

Bachelor's Degree in Design and Business

Curriculum 2018 – National



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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
 - b. Pattern design
 - c. Communication and trend/media strategy
 - d. Concept design
 - e. Retail management
 - f. Business
 - g. Marketing
 - 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 Digital platform.

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 Digital platform.

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 Digital platform.

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 Digital platform.

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 Digital platform and the specific institutional section.

3.2 The Specialization Programme in Marketing (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 Digital platform.

3.2.1 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

3.2.2 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.

3.2.3 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.

3.2.4 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.

3.3 The Elective Courses (10 ECTS points)

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

3.4 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.

3.4.1 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.

3.4.2 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.

3.4.3 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.

3.5 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-Digital platform. 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.

3.5.1 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.

3.5.2 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 Digital platform.

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

3.5.3 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.

3.5.4 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 Digital platform.

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>

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This curriculum is based on:

- Ministerial order no. 1500 of 02.12.16 or newer version (Examination order)
- Ministerial order no. 1014 of 02.07.18 or newer version (Technical and Mercantile Academy profession programmes and Professional Bachelor Programmes)
- Ministerial order no. 1495 of 11.12.17 or newer version

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 Electronic platform

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 Electronic platform 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

Furthermore, the student must live up to the requirements listed in points 2.2-2.5.

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 Electronic platform.

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 Electronic platform 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 Electronic platform 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 Electronic platform)
- 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 Electronic platform. 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 a randomly chosen topic, taken from the available subject matters.

Each student will be given 30 minutes of preparation time, followed by a 30 minute individual examination, including grading.

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.

2.6. 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.

2.7. The time frame

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

2.8. 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 Electronic platform 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. "Guide to report writing" and the exam brief available on EASV Electronic platform, and
- Be handed in on time, cf. the exam plan on EASV Electronic platform

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 Electronic platform.

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 Electronic platform:

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

according to the course descriptions and exam brief uploaded on EASV Electronic platform. 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-Electronic platform 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-Electronic platform.

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 evaluation is based on a written hand-in and the completion of the internship

The requirements for the project must be met as follows:

- References must follow *Guidelines to academic writing*, and
- Be handed in on time, cf. the exam plan on EASV Electronic platform

Failure to hand-in the report, 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 (*Guidelines to academic writing* uploaded on EASV Electronic platform)
- 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 grade is based on an internal evaluation of the internship report, according to the 7-point scale.

One individual grade is given based on an overall evaluation of the internship report and the internship itself.

4.5 The assessment criteria

The assessment criteria follow that of the national section.

4.6 The time frame

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

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-Electronic platform.

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-Electronic platform.

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-Electronic platform. 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 Program modules that can be taken abroad

The student can apply for pre-approved credit, and with the institution's approval, take each module abroad.

In the case of pre-approval of study abroad, the student must document completion of the approved program's courses, at the end of the study abroad period. The student must in connection with the pre-approval, consent that the institution can collect the necessary information, at the end of the study abroad period.

With the approval of pre-approved credit, the program course is considered completed if it is passed in compliance with the rules for the program.

7 Applied teaching methods

The program applies varied teaching methods, which together support the above-mentioned and promote the achievement of the learning objectives, described in the curriculum.

The main emphasize of the teaching methods is dialog based classroom teaching, assignments and group projects. However, working in study groups, individual assignments and projects, group and class presentations, interdisciplinary cases and much more are also included.

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

8 Credit for elective modules

Credit for passed, corresponding elective modules from other institutions, which offer this program as well as other programs, is equivalent and transferable.

Approval of credit must be applied for, if credit is desired for electives not offered by the program.

9 Mandatory participation

In order for the teaching methods to function optimally, participation is mandatory, including handing in/presentation of assignments/projects.

Mandatory participation is a requirement for being able to attend the programme's exams. There is also mandatory attendance for certain study elements.

Mandatory participation that are a prerequisite for attending tests/exams and maintain study activity, are detailed in the respective course plans.

10 Criteria for the evaluation of study activity

Enrolment can be terminated for students who have not been active on a program for a continuous period of at least one year.

Study activity is defined as follows for students who within the last 12 months have:

- Participated in at least two different exams
- Passed at least one exam
- Fulfilled their obligation to participate in any activity which is part of the program, including group work, class projects, mandatory prerequisites, etc. as indicated in the curriculum
- Delivered, as indicated in the curriculum, the assignments, reports, mandatory prerequisites, etc., which are prerequisites for participation in exams with credible content, and have not submitted any plagiarized material
- been present for all activities with mandatory attendance, as indicated by the curriculum

Failure to meet one or more criteria in the definition of study activity justifies termination of enrolment.

