



Curriculum, August 2017

Bachelor's Degree Programme Digital Concept Development

Professionsbachelor i digital konceptudvikling

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1. National part of the curriculum

This part applies to all providers of the degree in Digital Concept

Development This curriculum for Digital Concept Development was prepared in accordance with the guidelines set out in the Consolidated Act on Academy Profession and Professional Bachelor Programmes and the Ministerial Order on Academy Profession and Professional Bachelor Degree Programmes dated 29 June 2009.

The programme is a full-time education programme, which takes 18 months of fulltime study. One year of full-time study is equivalent to 60 ECTS credits (European Credit Transfer System). The programme is thus worth a total of 90 ECTS credits.

1.1. Titles of programme and graduates

The title of the programme is Bachelor's Degree Programme in Digital Concept Development. Graduates of this programme are entitled to use the title Bachelor of Digital Concept Development (BA of Digital Concept Development).

1.2. Access to the degree programme

The Bachelor's Degree Programme in Digital Concept Development is an advanced studies programme in the Multimedia Designer, Computer Science, Design Technology and e-Designer degree programmes, all of which therefore give direct access to the degree programme. However, access may be limited by the capacity of the educational institution in question. Other applicants may be admitted on the basis of an assessment of relevant competencies (for example, Marketing Management and Service, Hospitality and Tourism Management, etc.).

1.3. Professional qualification criteria for selection of applicants

If the individual educational institution does not have sufficient capacity to admit all applicants to the degree programme, the applicants will be selected based on their average grade in the qualifying exam and an individual assessment of the applicant's qualifications in general. For further information, see the description of the admission criteria for the different educational institutions in the institution- specific part of the curriculum.

1.4. Programme objective

The objective of the Bachelor's Degree Programme in Digital Concept Development is to teach the graduate the necessary skills to independently carry out strategic and business-orientated concept development, primarily on digital platforms and with a global perspective. The degree programme also enables the graduate to work with digital strategic development of commerce, design, marketing and communication concepts for interactive digital solutions with a global perspective.

1.5. Commencement of the curriculum

This curriculum comes into effect for students who begin their studies in August 2015 and the national part applies to the following institutions:

Copenhagen School of
Design and Technology Erhvervsakademi MidtVest www.kea.dk www.eamv.dk

Lillebælt Academy Zealand Institute of www.eal.dk Business and
Technology
www.zibat.dk

Business Academy Aarhus www.baaa.dk

1.6. Transitional scheme

The national section of the curriculum takes effect 1 August 2017 and applies to all students who are enrolled now and later in the programme on or after this date. It also applies to all exams started on the above-mentioned date or later. The national part of the curriculum from August 2015 is no longer valid from the 31 July 2017. However, exams started before 1 August 2017, must be completed according to the national part of the curriculum from 2015 and must be completed no later than 31 August 2018.

2. Digital Concept Development, core areas

Compulsory education components

The compulsory components of the programme fall under the following core areas:

- 1) Concept and Business Development (20 ECTS)
- 2) Project Management (10 ECTS)
- 3) Auxiliary subjects (15 ECTS) in total 45 ECTS

Content and learning objectives: *Concept and Business Development (20 ECTS)*

Contents: Concept and Business Development, Communication and Marketing Objectives:

The student works with the strategic development of digital concepts on the basis of value-creating business models. In addition, the student analyses, develops and implements marketing and communication concepts on a strategic basis. The student learns to analyse, develop and implement digital concepts within communication and marketing on a strategic and operational basis.

Knowledge

The student will gain knowledge about:

- business models as a framework for value-creating concept development in an intercultural and international perspective
- communication and marketing disciplines relating to concept development and the creation of content and value
- disciplines relating to strategic work with digital communication and marketing.

Skills

The student will get the skills to:

- develop digital solution concepts for commerce, design, marketing and communication
- market and communicate online and offline solutions
- analyse and develop conceptual solutions in relation to communication and marketing.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- the needs and goals of different industries and cultures.

The student is able to communicate about:

- digital concepts to relevant stakeholders.

Competencies

The student will learn to:

- make digital marketing and communication strategies
- do strategic development, planning and implementation of communication and marketing concepts from a value-creation perspective.

Content and learning objectives: *Project Management (10 ECTS)* Contents: Project Management A, B

Objectives: In connection with the development and implementation of digital concepts, the student must learn to form part of or manage a project team when collaborating with external parties about the establishment of a project framework and in connection with internal team development collaboration and the assessment and choice of methods and resources.

Knowledge

The student will gain knowledge about:

- project management in relation to project methods, leadership and management with the development and implementation of digital concepts.

Skills

The student will get the skills to:

- negotiate, budget, do project management and team development
- assess the need for specific competencies in cross-disciplinary groups.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- strategic choices in connection with project management and concept development
- ethics and identity as a concept developer in a project management role.

The student is able to communicate about:

- the project's framework to stakeholders during the cycle of a project.

Competencies

The student will learn:

- project and team development
- development of proposals and budgets.

Content and learning objectives: *Auxiliary subjects (15 ECTS)*

Contents: Philosophy of Science, Understanding Technology, User Research and Methodology

Objectives: The student must be able to carry out formative and summative user research on user experience and behaviour. The student must acquire an understanding of different theories of science and, in particular, how knowledge is created along with an understanding of quantitative and qualitative research methods in relation to philosophy of science and methodology. In addition, the student must be able to independently reflect on and understand the interplay between man, society, digital media and technological development on the basis of relevant theories, methods and analyses.

Knowledge

The student will gain knowledge about:

- summative and formative user research methods
- philosophy of science trends and methodologies
- technological trends and their role in relation to digital concept development.

Skills

The student will get the skills to:

- use scientific methods and tools in user surveys in connection with the analysis of digital concepts
- use philosophy of science approaches to practical problems
- develop digital concepts to promote user experiences based on technology and tools.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- the quality of user research methods
- the philosophy of science basis for project design
- relevant digital trends in a creative and strategic perspective.

The student is able to communicate about:

- solutions relating to user research
- quality criteria for accessing scientific research
- relevant digital trends

Competencies

The student will learn:

- the development and optimisation of digital concepts on the basis of user research
- a scientific context • the choice of relevant digital concept technologies and tools.

