



Curriculum 2016-2018

Bachelor of Innovation and Entrepreneurship

Professionsbachelor i innovation og entrepreneurship

Institutional Part

Version 1.1

September 2016

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1. Scope of the curriculum

1.1. Commencement of the curriculum

The institutional part of the curriculum applies to students starting on 1 September 2016.

1.2. Transitional scheme

This curriculum replaces earlier versions of the curriculum from 31 August 2016.

However, any examinations begun before 1 September 2016 must be completed according to the previous institutional curriculum no later than 30 June 2017.

1.3. Scheduled placement of the programme elements

Element	ECTS	Placement
Creative and innovative processes	5	1st semester
Business proposition	5	1st semester
Theory of science and methodology	5	1st semester
Project management and networking	5	1st semester
Corporate Management	10	1st semester
Growth	10	2nd semester
Change management	5	2nd semester
Elective element	15	2nd semester
Internship	15	3rd semester
Bachelor Project	15	3rd semester

2. Elective programme elements

The student is required to study in detail a programme element of their own choice. This is chosen from the Academy's elective elements' catalogue. This catalogue will as a minimum offer three different elective elements. In the spring of 2016, the following elements were offered: Intrapreneurship, export and emerging markets, as well as mergers and acquisitions and generational change. In addition, there is the option of choosing a selection of the Academy's interdisciplinary electives as part of your elective programme element. The choice of elective elements are adapted and adjusted on an ongoing basis.

Students may also follow electives at other academies provided that they pay for their own transportation, overnight accommodation, etc.

2.1. Content and learning objectives for elective elements

Weight: 15 ECTS

Placement: 2nd semester

Content

The elective element consists of:

- A series of classes
- Self-study of and academic immersion in the chosen element in study groups
- Preparation of a written report and participation in seminars.

Teachers will be assigned to study groups to act as teachers, supervisors and examiners.

The supervisor assists the study group participants in structuring the chosen topic and in determining which parts of the relevant disciplines will contribute to their academic immersion. Similarly, the supervisor will assist in setting objectives for the specific knowledge, skills and competencies to be acquired by the students in the study group. It is expected that the students, in connection with their elective element, do a literature review (consisting of at least 400 normal pages) and are familiar with the relevant theories and studies.

The self-study and report component includes three milestone seminars.

Milestone 1:

The first seminar is held shortly after the start of the self-study course. The study group participants present their choice of topic, preliminary thesis statement and methodology, and a work plan.

Milestone 2:

A midway seminar will be held. During the seminar, the individual study group participants present their final thesis statements, considerations of methodology, report structure and preliminary results, concepts or prototypes to each other.

Milestone 3:

The work on the elective programme element concludes with a joint seminar, where the participants, based on their reports, present and elaborate on any interesting problems and issues raised in connection with the elective element to each other and describe the best ways to resolve these in theory and practice.

Prior to milestones 1, 2 and 3, the written material must be uploaded before the seminar. Deadlines for the written material will be announced on Fronter. The written material must be prepared individually.

The entire elective programme elements or relevant parts of it may be studied abroad, where the structure and content of the studies may vary.

Learning objectives

Specific learning objectives will be determined separately for each topic, depending on the chosen course of study.

Knowledge and understanding

The student will gain knowledge about:

- the theory and methodology of a chosen topic which puts one or more of the core areas of the programme into a broader perspective.

Skills

The student will get the skills to:

- be able to professionally disseminate academic knowledge in both oral and written forms
- be able to apply the acquired knowledge as input towards the development of new action plans, concepts, services or products.

Competencies

The student will learn to:

- professionally identify and address their own learning and development needs within the specific area
- plan and implement the process of acquiring new knowledge, individually or in cooperation with others.

3. Rules for the completion of an internship

The responsibilities and tasks in connection with internship in one's¹ own company are as follows:

A written agreement, approved by the student, the co-ordinator for own-company internships and the supervisor, forms the basis of the internship.

The student

The student is responsible for completing the process up to the approval of the internship agreement for an own-company internship in an entrepreneur/company environment, or for an internship in another company. In this process, the student will receive support from the Academy as mentioned below.

During the internship, the student has the full responsibility for contributing to achieving the learning objectives.

Any discrepancies encountered during the internship must be reported by the student to the internship organisers so that a solution can be found.

Internship supervisor

The internship supervisor is responsible for introducing the internship. Similarly, the internship supervisor is responsible for approving an internship in your own company - and the associated internship agreements - will enable the student to achieve the set learning objectives.