Periods during which the student has not been active due to leave, maternity/paternity leave, adoption, a documented illness or military service do not count. The student may be required to provide documentation for these circumstances.

The institution may grant exemptions from these provisions if there are exceptional circumstances. The exemption application must be sent to the institution.

Prior to the student's enrolment being brought to an end, the student will be advised of this in writing. In connection with this, the student must be made aware of the rules above. The letter to the student must make it apparent that the student has 14 days to submit evidence that the lack of activity at the program should not count and must indicate the deadline for the application of an exemption.

If the student has not responded within the time limit, their enrolment will be terminated.

If the student requests that their enrolment not be terminated, termination is delayed until the institution has decided on the case.

The student can complain about the decision to the director of education within two weeks of receipt of the decision. The complaint will delay any further action. If the director upholds the decision, the student may appeal to the Ministry of Higher Education and Science within two weeks of receipt of the decision with respect to any legal issues.

Rules for the exams that the student must have participated in, in accordance with the exam regulations prior to the end of 2nd semester and passed prior to the end of 4th semester, and where there in the regulations for this program have set time frames for completion of the program, are enforced independently from these rules.

11 Requirements for foreign language skills

The program's teaching materials are in English.

No additional knowledge of a foreign language is required, other than what is stated in the admission requirements.

Exam language

Exams must be presented in comprehensible English

Students whose native language is not English can apply for exemption from the requirement, that the ability to spell and correctly phrase, are included in the evaluation of the final exam's project, and the exams/tests, which in accordance to this curriculum, state that the before-mentioned abilities are included in the evaluation. The application must be sent to the program no less than 4 weeks before the test.

12 Sick and re-exams

Sick exams

A student who has been prevented from taking an exam due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If it is an exam that should take place in the final exam period, the student will be given the opportunity to take the exam in the same semester or immediately thereafter.

The sick exam may be the same as the next regular exam. The student is responsible for finding out when the (sick) exam is to take place.

Information about the time and place of sick exams can be found on the programme's official platform.

A medical certificate must document the illness. The institution must receive the medical certificate no later than three working days after the exam. Students, who become acutely ill during an exam, must prove that they have been sick on that day.

If the illness is not documented according to the above rules, the student will have used an exam attempt.

The student bears the cost of the medical certificate.

Re-exam

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-exam, provided the student has exam attempts left. The re-exam may be the same as the next regular exam.

The student is responsible for finding out when the (sick) exam is to take place. Information about the time and place of re-exams can be found on the programme's official platform. The institution may grant an exemption from the automatic registration provided this is justified by exceptional circumstances, including documented disabilities.

13 Aids and assistance

Regulations for the limitations in the use of aids and assistance will be listed in the description of each exam/test.

14 Special exam conditions

Students may, where this is justified by physical or mental disabilities, apply for special exam conditions. Applications must be submitted to the institution no less than four weeks before the exam. Application requirements will be waived in cases of sudden health problems. A medical certificate, a report from a speech, hearing, dyslexic or blind institution or by any other documentation, which indicates a medical condition or relevant disability, must accompany the application.

Students whose native language is not English can apply to bring dictionaries.

Applications for permission to bring any additional assistance must be submitted to the institution, no less than four weeks before the exam is held.

15 Cheating and Disruptive behavior

15.1 Plagiarism

The students themselves must prepare projects and other material for exams.

Upon the submission of projects, as well as physical and electronic submissions, the examinee must confirm, with signature, that the project has been prepared without wrongful assistance.

Use of own or other's work - Plagiarism

Cheating by plagiarism includes situations where the written report completely or partially appears as produced by the student or students, in which the report includes identical or nearly identical reproduction of someone else's words or works, without being properly marked with quotation marks, italics, indentation or other clear marking with reference to the source.

See the '*Guide to report writing*' for the description of the correct referencing format.

All written work is digitally controlled for plagiarism by the institution.

Cheating on tests and exams

Cheating on tests and exams is covered by an Executive Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Executive Order of 1519 from 16.12.2013).

If a student cheats on an exam, the student will be expelled from the exam.

If the cheating occurs under aggravated circumstances, the student can be expelled from the program for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the program.