2.1. Lines of specialisation

Digital Commerce

The Digital Commerce specialisation covers the following core area:

- Strategic and digital concept and business development with a focus on commerce.

A description of the core area can be found under Digital Commerce, 15 ECTS, on page 17.

Digital Design

The Digital Design specialisation covers the following core area:

- Strategic and digital concept and business development with a focus on design.

A description of the core area can be found under Digital Design, 15 ECTS, on page 18.

3. Digital Concept Development

3.1. Description of the programme

First semester

The purpose of the first semester is to introduce the student to multidisciplinary digital concept development. The student learns to develop value-creating digital concepts for companies and organisations with a focus on the end user. Special focus areas are:

- Concept development across different platforms
- Understanding and researching the needs of the business sector and the customers
- Management of digital concept development through project management and project teams
- Science-based development and testing of solutions and concepts.

The subjects are:

- Concept and Business Development, 10 ECTS
- Project Management A, 5 ECTS
- User Research and Methodology, 5 ECTS
- Philosophy of Science, 5 ECTS

- Understanding Technology, 5 ECTS.

Second semester

The purpose of the second semester is to allow for a specialisation in digital concept development.

The second semester consists of two lines of specialisation, of which the student chooses one (15 ECTS) and two compulsory modules (15 ECTS). The semester focuses on professional specialisation and in-depth study.

The second semester contains the following compulsory modules:

- Communication and Marketing, 10 ECTS
- Project Management B, 5 ECTS

The lines of specialisation in the second semester are:

- Digital Design, 15 ECTS
- Digital Commerce, 15 ECTS

The educational institution decides which line(s) of specialisation to offer. The decision will take into account the interests of the students, end-user requirements and the institution's competence focus. The institution-specific part of the curriculum shows the line(s) of specialisation offered by the educational institution in question.

Third semester

The purpose of the third semester is to develop the student's skills with the view of creating a career-relevant profile. This is achieved through a company internship, during which the student works in a professionally relevant environment, and through the final bachelor project, which may be based on the internship. The internship takes place immediately before the final bachelor project.

Third semester modules:

- Internship, 15 ECTS
- Bachelor project, 15 ECTS

Overview of the education programme

1st semester: compulsory subjects	2nd semester: compulsory subjects and specialisation	3rd semester: compulsory subjects
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1st semester: Introduction to multidisciplinary digital concept development	2nd semester: Compulsory subjects: Multidisciplinary concept development in relation to communication and marketing Electives: Specialisation in digital concept development	3rd semester: Internship and Bachelor project
Concept and Business Development 10 ECTS	Communication and Marketing 10 ECTS	Internship 15 ECTS
Project Management A 5 ECTS	Project Management B 5 ECTS	
User Research and Methodology 5 ECTS	Lines of specialisation The student chooses Digital Design <i>or</i> Digital Commerce 15 ECTS	Bachelor Project 15 ECTS
Understanding Technology 5 ECTS		
Philosophy of Science 5 ECTS		

4. Learning objectives

4.1. First semester

Concept and Business Development, 10 ECTS

The student must learn to develop digital concepts that create value for both sender and receiver and are based on the student's understanding of business. The teaching focuses on improving existing concepts and developing new concepts and solutions for businesses and organisations as well as solutions relating to local and international digital commerce, digital design, digital marketing and digital communication.

Knowledge

The student will gain knowledge about:

- business models as a framework for concept development
- company and management trends

- value-creating concepts in an intercultural and international perspective
- roles and job functions within commerce, design, marketing and communication based on digital platforms in general.

Skills

The student will get the skills to:

- work innovatively and strategically with business development models
- produce a conceptual design based on value creation
- develop a digital solution concept for commerce, design, marketing and communication
- develop methods for developing ideas in project work.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:
different industries' needs for digital concept development based on an understanding of the user and the market

The student is able to communicate about:

- problems and solutions of relevance to theory and practice to partners and stakeholders.

Competencies

The student will learn:

- strategic and business-orientated digital concept development.

The student is able to play an independent role in professional and cross- disciplinary collaboration relating to:

- the development of digital concepts.

Project Management A, 5 ECTS

The student must learn to form part of a project team that develops and implements concepts and communication solutions, including performing in a project management role. The student must learn to assess and choose the most appropriate method under the circumstances.

Knowledge

The student will gain knowledge about:

- the importance of development methods for team work and the project as a whole
- project resources, including team members, time and finances
- sales and negotiation of digital communication solutions.

Skills

The student will get the skills to:

- do project management, including team development
- handle conflicts involving the team and stakeholders

- collect and analyse information regarding stakeholder requirements for digital concepts.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- project-related and conceptual choices involving relevant stakeholders.

The student is able to communicate about:

- practical issues and prioritisation in connection with the development, leadership and management of projects to business partners and users.

Competencies

The student will learn:

- team development as a project manager
- conflicts in project development teams and between stakeholders.

The student is able to play an independent role in professional and cross-disciplinary collaboration relating to:

- digital concepts in different contexts.

User Research and Methodology, 5 ECTS

The students must acquire an understanding of the concept and use of user surveys. The student must be able to carry out formative and summative user research of experience and behaviour, in other words performing research early in the development process and of the final concept. The student must be capable of evaluating formative and summative research and the suitability of different

methods and determine how changes to information architecture and design can optimise user experience.

Knowledge

The student will gain knowledge about:

- user surveys/tests of user experience and user behaviour
- information architecture and design versus user friendliness
- the impact of international and intercultural factors on the user experience and the study design.

Skills

The student will get the skills to:

- use scientific methods and tools to study and analyse the design, functionality, user-friendliness and information architecture of digital communication solutions.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- the quality and suitability of different user research methods.

The student is able to communicate about:

- user research solutions to relevant stakeholders.

Competencies

The will learn:

- user research of digital communication solutions and their further development.

The student is able to play an independent role in professional and cross- disciplinary collaboration with:

- relevant stakeholders, for example, designers, developers and information architects in relation to the design and execution of user research.

Understanding Technology, 5 ECTS

The student must be able to independently reflect on and understand the interplay between man, society, digital media and technological development on the basis of relevant theories, methods and analyses. The student must be able to use this knowledge strategically and creatively to develop cross-disciplinary digital concepts across different media and platforms, both locally and globally. In addition, the student must have broad insight into the most important trends within technological development, methods and theories that influence cross-disciplinary concept development.

