

Design & Business

Curriculum 2016



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Foreword

The objective of the Bachelor's Degree in Design & Business is for students to acquire theoretical and methodical skills to independently carry out complex work functions of planning, managing and performing design and business tasks in a cross-organisational context within the fashion and lifestyle industry while applying an analytical and market-based approach.

This curriculum is based on the Ministerial Order on Academy Programmes and Bachelor Programmes pursuant to the Ministerial Act no. 1147 of 23 October 2014 on Academy Programmes and Bachelor Programmes.

The Bachelor's Degree in Design & Business, which is a full-time programme, is an independent graduate programme available for students holding an Academy Degree in Design, Technology and Business. The programme is equivalent to 90 ECTS points. 60 ECTS points is equivalent to the workload of a full-time student for one year.

Graduates of the programme will be awarded the title Bachelor in Design & Business.

The English name of the course programme is Bachelor's Degree in Design & Business.

The course programme is on level six of the Danish Qualifications Framework for Lifelong Learning

<http://ufm.dk/en/education-and-institutions/recognition-and-transparency/transparency-tools/qualifications-frameworks/levels>

The acts and ministerial orders governing the course programme are specified in section 3.7 Legal basis.

1 Curriculum – Common National Section

This curriculum for the bachelor's degree in design and Business consists of a common national section and a specific institutional section. The common section is prepared jointly by the institutions which have obtained approval for offering the programme. The rules found in the common section of the curriculum are thus applicable to all Bachelor's Degree Programmes in Design and Business in all of Denmark.

2 Programme Structure and Content

The Bachelor's Degree in Design & Business comprises five compulsory programme elements. These elements define the core areas that students must work with to acquire the knowledge, skills and competences required to complete the programme.

The programme elements of the Bachelor's Degree in Design & Business:

- 1) Common compulsory module elements equivalent to a total of 15 ECTS points. All students enrolled in the programme must complete this module.
- 2) Specialization programme equivalent to a total of 30 ECTS points:
 - a. Design – FASHION Design
 - b. Pattern design
 - c. Communication and trend/media strategy
 - d. Concept design
 - e. Retail management
 - f. Business
 - g. Marketing – BRAND Design
 - h. Entrepreneurship
 - i. Environment and Ethics
 - j. Production
- 3) Electives equivalent to a total of 10 ECTS points
- 4) Internships equivalent to a total of 15 ECTS points
- 5) Final bachelor project equivalent to 20 ECTS points

The five programme elements specified above are equivalent to a total of 90 ECTS points.

Programme structure, internships and exams:

Core Areas	1 st year	2 nd year
	5 th and 6 th semester	7 th semester
Common module: - Design - Business - Sociology - Method and theory of knowledge	5 ECTS 5 ECTS 2½ ECTS 2½ ECTS	
Specialization programmes	30 ECTS	
Electives	10 ECTS	
Internships	5 ECTS	10 ECTS
Bachelor project		20 ECTS
Exams	1 common module exam 1 electives exam	1 internship exam 1 final bachelor exam

3 The Core Areas of the Programme

3.1 The Common Module (15 ECTS points)

The compulsory elements that are common for all specializations are organized as a module all students must complete in order to pass the Bachelor's Degree Programme in Design & Business. In the following, this module will be referred to as the common module. The core areas included in the common module are listed below and are courses, lectures and/or projects within one semester. The module consists of elements equivalent to a total of 15 ECTS points:

- | | |
|---------------------------------|-----------------|
| a) Design | 5 ECTS points |
| b) Business | 5 ECTS points |
| c) Sociology | 2 ½ ECTS points |
| d) Method & Theory of Knowledge | 2 ½ ECTS points |

The objective of the common module is for the students to acquire methodical, theoretical and professional competences to be part of interdisciplinary collaborations in the value chains of fashion and lifestyle companies.

Through the common module students should gain specific insights into the interrelationship between core areas of the course programme as well as into their cultural and sociological influence. This will enable students to view these core areas in the context of the outside world and current trends. Based on the methodical and scientific approach acquired through the common module, students should become able to describe, understand and explain complex relations in a systematic, analytical and logic manner.

The Interdisciplinary approach of the course programme ensures that design and business apply a common language and frame of reference.

3.1.1 Learning Objectives for Design (5 ECTS)

For a specification of content, cf. the course syllabus for Design under the common module on EASV SharePoint.

The objective is for students to acquire knowledge of design theory and method as well as insight into design-related disciplines relevant for interdisciplinary development processes. Students should equally gain skills to apply design development techniques to create products that may help companies obtain competitive advantages.

Knowledge

Students should acquire knowledge of

- design
- aesthetics
- semiotics
- trends.

Skills

Students should acquire skills in

- selecting and applying design theory and method
- assessing design from an aesthetic, functional and technological perspective
- assessing the possibilities and limitations of design in relation to trends, consumers and contexts
- assessing how design may be applied for solving specific problems.

3.1.2 Learning Objectives for Business (5 ECTS points)

For a specification of content, cf. the course syllabus for Business under the common module on EASV SharePoint.

The objective is for students to acquire skills to act innovatively and creatively in a business context as well as obtain an overall understanding of the interrelationship between business elements. This knowledge should enable students to analyse a variety of business issues.

Knowledge

Students should acquire knowledge of

- business-related and economic issues of relevance to national and international contexts
- how to apply innovation for business concept development
- method, innovation, product and business development.

Skills

Students should acquire skills in

- using a commercial approach to design work

- employing an innovative approach to business development
- assessing theoretical and practical issues and motivating and selecting relevant solutions
- applying an innovative approach to working with commercial aspects.

3.1.3 Learning Objectives for Sociology (2 ½ ECTS points)

For a specification of content, cf. the course syllabus for Sociology under the common module on EASV SharePoint.

The objective for the students is to acquire an understanding of cultural and cross-cultural issues as well as to gain insight into semiotic methods and tools for decoding the context of a problem.

Knowledge

Students should acquire knowledge of

- cultural and cross-cultural issues
- trends and trend theory
- application of the empirical method for product development
- semiotics.

Skills

Students should acquire skills in

- working innovatively with concept development based on their knowledge of cultural differences
- identifying, understanding, communicating and presenting professional issues in different cultural and cross-cultural contexts.

3.1.4 Learning Objectives for Method and TOK (2 ½ ECTS points)

For a specification of content, cf. the course syllabus for Method and Theory of Knowledge under the common module on EASV SharePoint.

Knowledge

Students should acquire knowledge of

- theory and method
- research design and validity.

