

CURRICULUM

for

Multimedia design programme

Part II: Institutional Part

Commencement 01.08.2025

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This curriculum must be used in combination with the national part of the curriculum. The national part of the curriculum is the same for all academies that offer this programme, while this part of the curriculum (the institutional part) is specific to Business Academy Aarhus.

1. Overview of elements in the programme

The table below indicates an overview of the programmes' national and institutional subject elements, including the internship and the final exam project, divided into semesters.

Semester	Subject elements	ECTS
1st semester	National subject element: Multimedia production 1 Institutional subject element: Programming 1	30 5
2nd semester	National subject element: Multimedia production 2 Institutional subject element: Programming 2	30 5
3rd semester	Institutional subject element: UX/UI and Frontend Development Elective element: Specialisation	25 5
4th semester	Internship	15
4th semester	Final exam project	15

2. Local subject elements

On this programme there are 30 ECTS institutional subject elements, of which 5 ECTS credits are elective elements. In addition to the 30 ECTS local subject elements, there are 10 ECTS local subject elements that are extracurricular.

2.1. Extracurricular: Programming 1 (5 ECTS)

Content

This subject element is extracurricular. The subject element focuses on programming in a broad sense, which includes basic concepts within programming as well as relevant frameworks, simple algorithms and programming paradigms.

Learning objectives for Programming 1

Knowledge

The student will gain knowledge about:

- development-based understanding of theory and methods for programming simple solutions
- an understanding of the construction and use of the relevant frameworks, including an understanding of the programming paradigm behind it.

Skills

The student will get the skills to:

- use appropriate tools for the programming of interfaces
- apply theory and methods for the implementation of user interface design in the frameworks used, including implementation in relation to the programming paradigm used
- convey program and code as well as simple algorithms to partners.

Competencies

The student will learn to:

- manage development-orientated situations in relation to user interface implementation in applied frameworks
- independently participate in interdisciplinary partnerships concerning the implementation of solutions
- identify their own learning needs and continue the development of their knowledge, skills and competencies in relation to programming.

ECTS weight

The subject element Programming 1 is weighted 5 ECTS credits.

2.2. Extracurricular: Programming 2 (5 ECTS)

Content

This subject element is extracurricular. This subject element deals with theory and methods for programming web-based solutions, where there is a focus on user interfaces, functionalities and implementation.

Learning objectives for Programming 2

Knowledge

The student will gain knowledge about:

- development-based understanding of theory and programming of web-based solutions
- an understanding of the construction and use of frameworks and associated libraries.

Skills

The student will get the skills to:

- use appropriate tools for the programming of interfaces with complex functionality
- evaluate and select solution models for the implementation of user interface design in the frameworks used
- communicate program/code as well as complex functionality to partners.

Competencies

The student will learn to:

- manage development-orientated situations in relation to implementing user interfaces with complex functionality in applied frameworks

- independently participate in interdisciplinary partnerships concerning programming of more advanced solutions
- identify their own learning needs and continue the development of their knowledge, skills and competencies in relation to programming.

ECTS weight

The subject element Programming 2 is weighted 5 ECTS credits.

2.3. UX/UI and Frontend Development (25 ECTS)

Content

The subject element deals with the design and programming of digital user experiences. The subject focuses on the user's experience of the user interfaces and digital content. Data is included as a central element in the design process, in the production of a solution as well as in the evaluation of the production. Business understanding and relevant business models are also included in the subject element.

The subject element contains more advanced frameworks, program libraries and programming structures. The focus is on combining UX/UI and Frontend programming for more advanced solutions.

Learning objectives for UX/UI and Frontend Development

Knowledge

The student will gain knowledge about:

- the profession and the subject's practice and centrally applied theory and method about digital user experiences including technologies for the design and programming of digital user experiences as well as digital content
- and an understanding of the practice, centrally applied theory and method and can understand the profession's use of theory and method for design and programming of digital user experiences.
- and an understanding of more advanced frameworks and application libraries

Skills

The student will get the skills to:

- apply the subject's central methods and tools for the design and programming of digital user experiences, and can apply the skills related to employment in the profession including user-centred methods of production as well as evaluation of production
- evaluate the real-life issues as well as outline and choose solutions in relation to the design and programming of digital user experiences
- disseminate practice-orientated issues and possible solutions within the digital user experiences to partners and users.

- apply the framework and programme libraries for the implementation of advanced digital media productions.

Competencies

The student will learn to:

- carry out development-orientated situations in relation to the production of digital user experiences
- participate in disciplinary and interdisciplinary collaboration concerning the production of digital user experiences with a professional approach
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within the design and production of digital user experiences with the use of advanced frameworks and libraries.

ECTS weight

The subject element UX/UI and Frontend Development is weighted 25 ECTS credits.

