



Curriculum 2014-2016

Bachelor of Innovation and Entrepreneurship

September 2014

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1. Scope of the curriculum

1.1. Commencement of the curriculum

This curriculum comes into effect for students who begin their studies in September 2014 and the joint national part applies to the following institutions:

Business Academy Aarhus
www.baaa.dk

Erhvervsakademiet Lillebælt
www.eal.dk

Cphbusiness
www.chpbusiness.dk

Erhvervsakademi Sjælland
www.easj.dk

1.2. Transitional scheme

The joint national part of the curriculum comes into effect 1 September 2014 and applies to all students who already are, or who are later admitted to the programme, and the examinations that begin on the mentioned dates or later.

The joint national part of the curriculum from September 2013 is not valid from 31 August 2014.

However, any examinations begun before 1 September 2014 must be completed according to this joint national part of the curriculum by 30 June 2015.

2. Admission to the programme

2.1. Programme requirements

Admission to the programme is given according to executive order 1486 of 16 December 2013 on admissions to academies of professional higher education. Executive orders can be found at www.retsinfo.dk.

2.2. Professional criteria for admission

Completion of an AP Degree academy programme or the equivalent fulfils the formal requirements for the Bachelor of Innovation and Entrepreneurship programme.

Admissions to the programme strive to cover as wide a composition of graduates from various AP degree programmes as possible. The aim of the programme is for students to work with innovation and entrepreneurship in interdisciplinary environments.

Applicants are assessed and given points according to the following criteria:

- Average of marks from the qualifying programme
- Motivation (as expressed in the application and possible contingent interview)
- Relevant work experience

3. Core areas of the programme

The programme comprises the following core areas:

Core Area:	ECTS
Innovation and Development	25
Management and Network	10
Corporate Management	10

45 ECTS in total.

3.1. Content and learning objectives: Innovation and Development

Weight: 25 ECTS

Content

The aim of this core area is to develop the students' entrepreneurial mind-set in so that they are able to manage the creative and the unpredictable and become goal-oriented and structured in their work. In this connection, the student must also gain

insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others.

This core area must furthermore give the students skills and competencies for identifying possibilities as well as creating and developing business ideas firmly based in methodology in order to start up sustainable companies or activities in existing companies and organisations.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- development of the theory and methodology within the discipline: Innovation and Entrepreneurship
- the significance of innovation and entrepreneurship as elements of the development of the individual, the company and society, and be able to reflect on this
- the development of the practices within creative and innovative processes and learn how to apply them
- the sources of innovation, and be able to reflect on this
- insight into the processes, from conception to sustainable project, business area or enterprise and be able to demonstrate this
- the development of methods for identifying and evaluating opportunities
- the development of practices related to growth in already established companies and reflect upon the tools and methods for analysis, evaluation and development of strategic business and growth possibilities
- the primary paradigms of the theory of science in relation to innovation and entrepreneurship, and be able to reflect upon this

Skills

The student will get the skills to:

- be able to apply central theories and methods as well as master relevant skills related to innovation, development and growth
- be able to analyse and assess how innovation and entrepreneurship impact the development of society, businesses and individuals
- be able to analyse, assess and apply creative and innovative relevant processes
- be able to assess, substantiate and choose relevant channels from concept to sustainable project, business area or enterprise
- be able to identify, analyse and assess potential possibilities within innovation and entrepreneurship as well as communicate these to potential partners

- be able to assess, substantiate and choose strategic growth possibilities for already established companies and communicate these choices to potential partners
- be able to assess and solve specific issues within innovation and entrepreneurship from a scientific and methodological perspective

Competencies

The student will learn to:

- be able to identify his/her own learning needs and keep abreast of the development of the subject and continuously develop own knowledge, innovative and entrepreneurial skills and competencies
- be able to handle complex and development-oriented situations in connection with the identification, critical assessment and development of possibilities
- independently be able to engage in collaboration across disciplines and take responsibility for developing and managing innovative processes
- independently and/or in collaboration with others be able to manage the process of starting own activities or development projects
- independently and/or in collaboration with others be able to manage the process for development and growth in an already established company
- be able to develop science-based projects, development plans and market studies based on complex and development-oriented issues

3.2. Content and learning objectives for core area: Management and Network

Weight: 10 ECTS

Content

The purpose of this component is to provide the students with the necessary tools to convert ideas and opportunities into specific projects, and with insight into their own strengths and weaknesses, to be able to establish partnerships and networks that can make it possible to realise their ideas and opportunities. Moreover, the students should be able to manage change processes in companies with growth potential.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- theories and methods regarding organisational establishment, networking, project management and change management