Skills

Students should acquire skills in

- applying scientific method and theory
- assessing the limits and possibilities of theoretical and practical methods for addressing specific issues
- selecting and justifying relevant theory and methodology across the value chain.

3.1.5 Overall Learning Objectives for the Common Module

The overall learning objectives for competences in all the elements of the Common Module are

Competences

Students should acquire competences in

- assessing and applying relevant theories and methods for collecting, selecting, analysing and concluding on data for use in a study or work-related context
- being part of professional and interdisciplinary collaborations within the value chain
- addressing complex and development-based issues of relevance to the profession
- applying a communicative and innovative approach when working with business ideas in the context of the fashion and lifestyle industry
- identifying own learning needs and improving own knowledge, skills and competences.

3.1.6 The Common Module Exam

The common module concludes with an individual oral exam. The exam is assessed with a mark according to the 7-point grading scale, cf. the exam brief on EASV SharePoint and the specific institutional section.

3.2 The Specialization Programme in FASHION Design (30 ECTS points)

Core areas	ECTS points
Design	15
Sociology	5
Communication	5
Business	5
Total ECTS	30

For a specification of content, cf. the course syllabus for each core area under the Specialization Programme in FASHION Design on EASV SharePoint.

3.2.1 Learning Objectives for Design (15 ECTS points)

The objective is to qualify students to apply an analytical and experimental approach to the design process for the purpose of developing identity-creating and competitive design solutions. Students should equally learn to assess and select materials and manufacturing methods that best complement their solutions.

Knowledge

Students should acquire knowledge of

- design processes
- concept development
- aesthetics and design theory
- materials
- ethics and sustainability.

Skills

Students should acquire skills in

- reflecting on and arguing for relevant theories and methods
- completing a design process and applying an experimental and commercial approach to their work
- assessing, selecting and arguing for material choice based on their design
- developing innovative and competitive design concepts

Competences

Students should acquire competences in

- performing development-based design and idea generation tasks
- assuming responsibility for and independently managing a design and product creation process
- applying an analytical and reflective approach to working with design. Students should equally be able to target their approach to a specific concept, company or organization.

3.2.2 Learning Objectives for Sociology (5 ECTS points)

The objective is to qualify students to analyse and reflect on the zeitgeist. Students should also acquire skills to decode different cultures and to use this knowledge constructively in the design process. Through the specialization course, students should develop competences to identify future trends that may influence consumers.

Knowledge

Students should acquire knowledge of

- trends
- culture
- semiotics.

Skills

Students should acquire skills in

- analysing and transforming trends into inspiration that may be used for design development
- identifying and decoding cultures, employing relevant theories
- applying trend theories for mapping consumer behaviour and preparing trend forecasts
- communicating product/concept-related issues to the global market.

Competences

Students should acquire competences in

- analysing trends and cultures to argue for their selections in the design process
- decoding the zeitgeist to identify users' current and future needs.

3.2.3 Learning Objectives for Communication (5 ECTS points)

The objective is for students to develop competences to work professionally with communication and presentation. Moreover, students should be able to argue for their choices as well as consider sender and receiver identity when preparing communication. Students should be able to support the design and product development with relevant communication material.

Knowledge

Students should acquire knowledge of

- visual communication
- presentation
- argumentation strategy.

Skills

Students should acquire skills in

- applying visual communication to support a product/concept
- analysing sender and receiver identity
- targeting communication material to the receiver intended.

Competences

Students should acquire competences in

- independently creating professional communication material applying relevant communication theories
- employing a strategic approach to design/concept presentations and arguing for their choices.

3.2.4 Learning Objectives for Business (5 ECTS points)

The objective is for students to take an analytical approach to the industry and market conditions for the purpose of proposing innovative and competitive design solutions. Students should equally be able to employ an interdisciplinary approach when working with internal and external partners.

Knowledge

Students should acquire knowledge of

- the fashion and lifestyle industry and companies representing this industry
- the market and consumers

Skills

Students should acquire skills in

- analysing and assessing current industry and market conditions and planning design development on this background
- analysing target group and/or partners
- collaborating with internal and external partners within the value chain using a professional and interdisciplinary approach.

Competences

Students should acquire competences in

- interpreting and applying trend and market analysis for design and product development
- identifying consumer needs and developing innovative solutions.

3.2.5 The assessment of FASHION Design

The learning objectives of the specialization programme in FASHION Design are tested at the internship exam and in the bachelor project.

3.3 The Specialization Programme in BRAND Design (30 ECTS points)

Core areas	ECTS points
Strategy and Management	10
Concept Development	10
Communication	10
Total	30

For a specification of content, cf. the course syllabus for each core area under the Specialization Programme in BRAND Design on EASV SharePoint.

3.3.1 Learning Objectives for Strategy and Management (10 ECTS points)

The objective is to qualify students to plan, manage and structure business-related strategic processes using a branding and marketing management approach. Students should acquire knowledge of international market conditions to make sustainable and cost-effective decisions.

Knowledge

Students should acquire knowledge of

- strategic planning
- project management
- strategic marketing
- brand management
- business understanding.

Skills

Students should acquire skills in

- applying analysis tools to identify the relation between a brand and a customer
- identifying supply and demand trends in the market
- planning and undertaking projects.

Competences

Students should acquire competences in

- formulating, planning and implementing marketing approaches. Students should equally be able to evaluate currents in national as well as international contexts.
- managing the development and implementation of corporate identity creation using strategic and creative methods
- creating and maintaining company brands and concepts
- managing and developing projects at a strategic level
- addressing complex problems and proposing solutions applying a business-oriented approach

3.3.2 Learning Objectives for Concept Development (10 ECTS points)

The objective is to qualify students to work analytically, creatively, conceptually and commercially with company branding, applying a variety of communication platforms. Students should acquire knowledge of innovative methods and tools for the purpose of planning, developing and implementing concepts.

Knowledge

Students should acquire knowledge of

- strategic planning
- project management
- strategic marketing
- brand management
- business understanding
- trendspotting
- identity.

Skills

Students should acquire skills in

- planning and undertaking projects
- identifying supply and demand trends in the market as well as applying commercial and conceptual methods.

Competences

Students should acquire competences in

- formulating, planning and implementing marketing approaches. Students should equally be able to evaluate trends in national as well as international contexts.
- devising and implementing identity creation measures in a company employing a strategic and creative approach
- creating and maintaining company brands and concepts
- managing and developing projects at a strategic level

- developing and optimising companies' communication platforms
- addressing complex problems and proposing solutions applying a business-oriented approach.

