

Design & Business

Curriculum 2020



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THIS CURRICULUM IS BASED ON:

- Existing Ministerial order no. 18 of 09/01/2020 or newer version on Examination order
- Ministerial order no. 15 of 09/01/2020 (Technical and Mercantile Academy profession programmes and Professional Bachelor Programmes)
- Ministerial order no. 152 of 26/02/2020 or newer version
- Ministerial order no. 17 of 09/01/2020 or newer version

All can be found here: <https://www.retsinformation.dk/>

1 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.

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.

On <https://ufm.dk/en> you can find the Danish national Qualifications Framework for Higher Education.

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.

1.1 Programme Structure and Content at Business Academy Southwest

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:

- a) **Common compulsory module elements** equivalent to a total of 30 ECTS points. All students enrolled in the programme must complete this module.
- b) **Specialization programme** equivalent to a total of 20 ECTS points. The specialisation module contains 10 ECTS national subject elements and 10 ECTS institution specific elements.
- c) **Electives** equivalent to a total of 10 ECTS points.
- d) **Internship** equivalent to a total of 15 ECTS points.
- e) **Final bachelor project** equivalent to 15 ECTS points.

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

1 th semester	2 nd semester	3 rd semester
Common module - 15 ECTS: Technology I - 5 ECTS Design I - 5 ECTS Business I - 5 ECTS <i>Common Module exam 1</i>	Common module - 15 ECTS: Technology II - ECTS Design II - 5 ECTS Business II - 5 ECTS Specialisation - 5 ECTS Management & Strategy <i>Common & Specialisation Module exam 2</i>	Internship - 15 ECTS <i>Internship exam</i>
Specialisation - 15 ECTS: Concept Development - 5 ECTS Communication - 5 ECTS Visual Merchandising - 5 ECTS <i>Specialisation exam 1</i>	Electives - 10 ECTS: Electives contain institution specific elements <i>Electives exam</i>	Bachelor project - 15 ECTS <i>Final Bachelor exam</i>

2 Common National Section

This national part of the curriculum for the Professional Bachelor's Degree Programme in Design and Business has been released pursuant to section 21 (1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented by the institutional part of the curriculum, which is provided by the individual institution offering the programme.

The curriculum has been prepared by the educational network for the Professional Bachelor's Degree Programme in Design and Business and approved by the boards of directors of all the institutions offering the programme – or by their rectors subject to authorisation – and following consultations with the institutions' education committees and the chairmanship of external co-examiners for the programme.

2.1 The programme's goals for learning outcomes

The Professional Bachelor's Degree Programme in Design and Business combines design with business understanding and business with design understanding for the purpose of training employees for the fashion and lifestyle industry who have the skills to work across disciplines with an understanding of the company's work processes and sustainable business concepts.

Knowledge

The graduate in Design, Technology and Business will have knowledge about:

- theory, method and practice in the fashion and lifestyle industry.
- how to reflect on theories, methods and practice within the profession.

Skills

The graduate in Design, Technology and Business will have the skills to:

- reflect on the practice of the fashion and lifestyle industry and the application of theories and methods to a practice-orientated problem.
- assess theoretical and practical issues within the profession and argue in favour of and select appropriate solutions.
- communicate issues and solutions related to the profession to partners and users.

Competencies

The graduate in Design, Technology and Business will be able to:

- handle complex and development-oriented situations in a professional context.
- independently develop innovative and sustainable concepts and products for the fashion and lifestyle industry on a theoretical and practice-orientated basis.
- combine design with business understanding and competently and independently enter into professional cooperation, including collaboration across professions.
- identify their own learning needs and develop knowledge and skills related to the profession.

2.2 Learning objectives for the individual study specialisations

The programme at Business Academy Southwest consists of 1 study specialisation.

2.2.1 Learning outcomes for study specialisation Marketing (Brand Management & Design)

Study specialisation **Marketing** (Brand Management & Design) has these learning objectives:

Knowledge

The graduate will have knowledge about:

- marketing and branding theory, communication, method and practice within the profession with a focus on the subject areas of concept development and management & strategy.
- how to reflect on marketing and branding theory, methods and practice.