- the significance of corporate culture and values for the development of companies and projects
- and be able to reflect upon practice in relation to organisational establishment, professional networking, project management and change management
- a theoretical perspective and be able to reflect upon various theories, concepts and methods in relation to solving specific challenges within project management, networking and change management

Skills

The student will get the skills to:

- be able to plan and manage a project based on relevant theory and project models
- be able to prepare the relevant organisation of a company
- be able to apply relevant network models and methods in connection with constructing and maintaining a professional network
- be able to manage the company's communication in relation to the establishment and development of the company
- be able to participate in managing change processes

Competencies

The student will learn to:

- be able to independently establish, develop and handle networks professionally on a strategic, tactical and operational level
- be able to collaborate and assume responsibility for organising and managing a company and its projects
- be able to handle the operational and management challenges in connection with growth based on key theories, concepts and methods that relate to change management
- be able to identify his/her own learning needs and develop learning objectives, reasoning abilities, skills and competencies in relation to establishing and carrying out projects.

3.3. Content and learning objectives for core area: Corporate Management

Weight: 10 ECTS

Content

The purpose of the core area is to establish a common foundation in order to communicate professionally and make decisions regarding the business aspects of the start-up and operation of a company.

Moreover, the aim is to gain insight into personal strengths and weaknesses in relation to creating the best solutions in collaboration with others, including being able to learn from peers while contributing with own skills in joint project work focused on establishing and developing existing companies.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- the key management areas for business start-ups
- making a sales and marketing plan
- key models and methods for building customer relations
- the company's supply chain
- and understand the key models for managing company finances, including cash flow
- different financial systems and understand their applicability for the start-up
- the relevance of IT for the start-up, including IT systems and e-commerce
- legal issues relating to customer and supplier collaboration
- the various types of visualisation of products and concepts

Skills

The student will get skills to:

- be able to participate in implementing a marketing and sales plan
- be able to make decisions regarding relevant financial management systems
- be able to justify and select IT systems for a start-up business
- be able to make decisions related to e-commerce
- be able to use social media in connection with the development and operation of the company
- be able to perform basic visualisation in connection with communicating business ideas

Competencies

The student will learn to:

- be able to collaborate with others with different professional backgrounds on the establishment of a business and its further operation
- be able to reflect on the opportunities and challenges in connection with establishing and operating a company and make decisions regarding personal contributions to the process

4. Compulsory Educational Components

The compulsory educational components of the programme are:

1. Creative and innovative processes (5 ECTS)
2. Business proposition (5 ECTS)
3. Science of theory and methodology (5 ECTS)
4. Project management and network (5 ECTS)
5. Corporate management (10 ECTS)
6. Growth (10 ECTS)
7. Change management (5 ECTS)

Total: 45 ECTS

4.1. Content and learning objectives: Creative and innovative processes

Weight: 5 ECTS

Content

The aim is to develop the students' entrepreneurial mind-set in order to be able to manage the creative and the unpredictable and to be goal-oriented and structured in their work. In this connection, the student must also gain insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others.

Learning Objectives:

Knowledge and understanding

The student will gain knowledge about:

- the theory and methodology within the discipline: Innovation and entrepreneurship

- the ability to reflect on the importance of innovation and entrepreneurship as elements in the development of the individual, the company and society
- development-oriented practice of the creative and innovative processes and their application
- and insight into processes from concept to sustainable company

Skills

The student will get skills to:

- be able to apply key theories and methods from the profession
- be able to analyse and assess how innovation and entrepreneurship have impact on the development of society, the company and the individual
- be able to identify issues within certain areas, gather professional learning objectives and initiate creative processes based on the issues
- be able to analyse, assess and apply creative and innovative relevant processes

Competencies

The student will learn to:

- be able to handle complex and development-oriented situations in connection with idea development, idea screening and assessment
- independently be able to engage in professional collaboration across disciplines and take responsibility for the development and management of creative processes

4.2. Content and learning objectives: Business proposition

Weight: 5 ECTS

The aim is to develop the students' entrepreneurial mind-set in order to be able to manage the creative and the unpredictable and to be goal-oriented and structured in their work. In this connection, the student will gain knowledge about also gain insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others.