3.3.3 Learning Objectives for Communication (10 ECTS points)

The objective is for students to acquire tools to communicate a company's brand and concept through campaigns. Based on a profound knowledge of different target groups, students should be able to create and adapt messages to the needs and behaviour of target groups for the company's communication platform.

Knowledge

Students should acquire knowledge of

- graphic design
- identity
- brand management

Skills

Students should acquire skills in

- communicating branding strategies to internal and external partners
- applying communication tools for presentation of company brands.

Competences

Students should acquire competences in

- creating, planning and implementing marketing approaches and evaluating marketing trends in a national as well as international context
- devising and implementing identity creation measures in a company employing a strategic and creative approach
- creating and maintaining company brands and concepts
- developing and optimising companies' communication platforms
- addressing complex problems and proposing solutions applying a business-oriented approach.

3.3.4 The assessment of BRAND Design

The learning objectives of the specialization programme in BRAND Design are tested and assessed at the internship exam and in the bachelor project.

3.4 The Elective Courses (10 ECTS points)

Cf. the institutional section of this curriculum for learning objectives, assessment criteria and exam.

3.5 The Internship (15 ECTS points)

As part of the Professional Bachelor's Degree Programme in Design & Business, students must complete an internship. The internship must have a duration of minimum 10 weeks. Students will receive no remuneration for their work during the internship but are entitled to student grants according to the Danish Students' Grants and Loan Scheme. A list of

relevant work tasks is prepared in collaboration with the internship company or organisation.

3.5.1 The Learning Objectives for the Internship

Knowledge

Students should acquire knowledge of

- practice and applied theories and methods of the subject area
- the specialization programme studied viewed in relation to company identity and practice

Skills

Students should acquire skills in

- researching and identifying the knowledge relevant to perform tasks for the company
- using an analytical approach to task performance
- choosing between and arguing for different solutions based on practice.

Competences

Students should develop competences in

- working innovatively and creatively
- being part of interdisciplinary collaborations nationally and internationally
- managing complex and development-based issues relating to specific problems or situations
- identifying own learning needs in relation to specific situations or issues.

3.5.2 The Internship Exam

The internship concludes with an exam. The exam is assessed with a mark according to the 7- point grading scale, and students must obtain a minimum mark of 02 to pass the internship exam. For details on the form and planning of the exam, please see the specific institutional section of this curriculum.

3.5.3 The Assessment of the Internship

The student's performance is assessed based on:

- correlation between problem scenario and project structure
- application of relevant theory and method
- use of relevant practice from the internship
- discussion, argumentation and reflection
- layout, communication and presentation skills
- overall impression of the project.

3.6 The Bachelor Project (20 ECTS points)

The Professional Bachelor's Degree Programme in Design & Business concludes with a final bachelor project. This project comprises 20 ECTS points of the total 90 ECTS points of the programme. The project is evaluated at an exam. The project can only be finished once all compulsory exams of the programme have been passed, and the student has

obtained a minimum of 70 ECTS points. The bachelor project exam comprises an individual written project report, product and/or service(s), an oral presentation and defence.

The purpose of the bachelor project is for students to demonstrate their ability to independently carry out project work. In the bachelor project, students are required to use an experimental, empirical and theoretical approach to a problem scenario of their own choice and of relevance to their specialization and profession. The bachelor project may be carried out in collaboration with a public or private company.

The problem scenario is formulated by the student and must be approved by the educational institution. The bachelor project should demonstrate the student's ability to reflect individually and critically on the problem. The reflection must be documented in a project report and products depending on the specialization cf. the uploaded information on the specific specialization programme and *Guidelines for Report Writing* on EASV-SharePoint. In their proposed solution to the problem discussed, students must apply theories and methods central to the profession and specialization.

The bachelor project is marked according to the 7-point grading scale and assessed by an external examiner. The assessment is based on the written project report, product and/or service(s) as well as the student's oral presentation and defence. Students will receive one overall mark for their bachelor project and must obtain a minimum mark of 02 to pass the bachelor exam.

3.6.1 The Structure of the Bachelor Project

The bachelor project consists of a written part presenting the empirical analysis prepared by the student and an oral exam. The oral exam is based on the bachelor project and may also include other forms of documentation such as physical prototypes. The entirety of the course programme's learning objectives is assessed at this exam.

The bachelor project must comply with the following academic requirements:

In the written project report, the student must be able to argue for the relevance of the problem scenario to the specialization and profession as well as for the methodical and theoretical basis of the bachelor project. Moreover, the bachelor project must include empirically-based research and an analysis of the problem scenario discussed and must add a professional and specialization-related perspective to the problem scenario.

In order to successfully complete the bachelor project, the project report must be in compliance with the following standards/conditions:

- Title (in Danish and English)
- Abstract
- Introduction (that substantiates the choice of topic and includes a delimitation)
- Methodology, Method and Theory (including description and analysis of empirical research)

- Design, Experiments and Testing
 - Discussion, Analysis and Argumentation
 - Reflection and Conclusion
- List of references.

3.6.2 The Scope of the Bachelor Project

The written project report must have a maximum length of 100,000 typing units, including spacing and excluding front page, abstract, content and appendices. The maximum length of group projects is 200,000 typing units, for further specifications cf. the *Guidelines for Report Writing BA-D&B* and *How to Use References* on EASV SharePoint.

If students include other forms of documentation, they must be described in the project report.

3.6.3 The Oral Exam

The oral exam is based on the project report and other forms of documentation, such as prototypes, if included. The oral presentation has a duration of 25 minutes. In addition to presenting the project, the student should introduce, discuss and add relevant perspectives to the problem scenarios discussed in the project report. Following the student's oral presentation, the student and the internal and external examiner engage in a professional discussion to explore the issues dealt with in more detail. The discussion may focus on specific parts of the presentation or may aim to place the issues discussed in a professional context. The discussion is based on both the project report and the oral presentation. The internal examiner leads the discussion.

3.6.4 The Assessment

The assessment of the student's performance is based on both the oral presentation of the project and the project report. The student will receive one overall mark for their bachelor project.

The bachelor project is assessed according to the 7-point grading scale. The student will receive oral feedback on the project as well.

The student's performance is assessed according to the learning objectives for knowledge, skills and competences according to the specialization programme in question and according to *Guidelines for Report Writing* and *How to Use References* on EASV SharePoint.