Knowledge

The student will gain knowledge about:

- the interplay between man, society, digital media and technology
- relevant trends and tendencies within technological development that influence cross-disciplinary digital concept development
- specific technical competencies within digital concept development.

Skills

The student will get the skills to:

- use tools that bridge the gap between technology and user experience
- gauge the impact of technological development on user situations
- use tools for optimising cross-disciplinary collaboration between stakeholders.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- relevant digital trends.

The student is able to communicate about:

- relevant digital trends to stakeholders.

Competencies

The student will learn to:

- recognise the choice of relevant technology for different user situations
- work with prototypes.

The student is able to play an independent role in professional and cross-disciplinary collaboration relating to: • the use of relevant tools for optimising digital user experiences.

Philosophy of Science, 5 ECTS

The student must acquire an understanding of different schools of thought within philosophy of science and understand how knowledge is created. This is achieved through an understanding of philosophy of science and methodology and through knowledge of basic scientific methods and the ability to apply quantitative and qualitative study methods to philosophy of science and methodology.

Knowledge

The student will gain knowledge about:

- philosophy of science paradigms and methodology in the context of the history of ideas
- the basic rules for designing research questions
- the philosophy of science behind different scientific methods.

Skills

The student will get the skills to:

- use philosophy of science and methodology as a basis for understanding surveys/tests of user experiences and user requirements
- formulate problems, research questions, study designs and hypotheses
- do source criticism.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- the scientific basis for study and project designs.

The student is able to communicate about:

- quality criteria for accessing scientific research.

Competencies

The will learn:

- a scientific context.

The student is able to play an independent role in professional and cross-disciplinary collaboration relating to:

- quality work based on the philosophy of science.

4.2. Second semester

Communication and Marketing, 10 ECTS

The student must learn to analyse, develop and implement marketing concepts in companies and organisations that are capable of attracting, converting and keeping users/customers in the most effective manner. The student must learn to develop digital concepts for companies and organisations in local and international markets based on communication strategies.

Knowledge

The student will gain knowledge about:

- digital marketing disciplines
- the value of the contribution of marketing and communication concepts to the branding, service, sales, repeat sales and structure of companies and organisations in both the national and global markets
- different digital genres and forms of communication across different media and platforms
- digital dramaturgy and storytelling
- a basic understanding of legislation relating to marketing, IP and personal data.

Skills

The student will get the skills to:

- do market analyses providing the basis for decisions relating to digital work
- use storytelling in connection with offline and online solutions
- produce content for digital marketing and communication solutions using online analysis tools.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- the exposure, effect and value of digital concepts
- the need for digital communication and marketing in different industries and cultures.

The student is able to communicate about:

- alternative solutions to customers and business partners.

Competencies

The student will learn:

- digital marketing and communication strategies
- the development, planning and implementation of digital concepts from a value-creation perspective.

The student is able to play an independent role in professional and cross- disciplinary collaboration relating to:

- stakeholders within the areas of technology, creativity/design, communication and business strategy.

Project Management B, 5 ECTS

The student must learn to handle complex project management tasks. The student must become capable of assessing and choosing the right method in the light of available project finances. The student must learn to be an active player in negotiations and be capable of prioritising resources to achieve the best possible quality in the project.

Knowledge

The student will gain knowledge about:

- project resources, including team members, time and finances
- different project management tools • change management.

Skills

The student will get the skills to:

- do resource management in the form of budgets, time schedules, etc.
- lead complex negotiations with project stakeholders in the course of the project
- use project management across different sectors and industries and changes between different project management tools.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

ethics, own role and identity as a concept developer in a project management role.

The student is able to communicate about:

- project framework and objectives to project stakeholders.

Competencies

The student will learn:

- the management of project resources, including team members, time and finances.

The student is able to play an independent role in professional and cross- disciplinary collaboration relating to:

- negotiating and preparing proposals and budgets and involving internal and external stakeholders.

Digital Commerce, 15 ECTS – study programme

The students choose either this study programme or the study programme Digital Design (described below). The student must learn to develop concepts for digital commerce and service platforms and create or further develop relevant channels of communication. The focus is on the

overall concept and involves strategic considerations, optimisation and management of solutions.

Knowledge

The student will gain knowledge about:

- strategy and concept development of shops and service solutions
- the development of digital commerce in international markets
- technologies relevant to concept development in the context of digital commerce
- concept development in relation to national and international legislation concerning marketing, databases and sensitive personal information.

Skills

The student will get the skills to:

- spot trends within the development of digital commerce and services
- optimise solutions and recommend relevant parameters for a concept or an online shop.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- the strategic potential of different companies for developing digital commerce
- the interplay between front and backend systems within digital commerce
- technologies such as CMS, payment methods and platforms • strategies for linking offline and online activities in a company.

The student is able to communicate about:

- trends within the development of digital commerce and services • conceptual solutions and choices to stakeholders.

Competencies

The students will learn:

- strategy and concept development of digital commerce and service solutions
- strategies for optimising sales in connection with surveys of user behaviour and conversions.

The student is able to play an independent role in professional and cross- disciplinary collaboration relating to:

- project groups comprising specialists, including summarising solutions and clarifying their impact on sales and revenue.

Digital Design, 15 ECTS - study programme

The students choose either this study programme or the study programme Digital Commerce (described above). The student must learn to develop strategically based digital concepts for companies and organisations in local and international markets.

Knowledge

The student will gain knowledge about:

- the development of digital services based on user needs and interests
- how service design is used within digital commerce, digital advertising and other forms of digital communication
- user involvement in the development of digital services
- digital design that can support international branding and be used for branding purposes
- the importance of intercultural factors for digital design development.

Skills

The student will get the skills to:

- develop digital user experiences, including interaction and interface design based on both physical and graphic user interfaces, taking intercultural and international issues into account
- develop solutions across a range of media.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to: • international branding and intercultural aspects.

The student is able to communicate about:

- practical design problems and solutions to business partners and users.

Competencies

The student will learn:

- the development of service designs
- the development of innovative design processes and digital service and communication solutions
- to choose relevant tools for concept development processes.