The aim of the component is moreover for the student to be able to master the skills necessary for identifying and taking advantage of possibilities and to prepare an innovation plan.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- innovation sources
- and insight into the processes from idea to sustainable company
- methods for identifying and assessing opportunities
- and get an understanding of the ability to reflect on various business opportunities
- the content and nuances of various types of business plans and business models

Skills

The student will get skills to:

- be able to identify, analyse, assess and communicate opportunities with potential within innovation and entrepreneurship
- be able to assess, justify and select relevant routes from concept to sustainable project, business area or enterprise
- be able to assess and communicate various business opportunities to stakeholders
- be able to justify the choice of model for the business model as well as master the skills needed to prepare it
- be able to prepare an innovation plan

Competencies

The student will learn to:

- be able to handle complex and development-oriented situations in connection with identification, critical assessment and development of opportunities
- independently be able to engage in professional collaboration across disciplines and take responsibility for the development and management of creative processes
- independently and/or in collaboration with others be able to manage the process of starting his/her own activities or development projects

4.3. Content and learning objectives: Science of theory and methodology

Weight: 5 ECTS

Objective:

The objective is to qualify the student to be able to analyse, understand and assess the applicability of paradigms, theories, methods and techniques in relation to innovation and entrepreneurship. Furthermore, the objective is to understand, analyse and apply basic aspects regarding scientific work methods, including information searching and gathering and the assessment thereof, aimed at communicating the analysed information within innovation and entrepreneurship on an academically scientific level.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- the primary paradigms and theories in the theory of science and how they impact innovation and entrepreneurship
- the methodological implications of the theory of science and about methodological approaches that support the generation of reliable and valid learning objectives

Skills

The student will get skills to:

- be critical of the theory of science and be able to discuss what knowledge is, how it can be generated and how it interacts with innovative and entrepreneurial practice
- be able to reflect on and discuss the theory of science in connection with the production of data and knowledge
- be able to work with professional innovative and entrepreneurial issues in a scientific and methodological perspective in connection with writing projects and reports
- be able to produce, gather and prepare data and to be critical to existing or new empirical data, including familiarity with scales of measurement and the ability to evaluate the timeliness, validity, reliability and generalisability of data
- be able to prepare scientifically based projects including the ability to clearly communicate the choice of research design, research results and solutions proposals, etc. in context

Competencies

The student will learn to:

- be able to transform theoretical choices and methods into valuable innovation processes
- be able to reflect on the significance of various theoretical approaches and to design and prepare value-added reports about innovation and entrepreneurship

4.4. Content and learning objectives: Project management and network

Weight: 5 ECTS

Content

The purpose of this element is to provide students with the tools necessary for converting ideas and possibilities into specific projects and companies. This includes establishing and using networks with relevant stakeholders.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- the understanding of theories and methods on the establishment of organisations, networks and project management
- and be able to reflect on practice in relation to the establishment of organisations, professional networks and project management

Skills

The student will get skills to:

- be able to apply relevant theories and project models in connection with planning and managing projects
- be able to develop an appropriate organisation for a company
- be able to apply relevant network models and network methods in connection with creating and maintaining professional networks

Competencies

The student will learn to:

- be able to collaborate and assume responsibility for organising and managing companies and project
- independently be able to establish, develop and handle networks professionally at a strategic, tactical and operational level

4.5. Content and learning objectives: Corporate management

Weight: 10 ECTS

The learning objectives for the compulsory educational component Corporate Management are the same as for the core area Corporate Management (see 3.3). Therefore, the same learning objectives from the core area will be tested in the exam pertaining to the educational component.

4.6. Content and learning objectives: Growth

Weight: 10 ECTS

The aim is to develop the students' entrepreneurial mind-set in order to be able to manage the creative and the unpredictable and to be goal-oriented and structured in their work. In this connection, the student must also gain insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others.

The purpose of the educational element is furthermore to enable the student to identify, assess and deal with strategic growth opportunities for an established company. Taking the company's development stage as a point of departure, the student must be able to assess, justify, select and implement the structure needed to support growth.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- development-based practice for growth in new and already established companies
- methods for analysing, evaluating and developing strategic business and growth possibilities
- different financial alternatives
- and be able to reflect on the role and composition of the advisory board and the board during various stages of the company's development

Skills

The student will get the skills to:

- be able to identify, analyse, assess and mediate potential opportunities within innovation and entrepreneurship
- be able to assess, justify, select and mediate strategic growth opportunities for new and established companies
- be able to identify and assess risks connected to strategic growth opportunities
- be able to assess, justify and select various financing opportunities and offers
- be able to argue for the choice and composition of the advisory board and board

Competencies

The student will learn to:

- be able to handle complex and development-oriented situations in connection with identification, critical assessment and strategic application of growth opportunities
- independently and/or in collaboration with others be able to manage the process of starting one's own activities, development projects and companies

4.7. Content and learning objectives: Change management

Weight: 5 ECTS

Content

The aim of this component is to provide the student with the necessary tools for handling the transition from start-up to growth company, and to be able to perform innovative projects in already existing companies.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- various theories and methods regarding organisation development and managing change processes
- the significance of corporate culture and values for change processes and intervention opportunities
- and be able to reflect on theories, concepts and methods in connection with change management

Skills

The student will get skills to:

- be able to handle corporate communication in relation to the establishment and development of the company
- be able to participate in managing change processes

Competencies

The student will learn to:

- be able to handle management challenges in connection with growth based on key theories, concepts and methods tied to change management

4.8. Number of exams for compulsory programme components

The seven compulsory educational components are tested in two final exams. See the overview of the programme examinations in the section ‘Overview of Examinations.’