4 Credit Transfer

Passed course elements, including internships, from other course educational institutions equate the equivalent elements in the Professional Bachelor's Degree Programme in Design & Business.

Credit transfer for compulsory elements and work experience is awarded by the educational institution based on a professional evaluation of whether or not the passed

elements or prior work experience matches the level and contents of one or more compulsory course elements in the Professional Bachelor's Degree Programme in Design & Business.

At the Bachelor's Degree in Design & Business, students may obtain full credit for passed course elements from other course educational institutions that equate the equivalent elements in the Bachelor's Degree in Design & Business.

The student is obliged to provide information on completed programme elements from another Danish or foreign higher education programme and on employment for which it is assumed that credit transfer will be granted. Credit transfer is awarded based on passed course elements and work experience that equate courses, course elements and internships of the educational institution at which credit is applied for. In their application for credit transfer, students must include the curriculum describing the course programme, exams, syllabi and ECTS points of the course elements for which the student applies for credit transfer. Credit transfer for compulsory elements and internships is awarded based on a professional evaluation. Final credit transfer is not obtained until the student submits documentation for the exam passed. Once this documentation is received, the exam will be registered. Students who would like to change course programme at the same or at another educational institution must follow the rules of this course programme or educational institution.

Please refer to the Danish Ministerial Order on Academy Profession Programmes and Professional Bachelor Programmes as well as the Ministerial Order on Admission to Academy Profession Programmes and Professional Bachelor Programmes for further information on the rules on credit transfer, cf. section 5 Legal basis.

Applications for credit transfer which are not covered by the rules for compulsory credit transfer must be submitted to the programme not later than 1 month prior to the start of the course element/internship for which credit is applied. The application for credit transfer must be sent to the Course Administration Office. The relevant Head of Programme will make the decision regarding credit transfer. The student will be given information of whether or not the application for credit transfer has been approved not later than 14 days prior to commencement of the compulsory course element or internship.

5 Legal Basis

This curriculum is based on the following legal documents:

- The Academy Profession Programmes and Bachelor Programmes Act (as amended by Ministerial Order no. 1147 of 23 October 2014).
- Ministerial Order no. 1047 of 30 June 2016 on Academy Profession Programmes and Bachelor Programmes
- Ministerial Order no. 1143 of 7 December 2009 on Professional Bachelor's Degree Programmes in Design and Business

- Ministerial Order no. 85 of 26 January 2016 on Admission to Academy Profession Programmes and Bachelor Programmes
- Ministerial Order no. 1046 of 30 June 2016 on Examinations on Professionally Oriented Higher Education Programmes
- Ministerial Order no. 114 of 3 February 2015 on Marking Scale and Other Forms of Assessment on Educations in the Area of Ministry of Education and Science (grading scale).
- Ministerial Order no. 597 of 8 March 2015 on Talent Initiatives in Education Programmes under the Ministry of Higher Education and Science.

The Bachelor's Degree programme in Design and Business is on level six of the Danish Qualifications Framework for Lifelong Learning

<http://ufm.dk/en/education-and-institutions/recognition-and-transparency/transparency-tools/qualifications-frameworks/levels>

Design & Business

Institutional section 2016



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1 Exam Overview

Overview of examinations and time frame:

Time Frame	Exam	ECTS credits	Internal/External	Evaluation
5. Semester	Design Business Sociology Method, Theory of Knowledge	15	Internal	7 - point grading scale
1 st Year	Elective Courses	10	Internal	7 - point grading scale
7. Semester	Internship	15	Internal	7 - point grading scale
7. Semester	Bachelor Project	20	External	7 - point grading scale

Information about time and place for the examinations will be posted on EASV SharePoint

Joining the semester, the education element, etc. is considered to be the same as registration for the corresponding exams.

Deregistration from a corresponding exam should be sent to the head of department at least four weeks prior to the examination. Deregistration is only valid with a written confirmation from the cluster manager, this is sent as soon as possible after receiving the notice of deregistration.

2 The Common Module 15 ECTS

2.1 Prerequisites for the exam

Mandatory participation requirements must be met in order to be qualified to enter the exam. These requirements are described on EASV SharePoint in the course description and course plan for each of the subject areas in the common module:

- Design
- Business
- Sociology
- Method and Theory of Knowledge

Failure to meet these requirements without a valid reason (e.g. illness, maternity leave or exceptional circumstances) is considered to indicate a lack of academic activity and can lead to suspension of any state education grant. Decisions on the consequences of lack of participation are made by the student counsellor in consultation with the head of department after meeting with the student in question, and will be based on an individual assessment.

The written project, on which the examination and appraisal are based, is to:

- Meet all formal requirements, cf. below, and
- Be submitted on time, cf. examination schedule available on EASV SharePoint.

The student will not be allowed to enter the exam unless the requirements listed below are met, and one examination attempt will have been spent

- If one or more of the participation requirements is not met, or
- If either the group delivery or the individual delivery is not submitted correctly

2.2 The Learning objectives

The learning objectives for the common module are listed in the national section for this curriculum.

2.3 The group delivery

The group delivery for the common module design proposal and journal is the foundation on which the individual reflection and individual examination is based.

It must meet all formal requirements (cf. point no. 2.3.1 & 2.3.2) and be submitted on time according to the schedule available on EASV SharePoint and be uploaded to WISE flow, for each of the group members.

If one or more of the mandatory participation requirements is not met cf. section 2.1, or parts of the group delivery is not submitted correctly, the group members will not be allowed to take the exam, and the students will have used one examination attempt.

Information about the allocation of group members is uploaded on EASV SharePoint with the exam brief.

2.3.1 The group delivery – the design proposal

The Following should be included

- Front page with title of the report and name of group members
- Table of content
- Introduction
- Main section with the design proposal
- References (*How to use References* uploaded on EASV SharePoint)
- Appendices (relevant documentation)

The maximum number of pages for the design proposal is 12 standard pages including visuals. A standard page are with a total of 2400 characters, including spaces and footnotes, but excluding the front page, table of content, list of references and appendices.

If one or more of these prerequisites are not met, the students will not be allowed to take the exam and it is counted as one exam attempt.

2.3.2 The group delivery – the journal

The journal, also named the logbook, will be the process documentation in text and visuals for the design proposal. It should contain research analysis, design developments and suggested solutions according to the exam brief on EASV SharePoint. The format is free of choice. Even though its uploaded on WISEflow you should bring the original version to the individual oral examination.

2.4 The individual reflection

The individual reflection will display the student´s knowledge of theory and method according to course descriptions and course plans, and demonstrates the ability to apply theory and method in the project.