2.4. Specialisation (5 ECTS)

Content

The subject element contains the elective element in this programme. The student selects a topic within digital media production and prepares a prototype with this focus.

For example, this can be within content, UX or Web apps.

Learning objectives for the specialisation module

Knowledge

The student will gain knowledge about:

- development-based understanding of theory and methods for design within the chosen topic
- an understanding of the connection between the chosen specialisation and the production of a digital media solution.

Skills

The student will get the skills to:

- apply relevant tools for prototyping a solution that includes the chosen specialisation
- evaluate and select solution models for the implementation of user interface design for use with the chosen specialisation
- communicate proposed solutions and reasoned choices within the chosen specialisation.

Competencies

The student will learn to:

- manage development-orientated situations in relation to the implementation of user interfaces with a focus on the chosen specialisation
- independently engage in interdisciplinary partnerships on the design and implementation of digital media productions that include the chosen topic
- identify their own learning needs and continue the development of their knowledge, skills and competencies in relation to the chosen topic.

ECTS weight

The subject element specialisation is weighted 5 ECTS credits.

3. Exams on the programme

3.1. Overview of examinations for the programme:

The table below shows an overview of all the programme's exams divided into semesters, followed by descriptions of all the programme's exams.

Time	Exam	ECTS	Assessment (internal or external)
1st semester	Multimedia production 1	30	Internal
1st semester	Programming 1	5	Internal
2nd semester	Multimedia production 2	30	External
2nd semester	Programming 2	5	Internal
3rd semester	UX/UI and Frontend developer	25	Internal
3rd semester	Specialisation	5	Internal
4th semester	Internship exam	15	Internal
4th semester	Final exam project	15	External

Information concerning times, dates and locations for the exams can be found on Canvas

3.2. Multimedia production 1, 1st semester - 30 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the national subject element Multimedia production 1. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam is an individual, written exam consisting of an individually created project, which includes a product, a written report, and a video presentation of the project and product.

The written report, including a link to the product and video, is submitted digitally in the WISEflow administration system according to guidelines available on Canvas. A URL link to a functioning prototype of the product online, and a link to the video should be added on the front page of the report.

The written report must not exceed 5 standard pages of text. A standard page is 2,400 characters. Illustrations, figures, table of contents, and appendices do not count towards this page limit. Detailed information on the content of the written report will be available on Canvas

The front page must include the following information:

- Multimedia production 1, 1st semester, spring 20xx or autumn 20xx.
- Multimedia Design, Business Academy Aarhus.
- Project title
- URL for the digital prototype
- Link to video
- Supervisor's names.

Literature from the 1st semester can be used. As well as other relevant literature.

A bibliography must be included, and every quote, model and/or chart must be referenced.

Prerequisites to take the exam

Prerequisite 1: To take the exam, the student must have at least 80% attendance in the subjects UX/UI design and UX and construction. The student can follow his/her attendance percentage in Attender.

Prerequisite 2: It is a prerequisite for participation in the oral part of the exam that the individual project is submitted on time (see Canvas) and in accordance with the formal requirements described above.

The student can only take the exam if both prerequisites are met. If the missing prerequisites are due to lack of attendance, cf. prerequisite 1, see below.

If the student has not attained at least 80% attendance in one or more subjects:

The time for calculating attendance is included as an appendix to the activity plan (see Canvas). If the student has not attained at least 80% attendance in the interdisciplinary subject UX/UI design and UX and construction (realisation and attendance can be followed in Attender), this will result in a recommendation for a compensation assignment before the regular exam. If the compensation

assignment is not completed, it will be considered as missing an exam, and the student will have used one exam attempt.

A new compensation assignment will be prepared before the first re-examination. If this compensation assignment is also not completed, it is considered equivalent to missing the first re-examination.

A third and final compensation assignment will be prepared. If this compensation assignment is also not completed, the student has used up their third and final exam attempt.

The possible solutions are as follows:

Lack of attendance in UX/UI Design

The student must participate in a multiple-choice test in the UX/UI Design subject, in which the student must demonstrate knowledge of the subject's content. The student will be evaluated according to whether they have seriously and credibly managed to answer the multiple-choice exam. The answers are assessed as met/not met. If the answers are assessed as not being credible, the assignment can be rejected.

Lack of attendance in UX and construction

The student must participate in a multiple-choice test in the UX and construction subject, where the student must demonstrate knowledge of the course content. The student will be evaluated according to whether they have seriously and credibly managed to answer the multiple-choice exam. The answers are assessed as met/not met. If the answers are assessed as not being credible, the assignment can be rejected.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. An individual mark is given based on an overall assessment of the report and the oral performance.

Completion of the exam

If the student does not pass the exam, the student will have to do the re-exam based on the submitted assignment.

3.3. Programming 1, 1st semester - 5 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical with the learning objectives for the institutional subject element Programming 1, see section 2.