Skills

The graduate will have the skills to:

- use marketing and branding methods and tools that support marketing and branding development, and which are relevant to the profession.
- assess theoretical and practical issues as well as justify, select and communicate innovative and responsible marketing and branding solutions.

Competencies

The graduate will be able to:

- handle complex development-oriented situations in relation to the development of marketing and branding solutions.
- enter into professional and interdisciplinary collaboration on marketing and branding development.

3 National subject elements

3.1 National subject elements - common to all students - 30 ECTS

The programme contains three national subject elements that are common to the students regardless of study specialisation.

3.1.1 Design

The subject element **Design** consists of design methods for product and process development that add value to the development process, from innovative idea to realisation of a product or concept. Focus is on sociology, target group and market analysis as well as sustainable solutions.

Learning objectives for Design:

Knowledge

The student will gain knowledge about:

- design theory and method and an ability to reflect on the practice of the profession and its application of design theory and method.
- culture, including knowledge of cultural and intercultural relationships in relation to market and user.
- value-adding design processes from idea to finished product and / or concept.

Skills

The student will get the skills to:

- use design technical methods and tools in an innovative process in relation to industry-relevant issues.

- select and assess practice- orientated and theoretical issues using a sociological focus and analysis of target group and market.
- justify and select value-creating design solutions based on a sustainable, aesthetic and functional aspect.
- realise and communicate practice-orientated and design-related issues to partners and users.

Competencies

The student will learn to:

- handle complex and development-oriented design processes in order to realise value-adding products and / or concepts.
- enter into professional and interdisciplinary collaboration independently and assume responsibility in the development of sustainable design solutions.
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the subject area of design.

Number of ECTS credits

The subject element Design is worth 10 ECTS credits.

3.1.2 Business

The subject element **Business** consists of sales as well as business understanding and development based on innovative and sustainable business models. Emphasis is on surveys and analyses of users and industries, which will form the basis for the development of concepts. Furthermore, focus is on communication and argumentation in favour of the value-creating concept.

Learning objectives for Business:

Knowledge

The student will gain knowledge about:

- practice and applied theory and methods in business understanding and concept development based on a company's supply and value chain as well as its outlets.
- practice, applied theory and methods in the business area as well as an ability to reflect on the practice of the profession and the industry and the application of theory and methods in business understanding.

Skills

The student will get the skills to:

- apply the methods and tools of the business area to business understanding and concept development and include these in the development of innovative, sustainable and value-creating concepts.
- assess practical and theoretical issues in the industry, including analysing users and their behaviour so as to be able to justify and select relevant business and solution models.
- communicate practice-orientated and professional issues and solutions within the business area to partners and users.

Competencies

The student will learn to:

- handle complex and development-oriented issues within the profession and industry.
- independently enter into professional and interdisciplinary collaborations and thus gain a comprehensive understanding of the interrelation of the business elements.
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the subject area of Business.

Number of ECTS credits

The subject element Business is worth 10 ECTS credits.

3.1.3 Technology

The subject element **Technology** consists of idea generation, creative and innovative processes as well as concept development in relation to the creation of sustainable solutions. Emphasis is on supporting industry-relevant technology, materials innovation and prototyping. Research design and data analysis must ensure validity in the development of solutions.

Learning objectives for Technology:

Knowledge

The student will gain knowledge about:

- idea generation, data analysis and concept development as well as of theory and methods of research design.
- the practice of the profession and industry as well as their application of technology and materials.
- how to use technology in design and business from a sustainable perspective.

Skills

The student will get the skills to:

- use methods and tools in idea generation and prototyping.
- identify and assess practice-orientated and theoretical issues as well as ensure validity in the development and selection of innovative solutions.
- communicate practice-orientated and professional issues and solutions within the subject area of technology to partners and users.