The student evaluates the outcome of the applied theory and methods during the project and reflects on own learning needs within knowledge, skills and competences cf. the learning objectives of the common module in the common national section of this curriculum.

The student´s ability to create contextual coherence will be assessed.

2.5 The examination

The exam is an individual oral exam based on the group delivery for the design proposal and journal as well as the individual reflection. The exam is assessed internally according to the 7-point scale. One individual grade is given based on an overall evaluation of the group delivery, the individual reflection and the oral presentation.

30 minutes is allotted to each student including 10 minutes of presentation, 10 minutes of examination and 10 minutes for assessment and announcement of grade.

2.5. The assessment criteria

The assessment criteria for the exam is based on the learning objectives for the common module in the national section for this curriculum.

2.6. The time frame

The exam takes place during the first year of study. Further information regarding time and place can be found on EASV-SharePoint.

2.7. The exam language

The written and spoken language is English, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination. Students can apply for exemption for the individual oral exam, this application must be e-mailed to the programme manager no later than 4 weeks before the exam. If the oral exam is conducted in Danish, it will be stated on the final exam document.

3 The Elective Courses 10 ECTS

The elective educational elements provide the student with the opportunity to emphasize on his or her educational profile and competences by further specialization and perspectivation to subject areas, in a broad context of the fashion- and lifestyle industry.

3.1 Prerequisites for the exam

Mandatory participation requirements must be met in order to be qualified to enter the exam. These requirements are described on EASV SharePoint in the course description for each of the elective courses. Failure to meet these requirements without a valid reason (e.g. illness, maternity leave or exceptional circumstances) is considered to indicate a lack of academic activity and can lead to suspension of any state education grant. Decisions on the consequences of lack of participation are made by the head of department consultation with the head of department after meeting with the student in question, and will be based on an individual assessment.

In case the exam is based on a written hand-in, which forms the basis for the evaluation and/or examination

- The requirements have to be met cf. “BA guidelines for report writing” and the exam brief available on EASV SharePoint, and
- Be handed in on time, cf. the exam plan on EASV SharePoint

Failure to hand-in the written project, which forms the written part of the exam, means that the student cannot participate in the oral exam, and one attempt has been used.

If one or more of these prerequisites regarding mandatory participation are not met, the students will not be allowed to take the exam and it is counted as one exam attempt.

3.2 The learning objectives

The specific learning objectives for each elective course are described in the course description to be found on EASV SharePoint.

The common learning objectives for the elective courses are as follows:

Knowledge

The student has knowledge about:

- Theory and practice in relation to the chosen topics
- Relevance of the topics in relation to theory and practice within the field of the fashion and lifestyle industry

Skills

The student is able to:

- carry out literature search related to a topic of own choice related to the elective course
- Discuss the chosen topic in a business and societal context
- Evaluate the suggested solutions in relation to the chosen topics
- Communicate and present the solutions in visuals and as prototype(s)

Competences

The student is able to:

- Independently familiarize him-/herself with new topics within the theory and/or practice of the course
- Put the chosen topics into perspective and relate it to other courses within the education.

3.3 The examination

Each elective course will be assessed according to one or several of the following described in the course plan and in the exam brief on EASV SharePoint:

- an individual hand-in
- an individual oral presentation
- mandatory attendance and participation

according to the course descriptions and exam brief uploaded on EASV SharePoint. The assessment is based on the 7-point grading scale.

3.4 The assessment criteria

The assessment criteria for the exam is based on the common learning objectives cf. 3.2 and the specific course descriptions and exam brief uploaded on EASV-SharePoint for each elective course.

3.5 The time frame

The exam takes place during the first year of study. Further information regarding time and place can be found on EASV-SharePoint.

3.6 The exam language

The written and spoken language is English, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination. Students can apply for exemption for the individual oral exam, this application must be e-mailed to the programme manager no later than 4 weeks before the exam. If the oral exam is conducted in Danish, it will be stated on the final exam document.

4 The internship exam 15 ECTS

4.1 Prerequisites for the exam

The internship allows the student to work with relevant issues and gain knowledge about relevant job functions. The relation between theoretical learning and actual practice forms the basis for the student's objectives for the internship period.

Based on the learning objectives for the internship cf. the national section of this Curriculum, the student, the internship company and the academy's supervisor collaborate to identify specific learning objectives for the internship period.

These learning objectives form the basic structure of the student's work during the internship period.

The internship can be compared to a full-time job of a time period of minimum of 10 weeks, with demands regarding working hours, work to be done, involvement and flexibility that correspond to those that a graduate can expect to meet in his/her first job.

The exam is based on a written hand-in, which forms the basis for the evaluation and the examination

- The requirements have to be met cf. 4.3 below and the guidelines *How to use references* available on EASV SharePoint, and
- Be handed in on time, cf. the exam plan on EASV SharePoint

Failure to hand-in the written project, which forms the written part of the exam, means that the student cannot participate in the oral exam, and one attempt has been used.

If one or more of the above mentioned prerequisites are not met, the students will not be allowed to take the exam and it is counted as one exam attempt.

4.2 The learning objectives for the internship

The common learning goals are defined in the national section of this curriculum. The individual learning goals are prior to the start of the internship period defined by the student and the academy's supervisor in collaboration with the internship company.

These learning objectives form the basic structure of the student's work during the internship period and they are specified in the internship contract in the EASV system for internship contracts CRM.

4.3 The internship report

The following requirements apply:

- Front page with student name, internship company, and internship period
- Preface
- Table of content
- Introduction
- Main section with the description of specific jobs done during the internship
- Discussion, the coherence between the theoretical framework in the curriculum of the education and the practical experience from the internship
- Reflection on the learning outcome
- References (*How to use References* uploaded on EASV SharePoint)
- Appendices (letter of reference from the internship company, the student's internship log with visuals, other relevant documentation)

The maximum number of pages is 10 standard pages. A standard page is defined as 2400 characters, including spaces and footnotes, but excluding the front page, table of contents, list of references and appendices.

If one or more of the above mentioned requirements are not met, the student will not be allowed to take the exam and it is counted as one exam attempt.

4.4 The examination

The exam is an internal individual oral exam based on the internship report. The exam is assessed internally according to the 7-point scale. One individual grade is given based on an overall evaluation of the internship report and the oral examination.

The presentation can be held via video conference.

20 minutes is allotted to each student. The student presents relevant parts of the internship report in approximately 10 minutes, followed by an examination where all parts of the internship as well as relevant course topics can be included. The duration of the exam is 20 minutes including the evaluation.