The exam form and organisation including any formal requirements

The exam is an individual digitally written 1-hour exam. The exam takes place in Wiseflow.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner.

Completion of the exam

If the student does not pass the exam, they must take a re-exam based on a new assignment.

3.4. Multimedia production 2, 2nd semester - 30 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the national subject element Multimedia production 2. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam is an individual, oral examination based on an individually prepared project, which consists of a product and written material. The exam is oral and individual and consists of a presentation of the project and an examination based on the product and report.

The exam process:

1. The group presentation of the project: 5 minutes per group member.
 - a. This means that a group of three has 15 minutes for the presentation, whereas a group of four has 20 minutes etc.
2. Individual examination: 15 minutes.
 - a. The students are examined on the basis of the project.
3. Deliberation and communication of marks: 10 minutes.

A group project, consisting of 3 to 4 students, must be prepared. The project consists of a digital project and a project report.

The group must develop a concept and an interactive digital prototype for a company or some other external partner. The group must discuss how their concept creates value for the customer. The concept and prototype must be documented in a report.

The report and product must be handed in digitally through the administration system WISEflow, which is available through <https://students.baaa.dk/examinations/>.

A link (URL) to an operational prototype on the internet must be included on the front page of the report.

The report cannot exceed 10 standard pages of text + 4 pages per group member (this means that a group of three can hand in 22 pages maximum). A standard page consists of 2,400 keystrokes. Illustrations, figures, etc. and appendices are not included.

The sections of the report must be divided equally between the group members. The joint part consists of the introduction, thesis statement, conclusion and the broader perspective. Each group

member's contribution must be clearly indicated.

All group members are responsible for, and will be examined in the entire project.

The front page must include the following information:

- Multimedia production 2, spring 20xx or autumn 20xx.
- Multimedia Design, Business Academy Aarhus.
- Project title
- URL for the digital prototype
- The names of all group members and the supervisor.

1st and 2nd semester literature can be used. As well as other relevant literature.

A bibliography must be included, and every quote, model and/or chart must be referenced.

Prerequisites to take the exam

Prerequisite 1: To take the exam, the student must have at least 80% attendance in the subjects UX/UI design and UX and construction. The student can follow his/her attendance percentage in Attender.

Prerequisite 2: It is a prerequisite for participation in the oral part of the exam that the individual project is submitted on time (see Canvas) and in accordance with the formal requirements described above.

The student can only take the exam if both prerequisites are met. If the missing prerequisites are due to lack of attendance, cf. prerequisite 1, see below.

If the student has not attained at least 80% attendance in one or more subjects:

The time for calculating attendance is included as an appendix to the activity plan (see Canvas). If the student has not attained at least 80% attendance in the interdisciplinary subject UX/UI design and UX and construction (realisation and attendance can be followed in Attender), this will result in a recommendation for a compensation assignment before the regular exam. If the compensation assignment is not completed, it will be considered as missing an exam, and the student will have used one exam attempt.

A new compensation assignment will be prepared before the first re-examination. If this compensation assignment is also not completed, it is considered equivalent to missing the first re-examination.

A third and final compensation assignment will be prepared. If this compensation assignment is also not completed, the student has used up their third and final exam attempt.

The possible solutions are as follows:

Lack of attendance in UX/UI Design

The student must participate in a multiple-choice test in the UX/UI Design subject, in which the student must demonstrate knowledge of the subject's content. The student will be evaluated according to whether they have seriously and credibly managed to answer the multiple-choice exam. The answers are assessed as met/not met. If the answers are assessed as not being credible, the assignment can be rejected.

Lack of attendance in UX and construction

The student must participate in a multiple-choice test in the UX and construction subject, where the student must demonstrate knowledge of the course content. The student will be evaluated according to whether they have seriously and credibly managed to answer the multiple-choice exam. The answers are assessed as met/not met. If the answers are assessed as not being credible, the assignment can be rejected.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. An individual mark is given based on an overall assessment of the report and the oral performance.

Completion of the exam

If the student does not pass the exam, the student will have to do the re-exam based on the submitted assignment.

3.5. Programming 2, 2nd semester - 5 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the institutional subject element Programming 2, see section 2.

The exam form and organisation including any formal requirements

The exam is an individual assignment to be solved within 24 hours. The assignment consists of a digital product and written material. The written material must be handed in via WISEflow according to the guidelines in WISEflow.

The written material must be no more than 1 standard page - tables of contents, images, footnotes, and bibliography do not count as keystrokes. In the written material, you can use links and/or screen dumps to point to particular spots. The written material must be uploaded as one PDF file.

The front page must:

- Include a URL to your digital product.
- Include a URL to your code on GitHub.