The student is able to play an independent role in professional and cross- disciplinary collaboration relating to:

- design development • the development of strategies and concepts for design solutions.

4.3. Third semester

Internship, 15 ECTS

The student must learn standards and guidelines for handling tasks in a professional environment on behalf of a company or organisation through participation.

Knowledge

The student will gain knowledge about:

- the mission of the internship company
- the professional environment, job functions and stakeholders in the internship company.

Skills

The student will get the skills to:

- perform the relevant tasks in the internship company.

The student is able to assess practical and theoretical problems and give reasons for his/her choice of relevant solutions in relation to:

- own participation in tasks
- solutions in the internship company
- the digital concept developer profession.

The student is able to communicate:

- about practical issues to the internship company's business partners and users

Competencies

The student will learn:

- the internship company's current work with digital concept development and its future needs for competencies in the area of digital concept development.

The student is able to play an independent role in professional and cross- disciplinary collaboration relating to:

- assuming responsibility for tasks.

The student can develop own knowledge and skills and identify own learning requirements in connection with:

- at least one profession within the internship company.

Based on the above-mentioned learning objectives, the student, the company and the supervisor from the educational institution jointly define the objectives for the student's learning outcome.

The internship finishes with an exam that is assessed in accordance with the 7-point scale. The type and structure of the exam are determined by the individual educational institution and described in the institution-specific part of the curriculum.

Final bachelor project, 15 ECTS

The student must specialise by performing project work within a defined area of concept development in collaboration with a company or organisation.

Language and spelling

Language and spelling are assessed as part of the final bachelor project. The mark is based on a general assessment of the academic contents and the student's ability to spell and use appropriate wording. The professional content carries the most weight.

Students who can document a relevant, specific functional disability can apply for an exemption from the requirement for spelling and language to be assessed. Such applications must be sent to the study administration for the degree programme in question, for the attention of the head of the programme, no later than four weeks before the exam.

Learning objectives for the final bachelor project

The final bachelor project must document that the student has achieved the level required to graduate from the degree programme, see Appendix 1 to the Ministerial Order on the Digital Concept Development programme (no 814 of 2 July 2015):

The objectives for the learning outcome include the knowledge, skills and competencies which a concept developer should acquire during the programme and must document that the learning outcomes for the programme have been achieved, see section 2: "Digital Concept Development, core areas".

Assessment

An individual, external exam based on project work, produced individually or in groups of up to three students. An individual mark (7-point scale) is allocated on the basis of an overall assessment of a digital concept, a conceptual prototype or a digital product as well as a report and an oral exam. The exam cannot take place until the student has passed the final internship exam and all other exams in the degree programme. For further information about the type and practical aspects of the exam, etc., please see the description of the exams, including the final bachelor project during the third semester, in the curriculum.

4.4. Compulsory prerequisites

Certain conditions may apply to the submission of assignments.

Each individual institution requires a number of submissions during the first and second semesters. These are compulsory prerequisites and must be submitted before the student can register for the portfolio exam in the first and second semesters. Details about the submissions that constitute compulsory prerequisites are set out in either the institution-specific part of the curriculum or the semester plan.

Compulsory prerequisites help indicate the individual student's level of study activity. See the institution-specific part of the curriculum for information about study activity.

Written assignments in Philosophy of Science, first semester

There is one compulsory, individual written assignment in connection with the subject Philosophy of Science in the first semester. With due regard to other compulsory prerequisites

that apply to this semester, the assignment must discuss philosophy of science paradigms and methods and their use in connection with investigative methods.

The educational institution determines whether the assignment should form part of the assignment portfolio. The scope is five standard pages. The assignment must be approved before the student can register for the first semester portfolio exam. It is up to the individual institution to define the framework for this assignment.

5. Exam rules

The objective of the exams under the programme is to ensure that the standard of the programme and successfully completed educational elements are equivalent to similar educational elements at the other institutions offering the programme.

The individual educational institution determines the requirements for exam projects, etc. to ensure that the teaching is coherent and that the exams match the teaching. Refer to the institution-specific part of the curriculum for more information.

5.1. Summary of exams

Semester	Exam	ECTS	Internal/external exam	The type of exam is determined by
1st semester	Portfolio	30	External	All providers of the degree programme
2nd semester	Portfolio	30	External	All providers of the degree programme
3rd semester	Internship exam	15	Internal	All providers of the degree programme
	Bachelor project (report and digital product)	15	External	All providers of the degree programme

In order to pass the degree programme as such, the student must obtain a minimum mark of 02 in all exams, which is the mark required for a 'Pass'.

The requirements for a product in the compulsory assignments are set out in separate guidelines that are available under the individual degree programmes.

The learning objectives for the educational elements in the first and second semesters are identical to the learning objectives for the first and second semester exams.

All assessments are individual. If an exam is based on group work, the student's contribution to the group may form part of the assessment.

5.2. First semester – portfolio exam

A single external, individual portfolio exam is held at the end of the first semester. The exam consists of three parts:

- Assignment portfolio
- Synopsis
- Oral defence

Assignment portfolio

The assignment portfolio is an individual, descriptive presentation of three specific exam papers from the first semester. The assignment portfolio must present the exam papers and explain the process used in their preparation, in other words, the case presentation, problem statement, solution and professional challenges associated with the assignment.

The requirements to the three exam papers are:

- that the institution has identified the exam papers as potential exam assignments, in other words that they meet the compulsory prerequisites for the first semester
- the assignments may consist of a digital product, a conceptual strategy and/or a functional prototype, a report, etc.

Synopsis

The synopsis must contain:

- a specification of the professional challenges and issues on which the student wishes to focus in connection with the assignments and the learning objectives for the first semester
- a discussion and reflection on the chosen theory, method and literature
- a brief discussion of the student's professional development during the first semester and how it relates to the student's wishes for further professional competence development
- max. three standard pages (one standard page equals 2,400 characters including spaces).

Individual oral exam

The oral part of the exam is based on the synopsis which was assessed by the internal and external examiners before the exam together with the assignment portfolio.