4.5 The assessment criteria

The assessment criteria cf. section 4.2 Learning Objectives.

4.6 The time frame

The exam takes place after the internship. Further information regarding time and place can be found on EASV-SharePoint.

4.7 The exam language

The written and spoken language is English, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination. Students can apply for exemption for the individual oral exam, this application must be e-mailed to the programme manager no later than 4 weeks before the exam. If the oral exam is conducted in Danish, it will be stated on the final exam document.

5 The bachelor project 20 ECTS

For the requirements regarding the final exam project as well as the learning objectives cf. the common section of the curriculum for the bachelor's degree in design and business.

5.1 Prerequisites for the exam

The following requirements apply for the written report:

- Meet all formal requirements for the final exam project, cf. the common national section of the curriculum
- Be submitted on time, cf. examination schedule available on EASV-SharePoint.

Note that failure to submit the written project correctly means that the student will not be allowed to enter the exam, and that one examination attempt will have been spent.

The examination in the final project cannot take place until the internship exam and all other exams in the education have been passed.

5.2 The examination

The exam is an external individual oral exam based on the handed in bachelor project. The exam is assessed according to the 7-point scale. One individual grade is given based on an overall evaluation of the written project and the presentation cf. the national section for the curriculum.

60 minutes is allotted to each student including 25 minutes of presentation, 15 minutes of examination and 20 minutes for assessment, announcement of grade and feedback.

5.3 The assessment criteria

The assessment criteria for the exam is specified in the national section for this curriculum.

5.4 The time frame

The exam takes place at the end of study in 7. semester. Further information regarding time and place can be found on EASV-SharePoint.

5.5 The exam language

The written and spoken language is English, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination. Students can apply for exemption for the written project and the individual oral exam, this application must be e-mailed to the programme manager following the deadline for the hand-in of the problem definition according to the time table uploaded on EASV-SharePoint. If the written project is in Danish, and the oral exam is conducted in Danish, it will be stated on the final exam document.

6 Educational elements completed abroad

The student can – with prior approval – obtain credit for any of the educational elements that have been taken abroad. In such cases the student must, after completion of his/her studies abroad, document the educational elements that have been taken. In connection with prior approval, the student must agree that the academy is entitled to secure any necessary information about the educational elements.

With prior acceptance of credits, the specific educational element will be considered as being completed if the student has passed the course according to existing and relevant rules for the Computer Science education.

7 Applied Teaching methods

The Bachelor programme in Design and Business applies a variety of teaching methods, which promote the achievement of the learning objectives, described in the curriculum.

The teaching methods are dialog-based lectures on class, assignments and group projects.

However, working in study groups, individual assignments and projects, presentations in groups and on class, interdisciplinary cases etc. are also included.

All of these activities ensure that the programme always sets clear objectives and expectations for the learning activities.

8 Credits for elective educational elements

Any elective educational element that has been passed is considered to be equivalent to the corresponding educational element offered by other educational institutions offering the education.

The student is to apply for prior approval if credit is wished for educational elements that are not included in the education.

9 Mandatory participation and prerequisites

Mandatory participation is a prerequisite for entering exams, and may also include mandatory attendance. This will appear in the course description and the brief for the exam in question on EASV SharePoint.

10 Language

English is the language used in all programme courses. The requirement for the level of English is according to the ministerial order on admission.

Examinations are to be submitted/presented in understandable English or Danish, depending on whether the student has applied for and been granted dispensation.

Students with other native languages can seek exemption from the fact that formulation and spelling skills can influence the evaluation of the final examination project or any exam for which the curriculum specifies that such skills are included in the evaluation. Application for exemption should be sent to the head of department at least four weeks prior to the examination. For the BA project the deadline for applying for exemption follows the deadline for handing in the problem definition for approval.

11 Examinations

Participation requirements may be a stipulation or prerequisite for examinations. Attendance can also be a compulsory element for certain courses.

Participation and attendance requirements that are prerequisites for an examination can be found in the evaluation criteria for the individual course and appear in the brief for the exam in question on EASV SharePoint.

12 Participation requirements

12.1 The responsibility of the students

If a student does not participate in the lectures, he/she is responsible for collecting all relevant information given in class, e.g. course plans, notes, hand-outs, information etc. and in general on his/her own initiative actively seeking information and be proactive.

12.2 Criteria for Participation requirements

To facilitate the teaching forms used, students are required to participate actively in relevant activities, including the submission and presentation of assignments and projects.

Time periods in which the student is not active due to leave of absence, maternity leave, adoption, documented illness or military service are not included in the above. The

student must, if so required, supply documentation for such conditions. Any costs for the medical certificate are considered to be at the student's own expenses.

In case of exceptional circumstances there may be cause for exemption from the rules, an application for exemption is to be sent to the head of department.

12.3 Definition of participation requirements

Enrolment can be terminated for students who have not participated actively in their studies during a consecutive period of at least one year. Active participation is defined as follows.

Within the last 12 calendar months the student has:

- Has attended in a minimum of 60 lessons per module of 15 ECTS point.
- Passed at least one examination
- Participated in at least two different examinations
- Has met the participation requirements for the education, including group work, joint projects, distance learning, etc. as can be seen in the description of participation requirements and submission of reports described for the examinations.
- Successfully submitted the assignments, reports, port folios etc. which are a prerequisite for an examination in accordance with the curriculum and/or the course description.
- Attended activities which are specified as compulsory in the curriculum and/or course descriptions.

Rules about the examinations in which the student according to the ministerial order on examinations must have participated and passed prior to the end of the 6th semester, as well as rules about deadlines for completing the education as specified the educational order, will still apply.

12.4 The consequences of lack of active participation

Failure to meet one or more of the criteria for active participation can lead to termination of the student's state educational grant (SU).

Time periods in which the student is not active due to leave of absence, maternity leave, adoption, documented illness or military service are not included in the above. The student must, if so required, supply documentation for such conditions. Any costs for the medical certificate are considered to be at the student's own expenses.

Exemption can be granted from the above requisites in the case of exceptional circumstances. Applications for exemption are to be sent to the head of department.

12.5 Termination of enrolment

A lack of student activity in a period of minimum a year (12 month) can lead to the termination of enrolment in the education.

Prior to termination of enrolment in the education, the student is to be sent a written notice that points out the above-mentioned rules. This notice also specifies that the student has 14 days in which to submit documentation for periods with a lack of student activity that the student claims should not lead to expulsion, and specifies as well a deadline for seeking exemption.