Prerequisites for the exam

In order for the student to take the exam, the content of the written material must be credible. The material must meet formal requirements and be timely and properly submitted.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. One mark is given based on an overall assessment of the digital product and the written material.

Completion of the exam

If the student does not pass the exam, they must take a re-exam based on a new assignment.

3.6. UX/UI and Frontend development, 3rd semester - 25 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the institutional subject element UX and frontend development, see section 2.

The exam form and organisation including any formal requirements

The exam is an individual, oral examination based on a group project, which consists of a digital product and documentation. The digital product and documentation must be prepared in groups of 1-4 students.

The group project

Web app (digital solution) & Notion (digital report/documentation): You must upload the URL to your web app solution and make sure that it meets the specific technical requirements.

Your individual contributions must be clearly marked in both the Web app (as comments in the code) and in your Notion documentation (as authors on the various pages/sections).

You must upload a running version of your digital product to a web server

The front page must include the following information:

- UX and Frontend Development, 3rd semester - Autumn 202X
- Multimedia Design, Business Academy Aarhus
- Clickable URL to your Figma Design File (containing Design System (mandatory) as well as relevant prototypes, inspiration, sketches etc.)
- Clickable URL to the coded digital product (the Web app)
- Clickable URL to the source code (your Github repository)
- Clickable URL to your Notion document
- Full name of the student as well as the names of the group members
- The full name of all of your lecturers/supervisors

The individual oral exam

The individual oral exam is based on your Web app solution and your documentation in Notion.

The format of the exam is:

- 5 minutes of presentation (of 1-2 aspects of the process that you would like to elaborate on AND/OR your reflections on the feedback you received after the pitch)
- 5 minutes of examination (where we ask you about your solution and documentation)
- 5 minutes of assessment and giving marks

Prerequisites for the exam – active attendance and submission requirements

It is a prerequisite for the student's participation in the exam that the compulsory task for the digital portfolio in the 3rd semester has been approved no later than 14 days before the hand-in of the report.

The content of the report must be credible to take the oral exam. The assignment must meet formal requirements and be timely and properly submitted. It must be handed in via WISEflow according to the guidelines available on Canvas.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner.

One mark is awarded based on an overall assessment of the exam presentation (the digital product and the reflection report).

Completion of the exam

If the student does not pass the exam, they must take a re-exam based on the submitted project.

3.7. Specialisation, 3rd semester - 5 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the institutional subject element Specialisation, see section 2.

The exam form and organisation including any formal requirements

The exam is a written exam consisting of a digital solution and a video presentation. The digital solution can be solved in groups of 1-4 students. For the hand-in, you can use the same URL and digital solution. The video presentation must be made and handed in individually.

Formal requirements

- **A PDF frontpage** (stating the name of the project, the name of the student (and your group members), names of the supervisors, URL to your digital solution, the URL to your video presentation - **AND list your choice of specialisation**)
- **A video presentation** where you present and document your process as well as your solution. Your video must not be longer than 10 minutes. The video must be planned and designed individually, even though your digital product might have been produced by a group of students.

The video must clearly document and visualise the different steps in your own process and include the requirements from the project description. The video must also give a quick tour of your solution and argue how you have worked with both the technical requirements as well as sustainability, ethical design and desirability aspects.

- **The URL to your digital solution**

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner.

One mark is given based on an overall assessment of the digital solution and your video presentation.

Completion of the exam

If the student does not pass the exam, they must take a re-exam based on the submitted project.

3.8. Internship exam, 4th semester - 15 ECTS

Learning objectives for the exam

The learning objectives for the internship exam are identical to the learning objectives stipulated in the national part of the curriculum under internship and are based on the individual learning objectives.

The exam form and organisation including any formal requirements

The exam is an individual, written exam in which the student must prepare an internship report.

The internship report must include:

- a brief description of the internship/company
- a description of the tasks that the student has worked with and a reflection of these in relation to the student's individual learning objectives
- examples of results/partial results from these tasks
- a reflection on the internship and outcome

The scope of the report must be 10 pages.

One standard page is 2,400 keystrokes including spaces and footnotes. This does not include the front page, table of contents, bibliography and appendices. Appendices will not be assessed.

The students must also keep a log during their internship, which reflects on their tasks and learning experiences in the internship, including any projects worked on. The student decides which tools they want to use to collect this data (blog, video, notes). The log is the basis for the internship report and must be handed in with the internship report.

The deadline for hand-ins will be available on Canvas.

Prerequisites for the exam – active attendance and submission requirements

The internship report must meet formal requirements and be timely and properly submitted (see Canvas).

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner.

The assessment reflects an overall assessment of the academic content.

Completion of the exam

If the student does not pass the exam, they must take a re-exam based on a new internship report

3.9. Final exam project, 4th semester - 15 ECTS

Learning objectives for the exam.