Cheating is for instance

- Improperly receiving help during an exam
- Improperly giving help to others during an exam
- To pass someone else's work off as your own
- To use previously assessed work without a reference
- To use assistance which is not allowed for the exam in question

Expulsion from an exam for cheating means that the mark will be annulled and that one exam attempt has been used by the student.

Disruptive behavior

If a student exhibits disruptive behavior during an exam, the institution can expel the student from the exam.

In less severe cases, the institution will only give a warning. Expulsion can also occur once the exam has been held.

Presumption of cheating, including plagiarism during and after the exam

If during or after an exam, there is a suspicion that an examinee:

- Improperly obtained or provided help
- Has passed somebody else's work off as their own (plagiarism)

- Has used previously assessed work or parts thereof without reference (plagiarism)

This must be reported to the institution.

The process of clarification of cheating, including plagiarism

Postponement of the exam

If the report of cheating is plagiarism in a written assignment, where this forms the basis of evaluation with a subsequent oral exam, the institution must postpone the exam if it is not possible to determine the position before the date of the exam.

Format and content of the report

The report must be done without undue delay. The report should include a written presentation of the case, which includes information that can identify those reported, as well as a brief explanation and documentary evidence of the position. If one or more of the reported persons are repeat offenders, this should be disclosed.

When reporting plagiarism, the plagiarized parts must be marked with a clear reference to the sources that have been plagiarized. The plagiarized text must also be marked in the source text.

Involvement of the examinee – consultation of interested parties

The institution determines whether the consultation with the student happens orally, in writing or a combination thereof.

For an oral consultation of interested parties, the examinee is summoned to an interview, which aims to shed light on the case. The aim here is to present documentation of the suspected cheating and to hear the student's side of it. The student has the right to have a representative accompany them to this meeting.

For the written consultation of interested parties, the documentation for the suspected cheating is sent to the student in order to request a written statement.

Sanctions for cheating and disruptive behavior during an exam

If, after having the case explained, the institution can confirm the suspicion of cheating, and if the action has or could have an impact on the evaluation, the examinee must be expelled from the exam by institution.

In less severe cases, a warning is given first.

If the cheating occurs under aggravated circumstances, the student can be expelled from the program for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the program.

Expulsion from an exam for cheating means that the mark will be annulled and that one exam attempt has been used by the student

The examinee may not participate in a sick/re-exam but must wait until the program's next ordinary exam.

The institution can, in the case of aggravated circumstance, decide that the examinee must be expelled from the program for a shorter or longer period. In this case, a written warning will be given stating that repetition could lead to a permanent expulsion from the program.

The student may not attend classes or take any exams during their period of expulsion.

Complaints

The decision of expulsion and that an exam attempt has been used due to cheating is final, and cannot be appealed to a higher administrative authority.

Complaints about legal issues (for example incapacity, consultation of interested parties, appeal guidelines, whether the Executive Order or Examinations has been interpreted correctly, etc.) may be submitted to the Ministry of Higher Education and Science. The complaint must be submitted to the institution and must be addressed to the institution, which must then submit a report that the complainant has the opportunity to comment within a period of normally one week. The institution then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the institution is two weeks from the day the decision was communicated to the complainant, cf. Executive Order § 51.

16 Complaints regarding exams and the appeal of decisions

See the Executive Order of Examinations section 10: (only available in Danish) <https://www.retsinformation.dk/Forms/R0710.aspx?id=160839>

Complaints regarding exams

It is recommended that the student seek guidance from a study and career counselor for the appeal procedure and for the preparation of a complaint.

The rules for exam complaints can be found in section 10 of the Executive Order on Examination Regulations.

In the Executive Order of Examinations, complaints are distinguished as either based on the

- basis of the exam etc., the exam procedure and/or the evaluation or
- complaints concerning legal matters.

The two types of complaints are handled differently.

A candidate may submit a written and substantiated complaint within a period of two weeks after the exam has been announced in the usual way concerning:

- the basis of the exam, including exam questions, reports/assignments, etc., as well as its relation to the program's learning objectives and requirements of the program
- the exam procedure
- the evaluation

The complaint can relate to all exams, including written, oral and combinations thereof, as well as practical or clinical exams.

The complaint must be sent to the institution.

The complaint must immediately be submitted to the original examiners, i.e. the internal and external examiners from the exam. The opinion of the examiners will form the basis of the institution's decision regarding academic issues. The institution will usually decide a deadline of two weeks for the submission of their opinions.