If the student has not reacted within this period of time, he/she is expelled from the education. If the student requests that he/she not be expelled, this request will have a delaying effect until the head of department has decided upon the matter.

The student is entitled to submit a complaint to the head of department about a decision that has been made two weeks at the latest after being informed of the decision. This complaint will have a delaying effect. If the head of department maintains the decision, the student can complain to the Ministry of Education within two weeks after receiving the complaint, as far as legal issues are involved.

13 Re-examination

13.1 Due to illness

A student who has not been able to sit an examination due to documented illness or other unforeseen circumstance is given the opportunity to enter a re-examination as quickly as possible. In the case of an examination taking place at the end of the last examination period, the student is given the opportunity to enter the examination in the same examination period or immediately thereafter.

This examination can be identical to the next ordinary examination. It is the student's responsibility to investigate when the re-examination will be held. Information about time and place for these re-examinations can be found on EASV SharePoint.

Illness must be documented by a medical certificate received by the institution three days at the latest after the examination has been conducted. A student who becomes acutely ill during an examination must document that he/she has been ill on the day in question.

If illness is not documented according to the above rules, the examination will count as one examination attempt spent by the student.

Any costs for the medical certificate are considered to be at the student's own expenses.

13.2 Due to failure to pass the exam or lack of attendance

By failing to pass the exam or by lack of attendance, the student is automatically registered to enter the re-examination, provided that the student has not spent all three examination attempts. The re-examination can be identical with the next ordinary examination.

It is the student's responsibility to investigate when the re-examination will be held. Information about time and place for these re-examinations can be found on EASV SharePoint.

Exemption from the above can be given in the case of extraordinary conditions, including documented disability.

14 Use of aids

Any rules for restrictions in the use of aids will be made clear in the specifications for the individual examination.

Students whose first language is neither Danish nor English can apply to be allowed to bring a dictionary at an exam where no use of aids as a rule is permitted.

An application for extraordinary use of aids has to be handed in no less than 4 weeks before the exam.

15 Special examination conditions

The student can apply for special examination conditions when warranted by disability due to physical or mental impairment. The application should be submitted to the head of department at least four weeks prior to the date of the examination. An exemption from this deadline can be given in the case of suddenly occurring health issues.

The application must be accompanied by a medical certificate from a certified specialist dealing with speech, hearing or sight impairment or dyslexia, or other forms of documentation certifying serious health issues or relevant disabilities.

16 Plagiarism

When submitting written material, the student certifies by his/her signature that the material has been produced without undue assistance, cf. *Guidelines for Report Writing* and *How to use references* uploaded on EASV-SharePoint.

Plagiarism comprises instances where a written answer appears to be completely or partially produced personally by the student him-/herself, but:

- Comprises identical or almost identical rendering of the wording or work of others, without clearly identifying this using quotation marks, italics, indentation or other clear indications stating the source of the material, cf. the educational institution's requirements to academic writing on EASV SharePoint.
- Comprises major pieces of text with choice of words or formulations so close to that of another piece of writing that it is possible to determine through comparison that the text could not have been written without using the source in question
- Comprises the use of words or ideas of others without giving reference to the source in an appropriate manner
- Re-uses text and/or central ideas from the student's own previously assessed answers (self-plagiarism) without observing the provisions laid down and the guidelines *How to use references* on EASV SharePoint.

16.1 Course of action during the exam

- for plagiarism and disruptive behaviour during exams

A student who enters an exam and who beyond doubt during the exam:

- Receives unauthorised help
- Helps another student answer a question in the exam
- Uses unauthorised materials and aid

- Exhibits disruptive behaviour

can be expelled from the exam by the head of department or whoever the head of department authorises to do so, or the examiners can agree to expel the student from the exam while it is taking place. In such cases the justification of the action is to be evaluated in connection with the subsequent decision.

If the disruptive behaviour is of a less serious nature, the educational institution will initially issue a warning.

16.2 Presumed plagiarism

- during and/or after the exam

If during or after an exam it is presumed that a student

- Has received or given unauthorised help
- Has presented the work of another person as his/her own (plagiarism), or
- Has used his/her own previously assessed work or parts thereof without referring to it (plagiarism)

this will be reported to the head of the degree programme.

16.3 Investigation of plagiarism

16.3.1 Postponement of the exam

If the offence concerns suspected plagiarism in a written report and/or answer that is to be used in the assessment of a subsequent oral exam, the head of department postpones the exam, unless the issue can be investigated prior to the date set for the exam.

16.3.2 Form and content of the report

Reporting must be made without undue delay. The report must be accompanied by a written description of the breach, containing information that can identify the individual(s) reported on, as well as a brief summary of and documentation substantiating the case. In the event of repeated offences for one or more of the persons involved, this must be stated.

When reporting on plagiarism, the plagiarised parts must be marked with clear reference to the sources of plagiarism. Similarly, the plagiarised text must be marked in the source text.

16.3.3 Involving the student: hearing of the party/parties

The head of department decides whether the hearing of the student is to be oral, in writing, or a combination thereof.

For the oral hearing, the student is summoned to a clarifying interview, in which documentation substantiating the suspected cheating in the exam is presented to the student and in which the student is asked to present his/her point of view. The student has the right to be accompanied by a person of his/her own choice.

For the written hearing, the documentation substantiating the presumed cheating in the exam is sent to the student with a request for a written response to the accusation

16.4 Penalties for plagiarism and disruptive behaviour

If clarification of the issue confirms the presumed offence, and the action has influenced or would influence the exam assessment, the head of department will expel the student from the exam.

In less serious cases, a warning is first given.

In more serious cases, the head of department can expel the student for short or long periods of time. In such cases the student receives a written warning to the effect that repeated offences could lead to permanent expulsion.

Expulsion according to the above terms will lead to cancellation of any grade that may have been granted for the exam in question, and the exam will count as one attempt.

The student cannot sit a re-examination and cannot sit the exam again until an exam is scheduled on ordinary terms as part of the degree programme.

During the period of expulsion, the student is not allowed to attend classes or enter exams.

16.5 Appeals

Decisions concerning expulsion due to plagiarism at an exam, and that an attempt at an exam has been used, are final and cannot be appealed to a higher administrative authority.