The oral exam lasts 30 minutes and consists of the following components:

- Brief introduction by the student: 5 minutes
- Exam dialogue: 20 minutes
- Evaluation and communication of the result: 5 minutes

Assessment

The student is given an individual mark based on an overall assessment of the different components of the exam, in other words the assignment portfolio, the synopsis and the oral presentation. The performance is assessed according to the 7- point scale based on the extent to which it meets the learning objectives for the first semester.

Re-examination

A re-examination is held either immediately before or at the beginning of the following semester. The re-examination is based on the student's improved portfolio and synopsis.

Re-examination due to illness

A re-examination due to illness is held either immediately before or at the beginning of the following semester.

5.3. Second semester – portfolio exam

A single external, individual portfolio exam is held at the end of the second semester. The exam consists of three parts:

- Assignment portfolio
- Synopsis
- Oral defence

Assignment portfolio

The assignment portfolio is an individual, descriptive presentation of three specific exam papers from the second semester. The assignment portfolio must present the exam papers and explain the process used in their preparation, in other words, the case presentation, problem statement, solution and professional challenges associated with the assignment.

The requirements to the three exam papers are:

- that the institution has identified the exam papers as potential exam assignments, in other words that they meet the compulsory prerequisites for the second semester
- the assignments may consist of a digital product, a conceptual strategy and/or a functional prototype, a report, etc.

Synopsis

The synopsis must contain:

- a specification of the professional challenges and issues on which the student wishes to focus in connection with the assignments and the learning objectives for the second semester
- a discussion and reflection on chosen theory, method and literature
- a brief discussion of the student's professional development during the second semester and how it relates to the student's wishes for further professional competence development
- max. three standard pages (one standard page equals 2,400 characters including spaces).

Individual oral exam

The oral part of the exam is based on the synopsis, which was assessed by the internal and external examiners before the exam together with the assignment portfolio.

The oral exam lasts 30 minutes and consists of the following components:

- Brief introduction by the student: 5 minutes
- Exam dialogue: 20 minutes
- Evaluation and communication of the result: 5 minutes

Assessment

The student is given an individual mark based on an overall assessment of the different components of the exam, in other words the assignment portfolio, the synopsis and the oral presentation. The performance is assessed according to the 7- point scale based on the extent to which it meets the learning objectives for the second semester.

Re-examination

A re-examination is held either immediately before or at the beginning of the following semester. The re-examination is based on the student's improved portfolio and synopsis.

Re-examination due to illness

A re-examination due to illness is held either immediately before or at the beginning of the following semester.

5.4. Third semester

Internship exam

The exam is an internal exam that evaluates the student's individual learning objectives, as defined before the internship by the student, the host company and the supervisor from the educational institution.

Internal exam

The student's performance during the internship is evaluated on the basis of the internship report.

The educational institution decides on the guidelines for the report, appendices and any additional material, cf. the institution-specific part of the curriculum.

Assessment

The individual institution defines the framework for the internship exam. The performance is assessed according to the 7-point scale.

Re-examination

As for any other exam, the student is entitled to two re-examinations.

Final bachelor project

An exam based on project work, produced individually or in groups of up to three students. The exam in the final bachelor project consists of a digital concept, a conceptual or digital product, a report and an oral component. The exam takes place at the end of the third semester. The student must specialise in a relevant area of digital concept development and acquire and apply new theory beyond what is stipulated in the learning objectives for the specialisation.

Submission

- A digital concept that falls within the framework of the general learning objectives for the degree programme
- A conceptual prototype or a digital product that meets (or solves) complex challenges associated with the digital concept
- A report of up to 30 standard pages plus a maximum of 15 standard pages per member of the group, excluding appendices
- A standard page contains 2,400 characters including spaces and footnotes. Front page, table of contents, literature list and appendices are not included in the total number of standard pages.
- The appendices are not subject to assessment.

Examination

An individual exam based on the material submitted and an oral presentation:

- Brief introduction by the student: 10 minutes
- Exam dialogue: 20 minutes
- Evaluation and communication of the result: 10 minutes

Assessment

A single mark will be given on the basis of a general assessment of submitted work, the presentation and the individual exam.

Re-examination

The project may be based on the same problem statement as the project work that formed the basis of the ordinary exam or a new problem statement.

Re-examination due to illness

A re-examination due to illness is held either immediately before or at the beginning of the following semester. If the institution is of the view that the student has participated in a group project almost to the full extent, a re-examination due to illness will be held as an individual exam based on the group's project work. If the institution is of the view that the student has not participated in a group project almost to the full extent, a re-examination due to illness will be held as an individual project exam.

6. Credit transfer

The educational institution may accept educational elements, or parts thereof, that have been passed at another educational institution, as equivalent to educational elements, or parts thereof, in this curriculum. If the education element in question was assessed according to the Danish 7-point scale at the institution where the student sat the exam and corresponds to an entire subject in this curriculum, the mark is transferred. In all other cases, the assessment is indicated as a 'Pass'.

The educational institution may accept that educational elements that have been passed as part of another Danish or foreign tertiary programme substitute educational elements included in this curriculum. On acceptance, the education element is considered completed, provided it was passed in accordance with the rules for the programme in question. The assessment is transferred as a 'Pass'. The student is obliged to disclose previously completed educational elements that may qualify for credits.

6.1. Credit for electives

Electives are equivalent to similar educational elements completed at other educational institutions that offer this and other degree programmes.

Advance credits

Students may apply for advance credits. A student who has obtained advance approval of a study period in Denmark or abroad is obliged to document the subjects completed during the approved study period at the end of the period. In connection with the advance approval, the student must grant the institution the right to collect the necessary information upon completion of the studies abroad.

If advance credits are awarded, the subject is considered to have been completed, provided it was passed in accordance with the rules for the programme in question.

7. Exemption rules

When special conditions warrant it, the educational institution may grant an exemption from rules in the curriculum defined by the educational institution concerned or other educational institutions. The institutions work together to ensure uniform exemption practices.

Institutional Part

8. Scope of the institutional part of the curriculum

8.1. Commencement of the curriculum

The institutional section of the curriculum takes effect 1 August 2017 and applies to all students enrolled in the programme on or after this date.

8.2. Transitional scheme

Students who are admitted from 1 August 2017 must follow the programme according to this curriculum. This curriculum replaces earlier versions of the curriculum, effective from 1 August 2017. However, exams which have been started before 1 August 2017, must be completed according to the earlier relevant curriculum and must be started by 31 August 2018, the latest.