Immediately after the examiners' opinion is made available, the complainant has the opportunity to comment on the decision, usually with a week's deadline.

The institution's decision is based on the examiners' academic opinion and any possible comments the complainant may have regarding the report.

The decision must be submitted in writing, and can be as follows:

- provision for a new evaluation (re-evaluation) - only for written exams
- provision for a new exam (re-exam)
- that the student's complaint has been dismissed

Should it be determined that a re-evaluation or re-exam will be offered; the institution must appoint new examiners. Re-evaluation can only be offered for written exams where there is material for evaluation; this is because the new examiners cannot (re) evaluate an already held oral exam and the original examiners' notes are personal and may not be disclosed.

If the decision is an offer for re-evaluation or re-exam, the complainant must be advised that a re-evaluation or re-exam may result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. This decision is binding and may not be changed. If the student does not accept the offer within the time limit, the re-evaluation or re-exam will not take place.

The re-evaluation or re-exam must take place as soon as possible.

With a re-evaluation, the examiners must submit all relevant documents i.e., the exam, the answer/s, the complaint, the original examiners' opinions along with the complainant's remarks as well as the institution's decision.

The examiners will then notify the institution of the outcome of the re-evaluation, including a written justification and evaluation, which may be a lower mark.

If it has been decided that a new evaluation will be made or if there is an offer of a re-exam, the decision will be binding for all the examinees whose exams have the same shortcomings as the subject of the complaint. The complaint must be sent to the institution within two weeks (14 calendar days) after the evaluation of the exam in question has been announced. If the deadline falls on a public holiday, the first working day thereafter is the deadline.

A dispensation from the deadline can be granted if there are exceptional circumstances.

Appeal

The complainant can appeal the institution's decision regarding any academic issues to an appeals board. The appeal board's activities are covered by the Public Administration Act, which includes incapacity and confidentiality.

The appeal must be sent to the institution.

The deadline for an appeal is two weeks after the student has been informed of the decision. The same requirements as mentioned above under complaint (in writing, with reasons etc.) also apply to the appeal.

The Appeals Board consists of two external examiners appointed by the chairman of external examiners, as well as a lecturer eligible to examine and a student within the same field of study (program), who are both appointed by the institution.

The Appeals Board makes a decision based on the original material that formed the basis for the institution's decision and the student's substantiated appeal.

The Board deals with the appeal and the resultant decision can be as follows:

- provision for a new evaluation by new examiners, though this is only a possibility with written exams
- provision for a new exam (re-exam) by new examiners
- that the student's appeal has been unsuccessful

If the decision offers re-evaluation or re-exam, the complainant must be advised that a re-evaluation or re-exam may result in lower mark. The student must, within a period of two weeks after the decision has been made, accept the offer. The decision is binding and may not be changed.

If the student does not accept the offer within the time limit, the re-evaluation or re-exam will not take place.

The re-evaluation or re-exam must take place as soon as possible.

With a re-evaluation, the examiners must submit all relevant documents i.e., the exam, the answer/s, the complaint, the original examiners' opinions along with the complainant's remarks as well as the institution's decision.

Appeals must be decided within two months – for summer exams, within three months – after the appeal has been filed.

The Appeals Board's decision is final, which means that the case cannot be appealed to a higher administrative authority with regard to the academic part of the complaint.

Complaints concerning legal issues

Complaints concerning legal issues in the decisions made by the examiners for the re-evaluation or re-exam or the Appeal Board's decision must be submitted to the institution within a period of two weeks from the day the decision is communicated to the complainant.

Complaints concerning legal issues in the decisions taken by the institution in accordance with an Executive Order (for example incapacity, consultation of interested parties, whether the Executive Order or Exams has been interpreted correctly, etc.) may be submitted to the institution who must submit a report that the complainant has the

opportunity to comment within a period of normally one week. The institution then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for submission of the complaint to the Institution is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

17 Rules of exemption

The educational institution can deviate from what the institution or the institutions themselves have stated in the curriculum if this is justified by exceptional circumstances. The various institutions must cooperate in order to have a homogenous dispensation policy.

18 Entry into force and transitional provisions

The institutional part of the curriculum enters into force September 1, 2017 and is effective for all students, who are enrolled or enroll in the program and for all tests/exams starting on the above-mentioned date or thereafter.

Approval

The joint national part of the curriculum has been approved by the providers of the Bachelors Programme for Design and Business.

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