Appeals concerning legal aspects (such as incapacity, hearings, appeal instructions, correct or incorrect interpretation of the Examination Order etc.) can be brought before the Danish Agency for Higher Education and Educational Support. The complaint is forwarded to the educational institution in question, for the attention of the head of the degree programme. The head makes a statement on which the appellant must be given an opportunity to comment, normally within one week. The educational institution forwards the appeal, the statement and any comments that the appellant may have made to the Danish Agency for Higher Education and Educational Support.

Appeals must reach the educational institution no later than two weeks from the day that the appellant was notified of the decision.

17 Complaints about examinations

We recommend that the student ask the student counsellor for information about complaint procedures and guidance on how to prepare a complaint.

The rules governing complaints about exams can be found in Section 10 of the ministerial order on examinations. The order differentiates between two types of complaints:

- Complaints about the scope of the exam, the examination procedure itself and/or the assessment made
- Complaints about legal matters

These two types of complaints are dealt with differently.

17.1 Complaints about the scope procedure and/or the assessment

The examinee can submit a written and substantiated complaint within two weeks after the assessment of the exam has been communicated in the usual way. The complaint can cover:

- The scope of the examination, including questions asked, assignments, etc. as well the examinations relation to the objectives and requirements of the programme
- The examination procedure
- The assessment

Complaints may be submitted about all examinations – written, oral and combinations hereof, as well as practical exams.

Complaints are to be sent to the head of the degree programme.

The complaint is sent immediately to the original examiners, i.e. the internal examiner and the external examiner for the examination in question. Their statement of response forms the basis for the institution's decision regarding academic issues. Two weeks are normally allowed for this response.

As soon as the examiners' response is available, the student issuing the complaint is given an opportunity to comment on the statements, normally with a one-week deadline.

The institution makes its decision based on the academic opinion of the examiners and the complainant's comments hereto.

The decision is to be communicated in writing and can:

- Offer the possibility of a new assessment (re-assessment). This applies to written exams only.
- Offer the possibility of a new exam (re-examination) with new examiners, or
- Reject the complaint

If the decision is to offer a re-assessment or re-examination, the head of department appoints new examiners. Re-assessment applies only to written exams for which material is available, as the new examiners cannot make a (re-)assessment of an oral examination and because the notes made by the original examiners are personal and cannot be disclosed.

If the decision is to offer reassessment or re-examination, the complainant must be informed of the fact that the re-assessment or re-examination may lead to a lower grade.

The student must accept the offer within a period of two weeks after the decision has been communicated. Acceptance can thereafter not be cancelled. If the student does not accept the offer within this period of time, there will be no re-assessment or re-examination.

The re-assessment or re-examination must take place as quickly as possible. In the case of re-assessment, all documentation shall be provided to the new examiners – the assignment, the answer, the complaint, the evaluations made by the original

examiners – together with the complainant’s comments and the educational institute’s decisions.

The new examiners notify the educational institution of the outcome of their re-assessment and enclose a written statement that specifies the assessment and the reasons for it. Re-assessments may result in a lower grade.

If the decision is to offer re-assessment or re-examination, the decision applies to all students whose examination suffers from the same defects as those referred to in the complaint. The complaint is sent to the head of department two weeks (14 calendar days) at the latest after the assessment of the exam concerned has been communicated. If the due date is on a public holiday, the due date will be the first workday following the public holiday.

Exemption from this deadline can be given in the event of exceptional circumstances.

17.2 Appeals and complaints about appeal decisions

The complainant can submit the educational institution’s decision to an appeals panel. The activities of the appeals panel are governed by the Public Administrations Act, which also includes issues of incapacity and confidentiality.

The appeal is to be sent to the head of the degree programme.

The appeal must be submitted two weeks at the latest after the decision has been communicated to the student. The same requirements as above for complaints (in writing, stating reasons, etc.) also apply to appeals.

The appeals panel consists of two authorised external examiners appointed by the chairman of the external examiners, a lecturer authorised to conduct examinations, and a student studying the subject area (the degree programme), both of which are appointed by the head of the degree programme.

The appeals panel makes decisions based on the material used by the educational institution in making its decision and the student’s appeal, with reasons stated.

The appeals panel can:

- Offer the possibility of a new assessment with new examiners. This applies to written exams only.
- Offer the possibility of a new exam with new examiners, or
- Reject the appeal

If the decision is to offer reassessment or re-examination, the complainant must be informed of the fact that the re-assessment or re-examination may lead to a lower grade.

The student must accept the offer within a period of two weeks after the decision has been communicated. Acceptance can thereafter not be cancelled. If the student does not accept the offer within this period of time, there will be no re-assessment or re-examination.

The re-assessment or re-examination must take place as quickly as possible.

In the case of re-assessment, all documentation shall be provided to the appeals panel – the assignment, the answer, the complaint, the evaluations made by the original examiners – together with the complainant’s comments and the educational institute’s decisions.

The appeals panel must make its decision two months at the latest (in the case of spring semester exams three months) after the submission of the appeal.

The decision of the appeals panel is final, which means that the case cannot be brought before a higher administrative authority as far as the academic part of the complaint is concerned.

17.3 Complaints about legal matters

Complaints about legal aspects of decisions made by examiners in connection with re-assessments or re-examinations or in connection with decisions made by the appeals panel can be brought before the educational institution Business Academy Southwest. The deadline for submitting such complaints is two weeks from the day the decision has been communicated to the complainant.

Complaints about legal aspects of decisions made by the institution according to the rules laid down by the Examination Order (e.g. incapacity, hearings, correct or incorrect interpretation of the Examination Order) can be submitted to the educational institution. The institution issues a statement and the complainant is normally given one week in which to respond with his/her comments. The institution forwards the complaint, the statement and any comments the complainant may have to the Danish Agency for Higher Education and Educational Support.

Complaints must be submitted to the educational institution at the latest two weeks (14 calendar days) after the day on which the decision has been communicated to the complainant.

18 Exemptions

The institute can grant exemptions from rules in this specific institutional section of the curriculum¹ in cases where such exemption is justified due to exceptional circumstances. The institutions offering this education cooperate to ensure a uniform exemption practice.

19 Effective date and transition period

The curriculum (the common national section and the specific institutional section) is effective from 15.08.2016 and applies to all students who initiate their studies at EASV by this date or later.

Students currently enrolled at the Academy will complete their studies according to the curriculum valid at the initiation of their studies.

¹ This means that the individual institution cannot grant exemption from the ministerial order for the bachelor’s degree in Design & Business e.g. the rule which states that the internship exam has to be evaluated according to the 7-point grading scale, or that all exams have to be passed before the student can take the oral exam for the final bachelor project.

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