Student - internship supervisor/mentor cooperation

For students taking their internship in an entrepreneur environment, the supervisor is responsible for ensuring that the student complies with the requirements of working in an entrepreneur environment. These requirements include:

- Monthly meetings with experienced entrepreneurs
- Monthly status interviews with the supervisor/mentor from the entrepreneur environment
- On-going meetings focused on challenges ahead and action-orientated proposals, definition of milestones, objectives and action plans.

Thus, the student and one or more stakeholders must engage in dialogue at least once every two weeks.

Students who are approved for in-company internships will be assigned an internship supervisor who will provide guidance to the student throughout the internship process, e.g. in relation to the academic content of the internship and the establishment of learning objectives. The supervisor will be in contact with the internship company three times during the internship process (at the beginning, halfway through and at the end of the internship period).

Career Centre

The Career Centre assists and supports students who do not complete their internship in their own company, for instance by offering training courses in writing applications and CVs.

Internship company

Companies which enter into internship agreements are subject to a number of demands. These demands relate to aspects of guidance and the nature of the work, and the internship in a company must be so organised as to adhere to Business Academy Aarhus' internship concept in terms of follow-up and evaluation activities.

¹ In this context, the term "own company" refers to a company in which the student is the registered owner or co-owner.

The minimum internship period is 12 weeks and concludes with an exam based on a written report. Please refer to section 8.7 for a description of the internship exam.

The internship is generally considered equivalent to a regular full-time job (37 hrs. per week) and should reflect the requirements on work performance, commitment and flexibility that graduates should expect to face in their first jobs or as entrepreneurs.

4. Applied teaching and work methods

A lively and engaging study environment is established in both teaching and other activities, through a variety of methods which contribute to preparing the students for life as innovators and entrepreneurs.

The teaching is organised to combine academic input and issues within specific fields of practice and will be based primarily on empirical knowledge, cases and best practice from the entrepreneurs and companies cooperating with the programme or the students.

The following activities support the achievement of the learning objectives:

1. Teaching
2. Business groups and project work
3. Supervision and coaching
4. Presentations
5. Guest lectures, company visits, cases, etc.
6. Physical settings

4.1. Teaching

The content of the teaching and the associated activities on the programme are structured to follow the typical life cycle of a start-up company or an innovation project in an existing company, and the students will therefore get "just-in-time" theoretical and academic input.

In the first semester, creative and innovative processes are implemented to establish an inventiveness which the students may use in interdisciplinary business groups as a starting point for the development of specific business concepts and business models.

Entrepreneurship competitions such as the "Start-up Programme" under *Fonden for Entreprenørskab* (Young Enterprise Denmark) will form integral parts of the programme's 1st and 2nd semesters.

Teaching will involve the latest knowledge and results from national and international research, test and development work from disciplines associated with the field of work.

The programme implementation will be based on the Academy's educational platform. The platform includes, in particular, the following principles which characterise the teaching provided at Business Academy Aarhus:

- Practice-based learning (experience, reflect, decide, act)
- Real-life applicability and relevance
- Co-responsibility for own learning
- Accommodation of different learning styles

Moreover, the teaching provided in the Bachelor of Innovation and Entrepreneurship programme is organised according to the principles of effectuation (Sarasvathy, 2010) and innovation pedagogy (Darsø, 2011), including the principle that innovation and entrepreneurship must be witnessed, discovered and experienced. This is reflected in the following educational activities:

- At the beginning of the programme, the students clarify their personal approach (Who am I? What do I know? Who do I know? How much am I willing to risk?)
- From day 1, the work is based on specific innovation projects
- All exam performances will be assessed on the basis of the students' own projects
- The students will be actively involved in networking activities throughout the programme
- Insight into and reflection on theory and practice based on the students' dialogue with teachers, supervisors, innovators, experts, etc.

The students will be divided into classes of approximately 30 students. A week of classes may consist of the following elements:

- Academic input (in class): Teaching
- Academic immersion and reflection (individual/group): Studying, completion of assignments, etc.
- Investigation of practice (group): Interviews, observation, etc.
- Implementation of new knowledge and experience in own projects (group): Group work
- Reporting and experience gathering (class/group): Presentations, pitches, discussions, feedback, etc.

Compared with most of the other programmes offered by Business Academy Aarhus, a relatively small part of the total resources on the programme will be spent on classroom teaching, while more resources will be spent on group and individual supervision.

