market introduction of new products or concepts.
- Handle project management and coordination.
- Practically plan and implement marketing plans nationally and internationally.

3.5 Retail (45 ECTS-points)

The object of this field of study is to qualify the student to plan, organize and implement assignments within the field of study retail - including the core areas retail trends and consumer behaviour, retail management, retail marketing mix and international retail.

The 45 ECTS points distributed on the following core areas:

Core areas	Points
Retail trends and consumer behaviour	5
Retail Management	15
Retail marketing mix	20
International retail	5

Retail Trends and Consumer Behaviour (5 ECTS-points)

It is the object to provide the student with insight into current trends and development in retail. The student can analyze fundamental consumer behaviour and can work with methodical segmentation.

Knowledge

The student has knowledge of:

- Current trends
- Consumer behaviour

Skills

The student can:

- Analyze fundamental consumer behaviour
- Analyze and estimate current trends
- Handle segmentation

Competencies

The student can:

- Interpret the environment/consumer needs and wants
- Use knowledge to increase sales
- Use relevant methods relating to consumer behaviour.

Retail Management (15 ECTS-points)

It is the object that the student can work with strategic analyses and models at company level. The student acquires understanding of management and optimization of a retail concept.

Knowledge

The student has knowledge of:

- Strategy and management
- The retail concept
- Operational optimization

Skills

The student can:

- Apply fundamental management and strategic knowledge.
- Work with primary optimization of the retail link.

Competencies

The student can:

- Handle HR functions

Retail Marketing Mix (20 ECTS-points)

It is the object that the student acquires insight into retail marketing and understands to apply the marketing mix on the individual market. The student can apply conventional and virtual arrangements.

Knowledge

The student has knowledge of:

- retail planning
- store design
- E-tailing

Skills

The student can work with:

- Retail marketing
- Designing the retail link.

Competencies

The student can:

- Work with the adaption and development of the concept.

International Retail (5 ECTS-points)

It is the object that the student can work with intercultural communication in a global market.

Knowledge

The student has knowledge of:

- International cultures.

- International market communication.
- Retail strategy in a global market

Skills

The student can:

- Identify individual cultures.
- Apply international marketing communication.

Competencies

The student can:

- Find his way in international retail
- Apply relevant international methods.

4.0 Internship objectives (15 ECTS-points), 2nd year

It is the object of the internship that the student becomes familiar with and obtains knowledge of the business line and learns how to apply theory and methods within the various functions of the company.

The student should be able to relate theories and methods of the programme to practical work.

The internship should qualify the student to be able to analyze, estimate, plan and implement assignments/projects with practical issues as a starting point.

The learning objectives of the internship are:

Knowledge

The student has:

- Fundamental knowledge of the line of business, its work methods and organization.
- Understanding of the relation between the individual links of the value chain.
- Understanding of the competitive situation of the company.
- Understanding of company location in a global context.

Skills

The student can:

- Apply tools and theories learned to solve practical problems.
- Communicate trade specific and professional issues and offer suggestions for solutions to relevant business partners.
- Relate theory to practice.

Competencies

The student can:

- Participate in professional and inter-disciplinary cooperation in connection with the solution of a specific problem.
- Establish professional and interdisciplinary networks.

- Reflect on personal qualifications and competencies and identify personal requirements for supplementary learning.

The internship exam evaluates the degree to which personal learning objectives are met.

5.0 Mandatory exams

5.1 1st year, first exam

- An internal or external exam before the end of the 2nd term. The exam is to evidence that the student has met the learning objectives defined for the first year of study.

The individual academy of vocational higher education prepares the exam.

5.2 2nd year, 2nd exam

- An internal or external exam scheduled to take place after the student has completed a full internship. The exam is to evidence that the student has met the learning objectives defined for the internship.

The individual academy of vocational higher education prepares the exam.

5.3 4th term, 3rd exam

- An external exam based on a final project which along with the exam after the internship and the other exams of the taught programme are to evidence that the learning objectives are met.

The final project comprehends all core areas. In the final exam project, the student should demonstrate an understanding of theories and methods in relation to a practical issue or problem. The issue or problem which should be typical for a person holding the AP degree in design, technology and business is set up by the student – possibly in cooperation with a public or private company. The academy should approve the problem or issue. The project is finalized with a written report and if possible a product.

Along with all other exams the final exam project should evidence that the overall objectives of the programme have been met.

The individual academy of vocational higher education defines the exam.

6.0 Transferred credit

Exemptions can be granted from equivalent core and optional courses which have been passed by the student at other institutions offering the AP Degree in design, technology and business.

7.0 Rules governing change of study programme and transfer to other institutions

Change of study program at the same or other institutions of education takes place in compliance with the rules of the AP Degree programme or institution in question.

Transfer to the same AP Degree programme at another institution of education can take place when the student has passed exams corresponding to the first year of study unless there are special circumstances.

8.0 Rules governing leave etc.

Students may be granted leave from a programme according to the rules laid down by the institution of education. During the leave the students must not participate in classes or exams of the programme from which leave has been granted.

A student who has not yet passed the exams of the first year of study may be granted leave only if there are special circumstances. However, leave is always granted in case of child birth, adoption or military service.

Students who enter into contracts with the armed forces, UN etc. should be granted leave. The same applies if the student follows the rules of military personnel or acts in compliance with rules governing the home guard, the Danish state education grants and loan scheme and military service leave etc.