Competencies

The student will learn to:

- handle complex and development-oriented issues where technology is related to business and design.
- independently enter into and initiate creative and innovative processes in a professional and interdisciplinary collaboration.
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the subject area of technology.

Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

3.2 National subject elements in study specialisation Marketing (Brand Management & Design) – 10 ECTS

Study specialisation **Marketing (Brand Management & Design)** contains two national subject elements: Concept Development and Management & Strategy.

3.2.1 Concept Development

The subject element **Concept Development** works analytically, conceptually, creatively, commercially—and communicatively—with the company's brand for the purpose of developing innovative concepts and products.

The course is part of the Specialisation Module (cf. section 8.2).

Learning objectives for Concept Development:

Knowledge

The student will gain knowledge about:

- the process of working with the company's brand to develop innovative concepts.
- how to reflect on applied theoretical and practical concept development models.

Skills

The student will get the skills to:

- apply the key methods and tools of the subject area as well as the skills associated with employment in concept development within the profession.
- assess practice-orientated and theoretical concept development issues as well as justify and select innovative concepts.
- communicate brand and concept-related issues to partners, including non-specialists.

Competencies

The student will learn to:

- handle complex and development-oriented issues related to concept development.
- independently enter into professional and interdisciplinary collaboration on brands and concepts.
- identify their own learning needs and structure their own learning in relation to the work with concept development.

Number of ECTS credits

The subject element Concept Development is worth 5 ECTS credits.

3.2.2 Management & Strategy

The subject element Management & Strategy is based on the company's strategy and works with strategic and practical business-oriented processes based on a branding and marketing-oriented approach.

Learning objectives for Management & Strategy:

Knowledge

The student will gain knowledge about:

- theory, methods and practice in strategic management and control.
- how to reflect on applied theory and practical strategy and management models.

Skills

The student will get the skills to:

- apply the methods and tools of the subject area and the skills associated with employment in strategy and management development in the industry.
- assess practice-orientated and theoretical issues based on a strategic framework.
- communicate sustainable and profitable strategic issues and recommendations to business partners, including non-specialists.

Competencies

The student will learn to:

- handle complex and development-oriented strategic issues.
- independently enter into professional and interdisciplinary strategy processes.
- identify their own learning needs and structure their own learning in relation to working with strategic development in the company.

Number of ECTS credits

The subject element Management & Strategy is worth 5 ECTS credits.

3.3 Number of exams in the national subject elements

Two exams will be held in the national subject elements as well as one exam in the bachelor project. For information about the number of internship exams, reference is made to chapter 10 Internship.

For a comprehensive overview of all exams on the programme, reference is made to the institution-specific part of the curriculum. Please note that exams in the national subject elements described in this curriculum can be combined with exams held in subject elements included in the institution-specific part of the curriculum.

3.4 Internship

The purpose of the internship is to combine theory and methods with everyday practice in a company. The internship must qualify the student to analyse, assess, plan and execute projects based on practical issues.

3.5 Learning objectives for the internship

Knowledge

The student will gain knowledge about:

- the profession and the practice of the subject area and applied theory and method and is able to reflect on their practical applications at the internship company.

Skills

The student will get the skills to:

- use the methods and tools of one or more subject areas and apply skills associated with problem solving in the internship company.
- research and identify relevant knowledge related to problem solving in the internship company.
- assess the theoretical and practice-orientated issues and argue for and select appropriate solutions.
- assess and communicate practice-orientated problems and solutions to the company and users.

Competencies

The student will learn to:

- handle complex and development-oriented tasks in relation to specific issues in the internship company.
- independently enter into professional and interdisciplinary collaboration with an innovative and professional approach.
- identify their own learning needs and structure their own learning in relation to tasks in the internship company.

Number of ECTS credits

The internship is worth 15 ECTS credits.

Number of exams

The internship concludes with an exam.

4 Requirements for the bachelor project

The learning objectives for the bachelor project are identical to the learning objectives for the programme listed in chapter 1.