9. Elective programme elements

There are two elective elements offered for the 2nd semester, and the student must choose one element:

- Digital Commerce, 15 ECTS
- Digital Design, 15 ECTS

The content and learning objectives are described in the national part on pages 17-19.

10. Rules for completing the internship

During the internship, the student will have a supervisor from the programme and a contact person in the company. Based on the general learning objectives for the internship, see section 4.3, the company and the student define, in collaboration with the supervisor, the individual goals for the student's learning outcomes for the internship. This will subsequently guide the company's organisation of the student's work.

The internship must be a minimum of 10 weeks and will be concluded with an examination as described in section 5.4.

The internship is, as a point of departure, equal to a regular full-time job (37 hours/weekly) with the same demands for contribution, involvement and flexibility, as the graduates are likely to face in their first job.

11. Applied teaching and working procedures

The teaching is based on relevant professional practice which connects theory and practice. Various issues from the different types of companies within appropriate and relevant fields will be included in the programme.

The teaching will be organised in various ways. This will be achieved through class teaching, project work, interdisciplinary cases, theme work, guest lectures and company visits. Lectures may take place to a limited extent. The different learning methods will, in addition to the academic content, also develop the student's ability to work both independently and cooperate with others.

12. Requirements for foreign language skills

The Digital concept development programme is offered in both Danish and English. On the English programme all teaching materials and lectures are in English. No additional knowledge of a foreign language is required, other than what is stated in the admission requirements.

13. Internationalisation

13.1. Education abroad

The programme is modular, this means that it is possible for a student to take the second semester abroad, as it is possible for foreign students to study one semester in our programme. An internship can also take place abroad.

After prior agreement, a relevant summer school stay can replace or supplement an elective programme element.

For details of the specific opportunities please contact the International Office. The students can, after applying for a programme's prior credit approval, take each individual programme component abroad.

With prior credit approval for study abroad, students are required to document each approved and completed programme component when their exchange programme is completed. In connection with applying for prior credit approval, the students give permission that the institution can obtain the necessary information after the student's completion.

Upon approval of the prior credit approval, the programme component is considered completed if it is passed according to the rules of the programme.

The Academy has a wide network of partners abroad and the Academy's International Office can assist students who wish to take part of their education abroad. The International Office can be contacted for further information. It should be noted, however, that a lot of work is required by the individual student if they wish to study abroad. It is up to the individual student to investigate available subjects for study abroad at the desired university etc. International Office can help with advice etc. but will not do any detailed planning. This is the student's own responsibility.

13.2. Examinations abroad

Subjects

The student must take their exams at a partner institution abroad. The student submits documentation for the marked subjects no later than two weeks after the examination.

A learning report for each subject, which describes the types of learning achieved in the course, must be prepared.

The scope of the report must match the course credits, though a minimum of two pages which corresponds to 2,400 characters per page.

All the subject's tasks and corresponding solutions must be documented online in the portfolio. A link to the portfolio as well as proof of passing the exam at the partner institution must be handed into the Academy no later than four weeks after completion abroad. The portfolio, including learning reports, is assessed as pass/fail.

Internship

As a point of departure, a supervisor from the Academy will be designated and the internship report must be handed-in and examined in as described in section 5.4, Internship Exam.

Bachelor project

As a point of departure, a supervisor from the Academy will be designated and the project must be handed-in and examined in as described in section 5.4, Bachelor Exam.

13.3. Rules for examinations abroad

The student must take their exams at a partner institution abroad. The student must document all learning from the courses taken at the partner institution in an online portfolio. A learning report for each subject, which describes the types of learning achieved in the course, must be prepared.

The scope of the report must match the course credits, though a minimum of two pages which corresponds to 2,400 characters per page.

All the subject's tasks and corresponding solutions must be documented online in the portfolio. A link to the portfolio as well as proof of passing the exam at the partner institution must be handed into the Academy no later than four weeks after completion abroad. The portfolio, including learning reports, is assessed as pass/fail.

For the description of rules for conducting examinations abroad, please refer to the '[worth knowing about exams](#)' section. This also describes the costs involved if the examination is held abroad.

14. Exams on the programme

It is always the student's responsibility to ensure that they have internet access in an exam situation, and that the student's pc is operational.

Semester	Examination	ECTS	Internal/external exam	Assessment criteria
1st sem.	Portfolio	30	External	7 point scale
2nd sem.	Portfolio	30	External	7 point scale
3rd sem.	Internship Exam	15	Internal	7 point scale
	Bachelor thesis (report and digital product)	15	External	7 point scale

Information on the date, time and place of the exams can be found on Study Update

Examinations for the 1st and the 2nd semester, as well as the final bachelor's project are described in section 5.

14.1 Portfolio exam, 1st semester

Weight: 30 ECTS

Assessment criteria

The evaluation criteria for the exam are identical to the learning objectives for the compulsory element on the first semester.

The exam form and organisation

See section 5.2 in the national part.

Prerequisites to take the exam

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

- The portfolio assignment (three interdisciplinary assignments from the first semester, which includes the learning objectives from the subjects concept and business development, understanding technology, project management A, user surveys and methodology as well as philosophy of science) must meet the formal requirements and be handed-in on time (see Study Update) and must be approved.
- The synopsis must fulfil the requirements and be handed-in on time (see section 5.2 for the formal requirements and Study Update for the hand-in deadlines) and must be approved.

Non-compliance with one or more of the prerequisites will prevent the student from taking the exam, and the student will have used one exam attempt.

14.2 Portfolio exam, 2nd semester

Weight: 30 ECTS, of which:

15 ECTS from compulsory programme elements on the second semester and

15 ECTS from the chosen study programme

Assessment criteria

The evaluation criteria for the exam are identical to the learning objectives for the compulsory element on the first semester as well as the learning objectives for the chosen study programme.

The exam form and organisation

See section 5.3 in the national part.

Prerequisites to take the exam

The following requirements must be met to take the oral part of the exam: • The portfolio assignment (three interdisciplinary assignments from the subjects communication and marketing, project management (B) and the

chosen specialisation) must fulfil the formal requirements and be handed-in on time (see section 5.3 for the formal requirements and Study Update for hand-in deadlines) and must be approved.

