



Talent strategy

March 2017

Background and introduction

Ministerial Order nr. 597 of 3 March 2015 (Law amending the University Act and various other laws – Initiatives for especially talented students) provides a range of opportunities to support and recognise talent performances in higher education.

Business Academy Aarhus has already spent years working towards the goal of ensuring acknowledgement for specially talented students as well as providing formal recognition for extraordinary activities and results.

The law provides the opportunity to acknowledge talent performances in, among other things, these areas:

- 1: Recognition of extra-curricular activities on their diploma
- 2: A talent process with extra ECTS credits on their diploma
- 3: A selection of subjects for talented pupils in secondary education

This talent strategy outlines how these initiatives will be implemented as well as what other activities could trigger recognition at Business Academy Aarhus.

Basic principles/clarification of terms

Business Academy Aarhus' talent concept is broad. Talent concerns special abilities that can be of a more traditionally theoretical/academic character, but talent can also be special abilities in areas such as creativity and innovation for example.

Additionally, talent is largely dependent on personal ambition in relation to the educational programme - and thus motivation and determination are prerequisites in order to succeed with the skills one has.

The Academy sector has a unique opportunity, and an obligation, to spot young talents who are particularly able to link theory with practice. These students can make a huge difference for the companies they are going to work for, and therefore also for society.

Talent can be spotted and identified in connection with recruitment to particular courses that have additional demands for participants, or during semester evaluations/personal clarification interviews during their studies and/or based on results obtained for examinations or competitions.

Recognition of extra-curricular activities on their diploma

Graduates from Business Academy Aarhus will receive recognition – in the form of an appendix to their diploma – for successful participation in academic activities that are not included in other teaching. These academic activities must partly support the purpose of the programme the student is studying and partly strengthen the programme's quality and relevance in relation to the labour market.

Business Academy Aarhus gives particularly capable and highly motivated students the opportunity to undertake an extraordinary workload, which triggers additional ECTS credits. An example here is the talent course 'InnoMatch' which will be implemented throughout 2016-17:

- 'InnoMatch' is a course that equips particularly talented students to contribute to innovation, growth and business development in micro and start-up companies. Students from several programmes at Business Academy Aarhus can take this course, which is conducted in collaboration with Danish as well as foreign institutions and companies. The selection criteria for the talent course is the same for all students in Business Academy Aarhus.

Similar talent courses will be created in the future.

Below are some examples of other extra-curricular activities that will be recognised as academic extra-curricular activities:

- the entrepreneurial line on the Marketing Management programme
- the car economist programme (extra courses, internships, etc) on the Marketing Management programme.
- voluntary participation in extra student activities such as Experts in Teams
- participation in research/innovation projects
- internship in your own company in the student's incubator GROW (Sønderhøj 48)
- specially planned language/culture courses
- extraordinary results, such as for example a prize awarded in connection with participation in competitions (innovation awards etc.)

When Business Academy Aarhus is the provider of these types of activities, there will not be any fees.

The student's activity must be approved in advance by Business Academy Aarhus and may not result in additional study time.

In addition to these academic activities, Business Academy Aarhus will acknowledge a student's extraordinary effort for a good study environment – academically and socially. Recognition will be given in the form of a document, attached to their diploma.

Below are examples of improving the study environment that will trigger recognition:

- commitment to a student council, Academy council, local educational committee, board of directors, etc.
- mentor for fellow students with a special background/buddy
- tutor for new students

A talent process with extra ECTS credits on diploma

Examples of activities that could trigger additional ECTS:

- approved additional subjects from full-time programmes in own or other programmes (including interdisciplinary electives at Business Academy Aarhus)
- subjects at other full-time programmes (vacant places)

A successful talent course with additional ECTS credits will be recognised on an appendix to the diploma.

Business Academy Aarhus offers particularly talented students the opportunity to participate in these extra ECTS activities, if the student is judged able to carry out the activity without extending their study time. In these cases, no fees will be charged.

Participants will be selected according to a concrete assessment of the candidates on the basis of objective, academic criteria, which are available on the Academy's web site.

Other students, who are not offered the extra ECTS activities as part of the Academy's talent programme, can enrol for extra activities but a fee will be required and they will be issued with a separate document which will be attached to their diploma.

A selection of subjects for talented pupils

Business Academy Aarhus wants to offer talented high school and vocational students the opportunity, during their schooling, to take single subjects in our higher education programmes. These subjects will, if they later get accepted into a relevant programme, give credit (provided they meet all the other admittance conditions).

Due to the interdisciplinary nature of our educational programmes and the dynamics involved, it is difficult to provide these opportunities, just as the Academy's organisation of teaching in small classes also provides logistical challenges in relation to additional participants.

The Academy will continue to provide good opportunities for student internships, and these will be supplemented with individual solutions for interested students from secondary schools where possible. Among other things, opportunities for cooperation with local secondary schools concerning specific specialisations which encourage taking the Academy's programmes will be explored

There are no fees in connection with activities for 'a selection of subjects for talented students'.

Implementation

In accordance with the above strategy, each programme will prepare a plan for specific talent activities that are possible on their programme from 1 August 2016, as well as which criteria are needed for the selection/recognition of students for their talent programme. The plan must be available for the students on Fronter.

Activities carried out under the auspices of our talent strategy will be included on diplomas awarded from 1 January and onward.

The central student administration will ensure that all these activities are set up in their administration system so that they can be registered for each individual student. Appendix templates for diplomas will also be created by the central student administration for each programme.

Discussed by the educational management in August 2016.

Amended after the meeting of the educational management in March 2017.