The bachelor project must document the student's understanding of and ability to reflect on the practice of the profession and the application of theories and methods in relation to a practice-oriented problem. The problem statement, which must be central to the programme in Design, Technology and Business and the profession, must be prepared by the student, possibly in cooperation with a public or private company. The educational institution must approve the problem statement.

Reference is made to the institution's description of requirements for the Bachelor project.

Bachelor's project exam

The bachelor project completes the last semester of the programme after the student has passed all previous exams.

Number of ECTS credits

The bachelor project is worth 15 ECTS credits.

Examination form

The exam consists of an oral and a written exam with an external co-examiner. The student is given an individual overall grade according to the 7-point grading scale for the project and the oral performance.

5 Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

The following credit agreements have been made for the national subject elements:

6 Commencement

This national part of the curriculum is valid from 1st of August 2020.

The national part of the curriculum applies to students enrolled on the programme after 1st of August 2020.

6.1 Transitional scheme

For students already enrolled, the following transitional schemes apply:

Students enrolled before 1 August 2020 will follow the curriculum according to which they have been admitted until 1 August 2021, then they will be transferred to this curriculum.

7 Specific institutional section

This curriculum consists of a common part and an institution-specific part. The institution-specific part consists of rules specific to the Professional Bachelor's Degree Programme in Design & Business at Business Academy Southwest. These rules have been set by Business Academy Southwest. Please note that similar or equivalent programmes on other institutions may apply other rules.

7.1 Exams in general

Overview of examinations and time frame:

1 th semester	2 nd semester	3 rd semester
Common module - 15 ECTS: Technology I - 5 ECTS Design I - 5 ECTS Business I - 5 ECTS <i>Common Module exam 1</i>	Common module - 15 ECTS: Technology II - ECTS Design II - 5 ECTS Business II - 5 ECTS Specialisation - 5 ECTS Management & Strategy <i>Common & Specialisation Module exam 2</i>	Internship - 15 ECTS <i>Internship exam</i>
Specialisation - 15 ECTS: Concept Development - 5 ECTS Communication - 5 ECTS Visual Merchandising - 5 ECTS <i>Specialisation exam 1</i>	Electives - 10 ECTS: Electives contain institution specific elements <i>Electives exam</i>	Bachelor project - 15 ECTS <i>Final Bachelor exam</i>

Information about time and place for the examinations will be posted on EASV Learning Management System (LMS).

Joining the semester, the education element, etc. is also a registration for the corresponding exams.

Deregistration from an exam is only possible in special circumstances such as illness (documented with a medical certificate), death in the family or exceptional circumstances that influences the students well-being. Deregistration shall be provided to the manager before the beginning of the exam or as soon as possible. Documentation in writing need to be submitted before the attempt can be cancelled, cf. section 16.

8 Scope and criteria for examinations

8.1 The Common Module 30 ECTS

Prerequisites for the exam, including compulsory participation:

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

- Technology
- Design
- Business

For the Common Module 2 exam the national subject element Management & Strategy is included.

Furthermore, the student must live up to the requirements that are described on EASV Learning Management System (LMS) platform in the course description and course plan for each of the subject areas in the common module.

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 described on EASV Learning Management System (LMS) platform in the course description and course plan for each of the subject areas in the common module and
- be submitted on time, cf. examination schedule available on EASV Learning Management System (LMS).

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.

8.1.1 The Learning objectives

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

The examination – Common Module 1

The examination is an internally assessed oral exam, based on the written project and an individual presentation. The exact formulation of the exam conditions will be available on EASV Learning Management System (LMS).

The assessment criteria

The assessment criteria for the exam is based on the learning objectives of the common module and the exam brief uploaded on EASV Learning Management System (LMS) for each course.

The time frame

The exam takes place during first year of study. Further information regarding time and place can be found on EASV Learning Management System (LMS).

The exam language

The written and spoken language is English or Danish, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination.

If the oral exam is conducted in Danish, it will be stated on the final exam document.