The learning objectives for the final exam project can be found in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam is an individual oral exam based on a digital media production and associated written material. The project can be prepared in groups of no more than 3 students.

The written part of the exam

The written part of the project consists of a synopsis, which is a substantiated outline that identifies the theoretical basis for the digital media production using keywords.

Formal requirements for the synopsis:

- Introduction
- Main topic, problem statement, thesis statement and any delimitations
- Methodology
 - o Empiricism - how to collect data
 - o Theoretical approach
- Bibliography.

Content requirements for the synopsis:

- The synopsis must relate critically and reflectively to the product, methodology and theory
- The synopsis must be problematised and put into perspective, so that the synopsis encourages you to discuss why it is relevant/sensible to ask the questions the synopsis asks within the given scope.

The synopsis should be the methodological and theoretical map of the field or academic geography that the student is working in. The synopsis must not exceed 4 standard pages (@2,400 keystrokes).

Poster: The poster should provide a graphical overview of the project process and product. Formal requirements for the poster will appear in Canvas.

The oral part of the exam:

The oral part of the exam is organised as follows:

- Presentation: About 20 minutes per student and based on the synopsis and poster

For group presentations, the group then leaves the room and there is:

- About 30 minutes of individual examination based on the project and the synopsis, as well as the learning objectives for the exam
- Deliberation and communication of marks: 10 minutes.

Prerequisites to take the exam

The following requirements must be met to take the oral part of the exam:

- The contents of the written report must be credible. The assignment must meet formal requirements and be timely and properly submitted (see Canvas).

Furthermore, the oral examination can only take place after the final internship exam and all other exams of the programme have been passed.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an external co-examiner. An overall assessment of the student's written and oral performance will be made.

In the assessment of the final exam project, in addition to the academic content, the student's spelling and formulation are also important. The assessment reflects an overall assessment of the academic content as well as formulation and spelling ability.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and formulation skills are included in the assessment.

Completion of the exam

If the student does not pass the exam, the student will have to do the re-exam based on the submitted assignment or prepare a new project, which is determined by an academic assessment.

4. General information about the programme's exams

Students who have started a semester cannot withdraw from the semester's exams.

All subject elements are concluded with an exam, which are assessed according to the 7-point scale.

All exams in the programme must be passed with a minimum mark of 2.

All exams must be passed before the student can proceed to the final or bachelor's project.

4.1. Number of exam attempts

The student has three attempts to pass an exam, except for the study start exam, if the programme has one, where the student has two attempts to pass the exam. Once an exam has been passed, it cannot be retaken.

If a student applies for extra exam attempts, Business Academy Aarhus can give a dispensation for this if there are exceptional circumstances that can be documented.

4.2. Requirements for written assignments and projects

In all exams etc. a standard page is defined as containing 2,400 keystrokes including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. The appendices will not be assessed unless otherwise stated in the individual exam description.

The requirements on the scope of written assignments and the correlation between the number of members of a group and the scope of projects are specified in the description of the individual exams.

The hand-in of written assignments and projects as part of an exam takes place in WISEflow, unless otherwise stated in the description of the individual exam.

4.3. Special exam conditions

The Academy can, in accordance with the Ministerial Order for Examinations, grant exemptions from its own established examination conditions, including offering special conditions to students with physical or mental disabilities, when the Academy considers that this is necessary in order to put these students on an equal footing with the other students. It is a prerequisite that any offer does not change the academic level.

Applications for a dispensation for special exam conditions must be submitted in writing via the Academy's form system available on <https://students.baaa.dk/examinations>. Applications must be submitted four weeks before the exam. The application deadline can be waived if this is substantiated by exceptional circumstances.

The application must contain documentation of health conditions or a relevant specific functional impairment. If you have a permanent functional impairment, you only need to apply for special exam conditions once to be granted special exam conditions for all the exams in the programme.

Read more about applying for special exam conditions and the documentation requirements on <https://students.baaa.dk/examinations/>.

4.4. The use of aids and assistance

All aids are usually permitted, unless otherwise stated in the description of the individual exam. Please note that it is not permitted to communicate with other examinees during the exam. Read

more on <https://students.baaa.dk/examinations/>, including what is considered exam cheating and how exam cheating will be sanctioned. You can also find information on the use of generative AI.

4.5. The student's responsibilities before and during the exam

It is always the responsibility of the student to ensure that they have internet access during the exam and that their computer is functional. It is also the student's responsibility to have downloaded the material from Canvas that they wish to use in connection with the exam.

In connection with the submission of your projects, the student is responsible for having access to WISEflow.

4.6. Exam language

According to section 23 of the Ministerial Order for Examinations, the examination or test is taken in the language of instruction of the subject element, unless the purpose relates wholly or partly to language skills in a specific language.

4.7. Illness and re-examinations

Dates for re-exams are available on Canvas.