An overview of the connection between ECTS and the core areas, the compulsory educational components and testing is illustrated in the table below:

Compulsory Programme Components								
	Creative and innovative processes	Business proposition	Science of theory and methodology	Project management and network	Corporate management	Growth	Change management	Total
<i>Core areas</i>								
Innovation and development 25 ECTS	5 ECTS	5 ECTS	5 ECTS			10 ECTS		25 ECTS
Management and network 10 ECTS				5 ECTS			5 ECTS	10 ECTS
Corporate management 10 ECTS					10 ECTS			10 ECTS
Total 45 ECTS								45 ECTS
Exam	Examination - 30 ECTS					Examination - 15		

		ECTS	
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4.8.1 Assessment Criteria

The educational components creative and innovative processes, business proposition, science of theory and methodology, project management and corporate management are all represented in the same examination. The examination is assessed according to the 7-point scale and constitutes 30 ECTS.

The educational components growth and change management are represented in the same examination, which is assessed according to the 7-point scale and constitutes 15 ECTS.

Please see the local institution part of the curriculum for a description of the exams.

5. Internship

5.1. Learning objectives for internship

Weight: 15 ECTS

Content

The purpose of the internship is to put the student into direct contact with real-life situations via one of the following types of internships:

- Internship in own company
- Internship in another company, e.g. a development project in a development department or in a start-up business where the conditions and issues are of an entrepreneurial nature so that the student fulfils the learning objectives.

The internship must fulfil the following requirements:

Internship in own company

- Documentation of an innovation process is required, e.g. via a video log
- Reflection on the innovation process is required, e.g. via a video or images
- Specific external initiatives must be taken, e.g. customer meetings, concluded partnerships, studies of financing options
- Strategies and action plans for the further process must be developed
- The student must have a connection to an entrepreneurial environment or an existing business environment
- The student must find a board or an advisory board that will act as mentor during the internship
- The business plan for the company must include objectives of what should take place during the internship

Internship in another company:

- The innovation needs of the project or company must be documented
- Reflection on the innovation process that has been initiated in the project or company must be documented, e.g. via a video log
- Specific entrepreneurial development contributions from the student must be documented
- Strategies and action plans for the further process must be developed
- The student must have an advisor in the company

The following learning objectives apply to the internship:

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- relevant theory, method and practice in relation to the company and the industry
- concepts and methods and reflect on their practical application
- and get experience with participating in solving practical work and development issues in the field

Skills

The student will get skills to:

- be able to convert knowledge to performance in innovative and entrepreneurial processes
- be able to assess theoretical and practical issues and propose solutions
- be able to apply and communicate relevant theories for solving issues in a start-up business or for a company with development tasks of an innovative and/or entrepreneurial nature

Competencies

The student will learn to:

- be able to see how his/her own role relates to specific tasks during the internship
- be able to enter into professional as well as interdisciplinary collaboration and networks

In accordance with the above mentioned learning objectives for the internship, the student, together with the company and supervisor from the academy, must set the overall objectives for the student's learning outcomes from the internship.

Assessment Criteria:

The internship is concluded with an examination that is assessed according to the 7-point scale. The type and organisation of the examination is set by the individual institution and is described in the local institutional part of the curriculum. The examination can only be given after all final examinations in the compulsory educational components and elective component have been passed.

6. Bachelor Project

The Bachelor Project constitutes 15 ECTS.

6.1. Requirements for the Bachelor Project

The purpose of the bachelor project is to link the student's knowledge, skills and competencies in relation to the overall objectives of the programme and statutory educational elements to a practical and complex issue within the student's field of development.

The issue is defined by the company that the student has established or, alternatively, by an existing innovative/entrepreneurial company.

The main exam project can be written individually or in groups of 2-3 students.

The Bachelor Project must not exceed:

1 student: 100,000 characters

2 students: 150,000 characters

3 students: 200,000 characters

The number of characters includes spaces, footnotes, figures and tables but does not include the front page, table of contents, bibliography and appendices.