- The synopsis must fulfil the formal requirements and be handed-in on time (see Study Update) and must be approved.

Non-compliance with one or more of the prerequisites will prevent the student from taking the exam, and the student will have used one exam attempt.

14.3 Internship exam

The internship exam is an internal exam which evaluates the student's individual learning objectives that, prior to the internship course, have been decided on by the student, in collaboration with the associated company and the Academy. The internship exam is at the end of the internship period. The exam's weight is 15 ECTS.

The exam form and organisation

In relation to the internship, the student is evaluated according to the preparation of their internship report. The exam is an individual, written exam with an internal co-examiner.

Formal requirements for the written 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 10-12 pages.

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

The students must also keep a log during their internship, which reflects their experiences in the internship, including any projects worked upon. The student decides which tools they want to use to collect this data (blog, video, notes). The log must be handed-in as an appendix to the internship report and will not be part of the assessment criteria.

Prerequisites to go the exam

The following requirements must be met to take the exam:

- The internship report forms the basis of the assessment and examination, must comply with the formal requirements above and must be submitted on time in accordance with the examination plan available on Study Update.

Non-compliance with the formal requirements for the internship report or lack of timely delivery of the internship report will mean that the student will not be assessed and will have used one exam attempt.

Assessment criteria

The exam is assessed according to the 7-point scale. The student will receive a mark and can receive oral feedback in connection with the subsequent supervision.

The assessment criteria are the general learning objectives for the internship and the student's individual learning objectives and reflections.

Spelling and writing skills are part of the internship report (weighted 10 per cent). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

Completion of the exam

See section 17 concerning completion of exams

Sickness/re-examinations

The students have, as with all other exams, the right to two re-exams.

The basis for a re-exam is based on an academic assessment:

- with lack of reflection in relation to the learning objectives – in this case, a new internship exam will be held within about 2 weeks, where the identified deficiencies in the internship report must be satisfactorily rectified.

Non-participation in the internship – in this case, a new internship will be established.

14.4 Requirements for written assignments and projects

In all examinations etc., a normal page is defined as 2,400 characters including spaces and footnotes. The front page, table of contents, bibliography and appendices are not included in this. The appendices will not be assessed.

The requirements in relation to the length of the written exams and the correlation between the number of participants in a group and the project can be found under the description of the individual exams.

15. The use of aids and assistance

The following limitations have been decided for the use of aids and assistance for exams on the E-concept development programme:

- It is not permitted to use online aids to get assistance for answers at oral exams

16. Special exam conditions

Students may, where this is justified by physical or mental disabilities, apply for special exam conditions. Applications must be submitted to the programme four weeks before the exam. Application requirements will be waived in cases of sudden health problems. The application must be accompanied by a medical certificate, a report from a speech, hearing, dyslexic or blind institution or by any other documentation which indicates a medical condition or relevant disability.

Applications for permission to bring any additional assistance must be submitted to the programme four weeks before the exam is held.

17. Completion of the exam

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used. If there are deviations, they will appear in the individual exam descriptions.

Exam failed

If an exam project is given less than the mark 02, it is a fail and one exam attempt will have been used.

If the entire examination project was prepared by one student and not passed, the student can choose to work further on the existing project or prepare a new project.

In the event of one student, as part of a group project, not achieving the mark 02 or above, the student can rewrite their section of the national project. The student can also choose to write a new project, where the rules for individually produced projects apply.

Project not handed in/written answers

If a student does not hand-in their exam project or a written report, one exam attempt will have been used.

The student can choose to work further on their existing project or prepare a new project.

Not participated in the exam/oral examination

If a student hands in their exam project, but doesn't participate in the oral exam, one exam attempt will have been used.

A new oral exam will be scheduled as soon as possible and the student will be examined in the previously handed in project.

17.1 Sickness and re-examinations

The actual deadlines can be found on Study Update.

Information on the time and place of sick and re-exams are available on Study Update; this might be the same as the next regular exam. The student is responsible for finding out when the sick and re-exams take place.

Sick exams

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If it is an exam that is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or as soon as possible after.

The illness must be documented by a medical certificate. The Academy must receive the medical certificate no later than three 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 rules, the student will have used an examination attempt. The student bears the cost of the medical certificate. Requirements for the medical certificate can be found on the website under '[Worth knowing about exams](#)'.

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 for the next scheduled exam, and the re-examination will be held no later than the middle of the next semester. The re-examination may be the same as the next regular exam.

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

18. The exam language

The language of the exams is English.

19. 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/answers have been prepared without wrongful assistance.

19.1. Cheating and disruptive behaviour during exams

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

If a student cheats on an exam, the student will be expelled from the exam. If the cheating occurs under aggravated circumstances, the student can be expelled from the 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.

Cheating is for instance

- Improperly receiving help during an exam
- Improperly giving help to others during an exam
- To pass someone else's work off as your own (plagiarism - see <http://en.stopplagiat.nu/>)
- To use previously assessed work without a reference
- To use assistance which is not allowed for the exam in question

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

If a student exhibits **disruptive behaviour** during an exam, the institution can expel the student from the exam. In less severe cases, the institution will only give a warning.

Expulsion can also occur once the exam has been held.

19.2. Presumption of cheating, including plagiarism during and after the exam

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

- Improperly obtained or provided help
- Has passed somebody else's work off as their own (plagiarism)
- Has used previously assessed work or parts thereof without reference (plagiarism) this must be reported to programme's management.

19.3. The process of clarification of cheating, including plagiarism

Postponement of the exam

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

Format and content of the report

The report must be done without undue delay. The report should include a written presentation of the case, which includes information that can identify those reported, as well as a brief explanation and documentary evidence of the position. If one or more of the reported persons are repeat offenders, this should be disclosed. When reporting plagiarism, the 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 interested 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 of interested parties, the examinee is summoned to an interview which aims to shed light on the case. The aim here is to present documentation of the suspected cheating and to hear the student's side of it. The student has the right to have a representative accompany them to this meeting. For the written consultation of interested parties, the documentation for the suspected cheating is sent to the student in order to request a written statement.

Sanctions for cheating and disruptive behaviour during an exam

If, after having the case explained, the head of the programme 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 programme head.