The group delivery

The group delivery for the common module is a written project brief that is the foundation on which the individual reflection and individual examination is based. Requirements are specified on the EASV Learning Management System (LMS).

It must meet all formal requirements (cf. section 8.1) and be submitted on time according to the schedule available on EASV Learning Management System (LMS) 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 8.1 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.

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.

The examination – Common Module 2

The examination is an internally assessed written exam, based on the written project. The exact formulation of the exam conditions will be available on EASV Learning Management System (LMS).

For the Common Module 2 exam the national subject element Management & Strategy is included.

The assessment criteria

The assessment criteria for the exam is based on the learning objectives of the common module and the exam brief uploaded on EASV Learning Management System (LMS) for each course.

The time frame

The exam takes place during first year of study. Further information regarding time and place can be found on EASV Learning Management System (LMS).

The exam language

The written language is English or Danish, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the examination.

If the oral exam is conducted in Danish, it will be stated on the final exam document.

The group delivery

The group delivery for the common module is a written project brief that is the foundation on which the individual reflection and individual examination is based. Requirements are specified on the EASV Learning Management System (LMS).

It must meet all formal requirements (cf. section 8.1) and be submitted on time according to the schedule available on EASV Learning Management System (LMS) 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 8.1 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.

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.

8.2 The Specialisation Module 20 ECTS

The specialisation exam seeks to test the student's knowledge, skills, and competencies required of the specialisation in question.

Prerequisites for the exam

The student must live up to the requirement of active participation. Failure to do so 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 and will be based on an individual assessment.

As the exam is based on a written project, the project must:

- meet the requirements have to be met cf. "Guide to report writing" and the exam brief available on EASV Learning Management System (LMS), and
- be handed in on time, cf. the exam plan on EASV Learning Management System (LMS).

Failure to hand-in the written project, 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.

Mandatory participation requirements must be met in order to be qualified to enter the exam. These requirements are described on EASV Learning Management System (LMS) in the course description and course plan for each of the subject areas in the specialisation module:

- Concept Development
- Communication

Furthermore, the student must meet the requirements listed above.

For the Specialisation Module exam 1 the local element Visual Merchandising is included.

8.2.1 The learning objectives

The specific learning objectives for the specialisation can be found in the national part of the curriculum.

The examination – Specialisation Module

The examination is an internally assessed oral exam, based on the written project. The exact formulation of the exam conditions will be available on EASV Learning Management System (LMS).

For the Specialisation Module exam 1 the local element Visual Merchandising is included.

The assessment criteria

The assessment criteria for the exam is based on the learning objectives of the specialisation and the exam brief uploaded on EASV Learning Management System (LMS) for each elective course.

The time frame

The exam takes place during first year of study. Further information regarding time and place can be found on EASV Learning Management System (LMS).

The exam language

The written and spoken language is English or Danish, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination.

The group delivery

The group delivery for the common module is a written project brief that is the foundation on which the individual reflection and individual examination is based. Requirements are specified on the EASV Learning Management System (LMS). It must meet all formal requirements (cf. section 8.2) and be submitted on time according to the schedule available on EASV Learning Management System (LMS) 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 8.2 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.

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.

9 Local and elective educational elements

9.1 Local educational elements

9.1.1 Communication - 5 ECTS

The local element Communication focuses on the development of strategies and the design of messages and concepts with a clear awareness of sender, recipient and choice of media.

The course is part of the Specialisation Module (cf. section 8.2).

Learning objectives for Communication

Knowledge

The student will gain knowledge about:

- Theory, methods and practice in communication and media understanding.
- How to reflect on theories, methods and practice in communication and media understanding.

Skills

The student will get the skills to:

- Identify, assess and produce relevant solutions.
- Communicate professional issues and solutions to business partners with special focus on sender, recipient and choice of media.
- Process, communicate and transform knowledge - strategically, in writing, visually and orally.