6.2. Linguistic skills

Linguistic skills (i.e. spelling, grammar and the ability to express oneself) are taken into consideration for assessment of the main exam project. Assessment is based on an overall evaluation of the content as well as linguistic skills.

Students who can document relevant, specific disabilities can apply for dispensation from the requirements pertaining to linguistic skills. The application for dispensation must be sent to the institution and addressed to the Head of Department at least four weeks before the completion of the exam.

6.3. Learning objectives

The main exam project must demonstrate that the academic level of the programme has been achieved according to appendix 1 of the ministerial order for the Bachelor of Innovation and Entrepreneurship programme:

The objective of the programme is to qualify graduates from a wide range of commercial and technical vocational academy programmes to be able to start – independently or in collaboration with others - new and sustainable businesses and/or new projects, enterprises, etc. in existing companies, based on their various educational standards from their respective vocational academy programmes combined with the latest knowledge within innovation and entrepreneurship.

Learning outcome includes the knowledge, skills and competencies that the student must acquire in the course of the programme, cf. the prescribed Executive Order no. 151 of 15 February 2013.

Learning objectives

Knowledge and understanding

The graduate must have developed knowledge concerning:

- theory and methodology within the discipline: Innovation and entrepreneurship

- creative and innovative processes and know how to implement them – from idea generation to sustainable company
- how to generate growth in already established companies
- the understanding of, as well as the ability to reflect on, the organisational aspects of innovative processes, project management and internal and external communication
- the understanding of, as well as the ability to reflect on, the central areas of management in a newly started company

Skills

The graduate must be able to:

- implement central methods and tools as well as master the key skills necessary for the entrepreneur
- analyse, evaluate and implement relevant creative and innovative processes
- identify, analyse and evaluate opportunities for the start-up of new businesses and growth in already established businesses
- implement relevant methods and tools in connection with managing projects and start-up companies
- select and implement relevant systems and tools within sales, marketing, economics and IT for managing a start-up company. They must also be able to justify and communicate their chosen systems

Competencies

The graduate has learnt to:

- keep updated regarding the current status of development within the discipline and continuously work towards developing their own knowledge, innovative and entrepreneurial skills and competencies
- continuously and professionally be able to relate to own learning and developmental needs in connection with developing, operating and expanding their own company
- be able to handle complex and development-oriented situations in connection with identifying, evaluating and developing opportunities for starting new companies or development projects for existing companies
- be able to independently establish, develop and manage networks according to professional strategies, tactics and operations
- be able to enter into professional collaboration with people from various professional backgrounds regarding the establishing and running a company

6.4. Assessment Criteria

The examination is external and is assessed according to the 7-point scale.

The examination consists of a project report and an oral defence. A single mark is given. The exam can only be taken after all final examinations in the internship and all other exams of the programme have been passed.

Please see the local institution part of the curriculum for a description of the exams.

7. Overview of Examinations

Overview of examinations for the entire programme:

Exam	90 ECTS distributed among exams	Assessment
1st Semester exam	30	7 - point scale
2nd Semester exam	15	7 - point scale
Exam in elective component	15	7 - point scale
Internship exam	15	7 - point scale
Bachelor Project	15	7 - point scale

8. Credit

The institution may approve programme elements, or parts of these, if they have been passed at other educational institutions and when they are equivalent to similar programmes, or parts thereof, in this curriculum. If the element in question has been marked according to the 7-point scale at the examining institution, and is equivalent to an element in this curriculum, the mark will be transferred. All other cases where the grade is 'passed' will not be included in the mark average.

The institution can approve elements that have been passed at a Danish or foreign higher educational programme and which can be substituted for components included in this curriculum. Once approved, the course component is deemed as passed, if it has been passed according to the rules of the programme in question. The assessment will be transferred as 'passed.'

Students are obligated to provide information on earlier passed educational components that can be assumed to give credit.

9. Credit for elective programme components

Passed elective educational components are equivalent to the corresponding components at other educational institutions that offer this programme or other programmes.

9.1. Prior credit approval

The student may apply for prior credit approval. With prior approval to study at other institutions in Denmark or abroad, the student is obligated upon completion of the course, to document the completed educational components at the institution of study. The student must also give permission for the academy to procure any necessary information from the institution.

With approval of prior credit approval, the educational component is considered completed if it is passed according to the regulations of the programme.

9.2. Rules for dispensation

The business academy can, in exceptional circumstances, grant dispensation to the regulations of the curriculum set by the institutions. The institutions that offer the BA in Innovation and Entrepreneurship will collaborate on a uniform practice regarding dispensation.

10. Approval

This joint national part of the curriculum has been accepted and approved by the educational network for Innovation and Entrepreneurship on 10 June 2014.