It will be clear for each individual exam whether you must prepare a new written assignment for your re-examination, or whether you can take the re-examination based on the assignment or project you have already submitted.

Illness and re-examinations may have a different exam form than the regular examination. Information about the exam form for the illness examination will be provided immediately after the notification of when the illness examination will be held.

Illness exam

The illness must be documented by a doctor's certificate. The Academy must receive the doctor's certificate no later than six working days after the examination. Students who become acutely ill during an exam must prove that they have been ill on that day. If the illness is not documented according to the above, the student will have used one examination attempt.

The student must pay the cost of the doctor's certificate. Requirements for the doctor's certificate can be found on <https://students.baaa.dk/examinations/>

Re-examination

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The student is registered to take the exam the next time it is scheduled.

The programme may grant an exemption from the automatic registration to an exam provided this is justified by exceptional circumstances, including documented disabilities.

5. Rules for the student's duty to participate in the programme

To ensure the programme's learning objectives and goals can be achieved, and that the teaching methods work, you can see below precisely which programme elements require active attendance, along with the respective rules for this active attendance:

- Hand-in of assignments and projects
- Oral presentations
- Compulsory attendance in terms of physical presence.

ACTIVE ATTENDANCE ON THE MULTIMEDIA DESIGN PROGRAMME MEANS:	
Compulsory attendance at external lectures and company visits. If the student is prevented from meeting due to illness, the student must notify the student administration.	
1st SEMESTER	• 2 elements must be produced and handed in (see Canvas) • 80% attendance in the courses <i>UX/UI Design</i> and <i>UX and Construction</i>
2nd SEMESTER	• 2 elements must be produced and handed in (see Canvas) • 80% attendance in the courses <i>UX/UI Design</i> and <i>UX and Construction</i>
3rd SEMESTER	• An individual portfolio must be prepared (see Canvas)

Active attendance and any active attendance requirements which are prerequisites to participate in any exam are indicated in the description of each exam in the paragraph '*prerequisites to take the exam*'.

The programme will offer help and guidance as early as possible, if a student does not comply with the obligation to participate.

6. Criteria for the evaluation of study activity

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

Study activity is therefore defined as follows, students must have **within the last 12 months**:

- participated in the programme's exams
- fulfilled their obligation to participate in any kind of activity, which is included as part of the programme, including group work, joint projects, remote learning, etc. as stipulated in this curriculum

- handed in, as stipulated in this curriculum, the tasks, reports, (learning) portfolios, etc., which are prerequisite requirements for participation in exams, and that they have credible content
- been present for activities with compulsory attendance, as stipulated in this curriculum

Failure to meet one or more criteria in the definition of study activity will lead to the student's enrolment being terminated.

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

The programme may exempt students from the criteria for study activity if there are exceptional circumstances. In this case, the student must apply for a dispensation from the requirement for study activity. The dispensation application is submitted via the complaint form, which can be found at <https://students.baaa.dk/examinations/>, and Quality and Student Life will process your application for dispensation.

Study activity and SU

If you start on a new higher education programme on 1 July 2016 or later and get SU while you are studying, you cannot postpone your programme for more than 6 months (equivalent to 30 ECTS) in proportion to the number of months you have had SU for your programme. If the student postpones their programme for more than 6 months, SU will be stopped.

As an educational institution, we continuously check the students' study activity. Read more about the SU rules on su.dk. (in Danish only)

6.1. Termination of enrolment due to lack of student

Students are obligated to participate in the class schedule as it is planned by Business Academy Aarhus.

The lecturers will continuously monitor the students' study activity. If a lecturer determines that a student has not participated in teaching activities for at least 2 weeks, or if a lecturer has a reasonable suspicion that a student is no longer an active student, the programme's administrative coordinator will send an inquiry to the student in question to check whether or not they are still active in the programme. If the student does not confirm within one week that they are still an active student, the administrative coordinator will send another inquiry to the student with another week's deadline. If the student still does not confirm that they are an active student, they will be expelled from their programme, as we will assume that the student's continued passivity is due to a lack of study activity.

Students who have been granted sabbatical leave or are otherwise absent for a valid reason are not included in the above.

7. Rules for the completion of an internship

During the internship, the student will have a supervisor from the programme and a contact person in the company. The company and the student together determine the goals for the student's learning outcomes for the internship period, based on the learning objectives for the internship found in the national part of the curriculum. The learning objectives are the guidelines for the company's planning of the students' work. The learning objectives for each student must be approved by Business Academy Aarhus.

The internship period is 10 weeks. The internship is generally considered equivalent to a regular full-time job (37 hours per week) and should reflect the requirements for work performance, commitment and flexibility that graduates could expect to meet in their first jobs.

8. The programme parts that can be completed abroad

8.1. The programme parts and rules for prior credit approval

Business Academy Aarhus will help students find educational opportunities from foreign providers that are equivalent to the learning objectives of the program.