Competencies

The student will learn to:

- Handle relevant development-oriented issues in design and communication.
- Independently enter into professional and interdisciplinary collaboration with a professional approach to the subject area of communication of designs.
- Identify their own learning needs and structure their own learning in interdisciplinary environments.

Number of ECTS credits

The local element Communication is worth 5 ECTS credits.

9.1.2 Visual Merchandising - 5 ECTS

The local element Visual Merchandising (VM) has the following course topics

- The importance and context of visual merchandising
- Merchandise mix and merchandise management
- The core of visual merchandising
- (Areas of display, materials and props, mannequins, lighting, colour, signage, graphics and landscaping as well as seasoning)
- The communications of VM (Hands on development of skills of building/drawing)
- Trends in VM and the future of VM
- Development of a merchandising plan
- ILR experiences with VM. Empirical research & test experience in department store

The course is part of the Specialisation Module (cf. section 8.2).

Learning objectives for Visual Merchandising

Upon completion of the course the student must have acquired the following:

Knowledge

The student will gain knowledge about:

- The buying process: How retailers determine the profitability of their merchandising decisions and how retailers plan their assortments based on classifications and trade-offs.
- Knowledge about the means of VM (Colour, light, props, signage, placement etc.).
- Knowledge about real life challenges in the field of VM and the future of VM.

Skills

The student will get the skills to:

- Analyze and discuss the means of VM in a business and societal context to support the story of a given brand.
- Test, use and develop communicative skills applying different techniques of own choice. Hand drawing or 3D drawing programs, e.g. Sketch up, building of mock-up's in small size or 1:1.
- Investigate the brand/consumer connection.
- Independently familiarize oneself with new topics within the theory and practice of the course.

Competences

The student will learn to:

- Communicate relevant information about a developed solution, using words and methods relevant to the topic.

- Put the chosen topic into perspective and relate it to other courses within the education.
- Independently examine a brand and retailer and with the use of visual merchandising techniques strategize and visualize a merchandising plan
- Evaluate the suggested solution in relation to the chosen topic.

Number of ECTS credits

The local element Visual Merchandising is worth 5 ECTS credits.

9.2 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.

Prerequisites for the exam

Mandatory participation pre-requirements must be met in order to be qualified to enter the exam. These pre-requirements are described on EASV Learning Management System (LMS) 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 Learning Management System (LMS), and
- be handed in on time, cf. the exam plan on EASV Learning Management System (LMS).

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.

9.2.1 The learning objectives

The specific learning objectives for each elective course are described in the course description to be found on EASV Learning Management System (LMS).

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.

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 Learning Management System (LMS):

- An individual hand-in
- An individual oral presentation
- Mandatory attendance and participation

According to the course descriptions and exam brief uploaded on EASV Learning Management System (LMS). The assessment is based on the 7-point grading scale.

The assessment criteria

The assessment criteria for the exam is based on the common learning objectives cf. 2.2.1 and the specific course descriptions and exam brief uploaded on EASV Learning Management System (LMS) for each elective course.

The time frame

The exam takes place during the first year of study. Further information regarding time and place can be found on EASV Learning Management System (LMS)

The exam language

The written and spoken language is English or Danish, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination. If the oral exam is conducted in Danish, it will be stated on the final exam document.

10 The internship – 15 ECTS

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.

This then forms the basis for the orchestration of the student's work during the internship period.

The internship can be compared to a full-time job, 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.

10.1 The internship exam

Based on the learning objectives for the internship (see the national section of the Curriculum), the student, the internship company and the school supervisor collaborate to identify specific objectives for the internship period.

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 Learning Management System (LMS)

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.

10.1.1 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.

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 Learning Management System (LMS))
- Appendices (i.e. letter of reference from the internship company, the student's internship log with visuals, other relevant documentation)

There are compulsory participation requirements that must be met in order to be qualified to do the exam. These requirements are described on the EASV Learning Management System (LMS).

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.

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.

The assessment criteria

The assessment criteria follow that of the national section.

The time frame

The internship ends with the submission of a written project. Further information can be found on the EASV Learning Management System (LMS).