In less severe cases, a warning is given first.

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.

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

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

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

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

Complaints

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

issues (for example incapacity, consultation of interested parties, appeal guidelines, whether the 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 institution and must be addressed to the head of the programme, who must then submit a report that the complainant has the opportunity to comment within a period of normally one week. The institution then sends the complaint, the report and the complainants comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the institution is two weeks from the day the decision was communicated to the complainant, cf. Ministerial Order § 51.

20 Other rules of the programme

20.1 Active attendance

It is a requirement that the students are active and participate actively in the programme’s compulsory project work and assignments. Since the portfolio exams are based on the compulsory assignments, handing them in is a prerequisite for being able to participate in the 1st and 2nd semester exams. A compulsory assignment is an assignment that must be handed-in and approved. The students have three attempts to get the assignment approved, and the deadline for handing in the assignment will be available in the formalities for the relevant compulsory assignments.

To ensure the programme’s learning objectives/goals can be achieved and that the corresponding teaching methods work, programme elements which require active attendance are listed below with the respective rules for this active attendance:

- hand-in/presentation of assignments/projects and
- compulsory attendance in terms of physical presence

ACTIVE ATTENDANCE ON THE BACHELOR PROGRAMME IN DIGITAL CONCEPT DEVELOPMENT INCLUDES:

Compulsory attendance at external lectures and company visits. If the student is prevented from meeting due to illness, the student must notify student administration.

1st SEMESTER

- Three written interdisciplinary hand-in assignments, which include the learning objectives from the subjects: concept and business development, understanding technology, project management A, user surveys and methodology as well as philosophy of science. These assignments are included in the compiled portfolio, which is the basis for first semester exam.

<p>2nd SEMESTER <i>Digital design</i></p>	<ul style="list-style-type: none"> • Three written interdisciplinary hand-in assignments, which include the learning objectives from the subjects: communication and marketing, project management B and digital design. These assignments are included in the compiled portfolio, which is the basis for the second semester exam.
<p>2nd SEMESTER <i>Digital commerce</i></p>	<ul style="list-style-type: none"> • Three written interdisciplinary hand-in assignments, which include the learning objectives from the subjects: communication and marketing, project management B and digital commerce. These assignments are included in the compiled portfolio, which is the basis for the second semester exam.

A rejection of the student’s fulfilment of the obligation to participate, for example, rejection of a written assignment, or non-compliance with the formal requirements for the project, will be listed as a non-fulfilment of study activity.

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

The obligation to participate and any compulsory attendance which is a prerequisite requirement to take an exam, appears under the description of each exam. If a prerequisite requirement for participation in an exam is not met, one exam attempt will be used.

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

20.2 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 defined as follows for students who within the last 12 months have:

- participated in at least two different exams
- passed at least one exam
- fulfilled their obligation to participate in any activity which is part of the programme, including group work, class projects, remote learning, etc. as indicated in the curriculum
- delivered, as indicated in the curriculum, the assignments, reports (learning) portfolios, etc., which are prerequisites for participation in exams with credible content, and have not submitted any plagiarised material
- been present for all activities with compulsory attendance, as indicated by the curriculum.

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

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

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

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

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

If the student requests that their enrolment not be terminated, termination is delayed until the case has been decided on by the head of the programme.

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

The rules relating to any exams which the student according to the Examination Ministerial Order should have participated in before the end of the 2nd semester and passed before the end of the 2nd year of studies, and where the Ministerial Order on the programme stipulates time limits for completion of the programme, will apply regardless of any other rules.

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.

For students that started before 1 July 2016, the previous rules apply, i.e that you can postpone your programme with up to 12 months before your 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).

21. Complaints regarding exams and the appeal of decisions¹

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

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

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

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

The two types of complaints are handled differently.

Complaints about the basis of the examination etc., exam procedure and assessment

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

- the basis of the exam, including exam questions, assignments, etc., as well as its relation to the educational goals and requirements of the programme

- the exam procedure
- the assessment

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

The complaint must be sent to the quality department via the complaints system on www.baaa.dk

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

Immediately after the examiners' opinion is made available, the complainant has the opportunity to comment on the decision, usually with a week's deadline. The institution's decision is based on the examiners' academic opinion and any possible comments the complainant may have regarding the report.

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

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

¹ See the Ministerial Order of Examinations section 10: (only available in Danish)
<https://www.retsinformation.dk/Forms/R0710.aspx?id=183396>

Should it be determined that a reassessment or re-examination will be offered, the head of department must appoint new examiners. Reassessment can only be offered for written exams where there is material for assessment; this is because the new examiners cannot (re)assess an already held oral examination and the original examiners' notes are personal and may not be disclosed.

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

The reassessment or re-examination must take place as soon as possible.

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

The examiners will then notify the institution of the outcome of the re-assessment, including a written justification and evaluation, which may be a lower mark. If it has been decided that a new assessment will be made or if there is an offer of a re-examination, the decision will be binding for all the examinees whose exams have the same shortcomings as the subject of the complaint.

The complaint must be sent to the quality department via the complaints system on www.baaa.dk within two weeks (14 calendar days) after the evaluation of the exam in question has been announced. If the deadline falls on a public holiday, the first working day thereafter is the deadline.

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

21.1 Appeal

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

The appeal must be sent to the quality department via complaints@baaa.dk

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

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

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

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

- provision for a new assessment by new examiners, though this is only a possibility with written exams

- provision for a new examination (re-examination) by new examiners
- that the student's appeal has been unsuccessful

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

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

The reassessment or re-examination must take place as soon as possible.

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

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

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

21.2 Complaints concerning legal matters

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

Complaints concerning legal issues in the decisions taken by the institution in accordance with an Ministerial Order (for example incapacity, consultation of interested parties, whether the Ministerial Order or Examinations has been interpreted correctly, etc.) may be submitted to the institution who must submit a report that the complainant has the opportunity to comment within a period of normally one week. The institution then sends the complaint, the report and the complainants comments (if any) to the Ministry of Higher Education and Science. The deadline for submission of the complaint to the Institution is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

22. Rules of exemption

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

23. Approval

This institutional part of the curriculum has been enacted and approved by Business Academy Aarhus in July 2017.

Niels Henrik Juul Hansen
Head of Department