Education abroad

Business Academy Aarhus may approve subject elements, or parts of these, if they have been passed at other educational institutions and when they are equivalent to similar subjects or parts thereof, in this curriculum.

The Academy may approve subject elements that have been passed in another Danish or foreign higher education programme as substitutes for subject elements included in this curriculum. On approval, the subject element is deemed to be passed if it was passed according to the rules of the programme in question. The assessment will be transferred as 'passed.'

Agreements with foreign educational institutions for parallel courses

After passing the 1st semester exam, students can choose to complete either part or the rest of their studies abroad. At Business Academy Aarhus, there is the possibility of an international study at other institutions, including in connection with the internship in the 4th semester. Information about partner institutions and procedures is updated regularly by Business Academy Aarhus.

The Academy has a network of partners abroad, and the Academy's International Office can assist students who wish to take a part of their programme abroad. The International Office can be contacted for further information. Please note that it requires a lot of work from the individual student if they wish to spend time abroad, and that the programme's international coordinator must approve any stay. It is up to the individual student to investigate available subject elements for study abroad at the desired university, etc. International Office can help with advice, etc. but will not do any detailed planning, the student is responsible for this themselves.

8.2. Exams abroad

Subject elements

Students must do all their examinations at the partner institution abroad.

Final exam project

Business Academy Aarhus appoints a supervisor – and the report will be submitted and examined as explained in the national part of the curriculum in the section ‘Requirements for the final exam project’.

Rules for examinations abroad

For a description of the rules for conducting exams abroad, please refer to the section about examinations on <https://students.baaa.dk/examinations/> This also describes the costs involved if the examination is held abroad.

9. Cheating including the use of own and others’ work (plagiarism)

Projects and other material for examinations must be prepared by the students themselves.

Upon the submission of written answers as well as physical and electronic submissions, the examinee confirms that the assignment or answer has been prepared without wrongful assistance.

You can find the updated guidance on the use of generative AI on <https://students.baaa.dk/examinations/>

9.1. Cheating and disruptive behaviour during exams

Cheating on tests and exams is covered by the Ministerial Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Ministerial Order).

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

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

Exam cheating occurs, among other things, when the student:

- 1) plagiarises, including reusing one's own text (self-plagiarism) without citing the source and using quotation marks,
- 2) fabricates,
- 3) conceals or misleads about one's own efforts or results,
- 4) engages in unauthorised collaboration,
- 5) receives or attempts to receive help during an exam or test, or helps others when it is not a group exam,
- 6) uses aids which are not allowed,
- 7) has unlawfully obtained prior knowledge of the examination paper,

- 8) provides incorrect attendance information, or
- 9) attempts to circumvent, deactivate or otherwise hinder the purpose of the educational institution's use of electronic monitoring programs.

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

If a student exhibits **disruptive behaviour** during an exam, the Academy can expel the student from the exam - expulsion can also occur after the exam has been held. In less severe cases, the Academy will only give a warning.

Presumption of cheating, including plagiarism during and after the exam

Business Academy Aarhus conducts systematic digital plagiarism control. If, during or after an exam, there is a suspicion that an examinee has committed exam cheating, it will be reported to the head of the programme, who will initiate the further process for clarification of exam cheating.

9.2. The process of clarification of exam cheating, including plagiarism

Postponement of the exam

If the report of cheating is plagiarism etc., in a written assignment, where this forms the basis of the exam assessment with an oral examination, the head of the department must postpone the exam if it is not possible to determine whether plagiarism has taken place before the date of the exam.

Format and content of the report

The report must be submitted without undue delay as soon as there is a suspicion that cheating in an exam has occurred. The report must include a written presentation of the case, which includes information that can identify those incriminated, as well as a brief explanation and documentary evidence of the allegation. If one or more of the reported people are repeat offenders, this should be disclosed. When reporting plagiarism, the plagiarised parts must be marked with a clear reference to the sources that have been plagiarised. The plagiarised text must also be marked in the source text.

Involvement of the examinee – consultation of affected parties

The head of the programme determines whether the consultation with the student happens orally, in writing or a combination thereof. For an oral consultation, the examinee is summoned to an interview which aims to shed light on the case. The aim here is to present documentation of the suspected cheating to the student and to hear the student's side. The student has the right to have a representative accompany them to this meeting. For the written consultation of interested parties, the documentation for the suspected cheating is sent to the student in order to request a written statement.

Sanctions for cheating and disruptive behaviour during an exam

If, after having the case explained, the head of department can confirm the suspicion of cheating, and if the action has or could have an impact on the assessment, the examinee must be expelled from the exam by the head of department. In less severe cases, a warning is given first.