The exam language

The written language is English or Danish, the ability to apply relevant terminology and the overall language performance is included in the evaluation.

11 The bachelor project 15 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.

11.1 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 Learning Management System (LMS).

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.

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.

There are requirements that must be met in order to be qualified to do the exam. These requirements are described on the EASV Learning Management System (LMS).

The assessment criteria

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

The time frame

The exam takes place at the end of study in the last semester. Further information regarding time and place can be found on EASV Learning Management System (LMS).

The exam language

The written and spoken language is English or Danish, the ability to apply relevant terminology and the overall language performance is included in the evaluation of the oral examination. If the written project is in Danish, and the oral exam is conducted in Danish, it will be stated on the final exam document.

12 Educational elements completed 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.

13 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.

14 Credits for elective and local educational elements

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.

15 Language

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 or Danish

15.1 Examinations

Examinations are to be submitted/presented in understandable English or Danish. 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. Participation requirements can also be a stipulation or prerequisite for examinations. Attendance can also be compulsory for certain of the elements in the course. Participation and attendance requirements that are prerequisites for an examination can be found in the examination specifications of the individual course.

16 Criteria for evaluating student activity and participation requirements

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.

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

16.1 Definition of student activity and participation requirements

Enrolment can be terminated for students who have not participated actively in their studies.

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.

16.2 The consequences of absent student activity

Failure to meet one or a few of the criteria for student activity can lead to termination of the student's state educational grant (SU).

Failure to meet one or more of the criteria can lead to the termination of enrolment in the education, cf. below.

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.

Exemption can be granted from the above requisites in the case of exceptional circumstances.

Applications for exemption should be sent to the head of department.

16.3 Termination of enrolment

Lack of student activity can lead to the termination of enrolment in the education.

In exceptional circumstances exceptions can be made from the rule of non-compliance of study activities. Applications to be exempted shall be sent to the head of department.

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 as 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.

17 Re-examinations

17.1 Re-examinations 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 sit 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 sit 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 the EASV Learning Management System (LMS).

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 the responsibility of the student.

17.2 Re-examinations due to failing or non-attendance

By not passing or by not attending the examination, the student is automatically registered to sit 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 the EASV Learning Management System (LMS).

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

18 Use of aids

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

19 Special examination conditions

The student can apply for special examination conditions when warranted by 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, a statement from e.g. a body dealing with speech, hearing or sight impairment or dyslexia, or other forms of documentation certifying serious health issues or relevant functional impairment.

20 Cheating offences in exams

When submitting written material the student certifies by his/her signature that the material has been produced without undue assistance.

20.1 Using one's own work and that of others - plagiarism

Cheating in exams through 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 written work on the EASV Learning Management System (LMS).
- 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 in items 1 and 3 above.

20.2 Disciplinary procedures

For cheating offences and disruptive behaviour during exams.

A student who attends 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, or
- 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.

20.3 Presumed cheating

At an exam, including plagiarism during and 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.

20.4 Investigation of cheating offences in exams, including plagiarism

Postponement of the exam

If the cheating 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.

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.

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.

20.5 Penalties for cheating offences and disruptive behaviour during exams

If clarification of the issue confirms the presumed cheating 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 sit exams.

20.6 Appeals

Decisions concerning expulsion due to a cheating offence 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.

21 Complaints about examinations and appeal decisions

21.1 Complaints about exams

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 Examination Order. The Examination 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.

21.1.1 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.

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.

21.1.2 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. 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 after the day on which the decision has been communicated to the complainant.

22 Exemptions

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

23 Effective date and transition period

For students already enrolled, the following transitional schemes apply: Students enrolled before 1st of August 2020 will follow the curriculum according to which they have been admitted until 1st of August 2021, when they will be transferred to this curriculum.

Current students at the Academy will complete their studies according to the curriculum valid at the initiation of their studies. With the exception of students on leave, they will continue their studies according to the curriculum valid at the time of resumption.



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