The student may not attend classes or take any examinations during their period of expulsion. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student. During the expulsion period, the student may not participate in a sick/re-exam but must wait until the programme's next ordinary exam. The student may also not attend classes or take any examinations during their period of expulsion.

Appeal against the ruling to expel due to exam cheating

The ruling to expel due to cheating, and that one examination attempt has been used, is final, and cannot be appealed to a higher administrative authority.

Complaints about legal issues (for example, incapacity, consultation of interested parties, appeal guidelines, whether the Ministerial Order or Examinations has been interpreted correctly, etc.) may be submitted to the Ministry of Higher Education and Science. The complaint must be submitted to the Academy and must be addressed to the head of the programme, who must then submit a report that the complainant has the opportunity to comment on, usually within a period of one week.

Business Academy Aarhus then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the institution is, cf. the Ministerial Order for examinations, two weeks from the day the decision was communicated to the student.

10. Teaching and working forms

Teaching at Business Academy Aarhus is based on our educational platform.

The teaching is carried out as a combination of classroom teaching, lectures, workshops, study groups, exercises, major project work and, not least, supervision. The organisation of the teaching is based on relevant business practice and applied theory.

The programme includes teaching forms that can develop the student's independence, ability to collaborate and the ability to create innovation.

The programme includes, to the relevant extent, teaching in entrepreneurial culture, sustainability and the interaction between different forms of culture.

10.1. Practice-orientated learning

The teaching is interdisciplinary and practice-orientated. It takes place primarily in an open learning environment, which replaces traditional classroom teaching. The learning environment is designed to be flexible, so that lecturers and students can meet formally and informally in connection with

interdisciplinary problem solving in projects and assignments for public and private organisations and companies.

10.2. Academic progression

The programme is structured around subject areas, which are further divided into a number of sub-topics, each with their own learning objectives. In addition, the internship helps students gain knowledge about the profession in practice and learn how to solve practical issues. The final project/bachelor's project puts specialisation and practice into perspective by having the student address a practical problem using academic theory and method.

10.3. Motivation

In order to complete the programme, the student must take an active part in the teaching, project work and guidance sessions with their supervisor. It is expected that the student takes responsibility for their own learning process, which requires motivation and commitment, independence, initiative and critical thinking.

10.4. Reading texts in foreign languages

The programme's teaching material is in English

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

11. Credit

The students are obliged to inform us of any completed subject elements from another Danish or foreign higher education programme or any relevant jobs. The institution evaluates, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the programme elements, the educational part and the internship parts. The decision is taken according to an academic assessment.

11.1. Credit agreements for subject elements

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed subject 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.

Upon approval according to the above, the subject element is considered completed if it has been passed according to the rules of the institution in question.

12. Rules of exemption

If warranted by exceptional circumstances, the Academy may deviate from what has been stated in this curriculum. The various institutions must cooperate in order to have a homogenous dispensation policy.

13. Complaints regarding exams

Complaints about exams are handled according to the Ministerial Order for Examinations (no. 863 of 14/06/2022). The complaint deadline is 2 weeks after the assessment has been communicated or published.

You can complain about the assessment/mark or the examination process, and complaints must be submitted via the complaint form, which can be found at <https://students.baaa.dk/examinations/> under 'complaints', where you can also find guidance on how to complain. Quality and Student Life manages exam complaints.

A mark cannot be changed administratively based on a complaint, but a decision on an examination complaint can, on the other hand, include:

1. an offer of new assessment of a written assignment (reassessment)
2. an offer of a new exam (re-examination)
3. that the student's complaint has been dismissed, or
4. a combination of 1-3, if the exam includes a written assignment with an oral defence.

An offer of a reassessment or re-exam may result in a lower mark. The student must, within two weeks after the decision has been made, accept or reject the offer. This decision is binding and cannot be changed. If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

14. Commencement

This institutional part of the curriculum is valid from 01.08.2025 and is valid for all students who start their studies after 01.08.2025.

15. Legal basis

The following current legislation applies to the programme:

- Ministerial Order no. 786 from 08/08/2019: Ministerial Order for Academies of Professional Higher Education
- Ministerial Order no. 396 from 12/04/2024: Ministerial Order for Academy Profession degree programmes and Professional Bachelor's degree programmes
- Ministerial Order no. 495 from 22/05/2024: Ministerial Order for technical and commercial business academies and professional bachelor courses

- Ministerial Order no. 624 from 02/06/2025: Ministerial Order for examinations in higher educational professional and business programmes
- Ministerial Order no. 46 from 21/01/2025: Ministerial Order for admission to Academy Profession degree programmes and Professional Bachelor's degree programmes
- Ministerial Order no. 1125 from 04/07/2022: Ministerial Order for the marking scale for programmes connected to the Ministry of Higher Education and Science.

The applicable laws and ministerial orders are available on www.retsinfo.dk (in Danish only).