IT is included as a tool, educational method and for data gathering purposes. The Academy's learning management system will be used actively as a platform for communication and knowledge sharing in connection with the programme.

4.2. Business groups and project work

At the beginning of the programme, students will complete a personal profile test. Based on this test and following feedback, academic background and areas of interest, the students will form business groups. The composition of each business group is required to ensure representation of different academic/technical backgrounds. The students will work in these groups from around the middle of the first semester and through to the end of the semester, after which they must decide whether to continue in that business group or enter into new working relationships.

The students on the programme must generally be willing to share their ideas with other students on the programme. Students who have specific business ideas and businesses already at the start of the programme must be prepared to put these on hold at least until the beginning of the 2nd semester. If they then choose to pursue these ideas and businesses during the 2nd semester, they must be willing to involve and form a business group.

4.3. Supervision and coaching

Coaching supports the students' work on clarifying and identifying their own personal and academic development needs in relation to working within the practice areas of the programme. The aim is for the students to set up their own businesses within the first two semesters of the programme. These businesses will then provide the framework for the students' internships. Each student will be assigned a coach. The coach provides feedback on the student's personal profile test at the beginning of the programme and will follow the student's progress throughout the programme.

Each business group is assigned a supervisor who will be available for questions and supervision and will follow up on the group's action plans, etc.

4.4. Presentations

In the course of the programme (at least once per semester), the student must pitch and/or present his/her own business to external stakeholders (e.g. potential partners, investors, advisors or others).

4.5. Guest lectures, company visits, cases, etc.

Experienced entrepreneurs, advisors, etc., will be involved throughout the programme to contribute their experience and act as sparring partners for the students.

4.6. Physical settings

Teaching and project work take place in a physical environment which supports the creative and innovative processes.

5. Guidelines for differentiated teaching

Teaching is structured partly to accommodate the student's skills and experience in relation to their qualifying business academy programme. In order to establish the optimum conditions for achieving the learning objectives on the programme, the compulsory programme element 'corporate management' will be provided as a differentiated course process which accommodates the students' skills and experience in the areas of sales, marketing, economy, visualisation, and IT.

The following subject packages are offered which include modules that together give the students a common basis for engaging in project work and business groups regardless of their qualifying education.

The students can choose to take all the modules, but must, as a minimum, take the modules that are included in their relevant subject packages.

1. Commercial subject package:

For students with an academy programme in marketing and sales, e.g. AP programmes in Marketing Management, Service, Hospitality and Tourism Management etc.

Modules: Corporate teams, relationship sales, IT and technology and economics.

2. IT and technology subject package:

For students from IT and technologically related commercial programmes such as Multimedia Design and Computer Science etc.

Modules: Company teams, marketing and sales planning, relationship selling and economy.

3. Technical subject package:

For students from business academy programmes in construction, agriculture, plumbing and electricity.

Modules: Company teams, marketing and sales planning, relationship selling, IT and technology and economy.

Overview of modules for the differentiated teaching programmes:

Modules
Company teams
Marketing

Relationship selling
IT and technology
Economy

6. Requirement for foreign language skills

Since the programme aims to work with the latest theories and empirical knowledge in the field, books and other material may only be available in English. The main part of the programme is offered in English, but guest lectures may occasionally be conducted in Danish.

7. Internationalisation

7.1. Education abroad

The programme is modular, which means that it is possible for a student to take the 2nd semester abroad, as it is possible for foreign students to study one semester in our programme.

There is also the opportunity to carry out the internship and the Bachelor project abroad. It is also possible to take a part of an elective element on the programme's 2nd semester abroad as part of a summer school visit.

Business Academy Aarhus must give approval/credit prior to the studies abroad. Subject to approval of a prior credit application under the programme, students may take each individual programme element 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 the application for prior credit approval, the students must give permission to the Academy to obtain any required information after the completion of their studies. Upon approval of the prior credit application, as described under 10.2, the programme element is considered completed if it has been passed according to the rules of the programme.

Business Academy Aarhus has a broad network of foreign partners, and the International Office can assist students who wish to take part of their programme abroad.

Please contact the International Office 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.

7.2. Examinations abroad in the 2nd semester

The student must do all their exams at the partner institution abroad. Exam results for these exams will be shown as either passed or failed.

7.3. Exams abroad in the 3rd semester

Internship

Generally, a supervisor will be assigned at the student's own academy, and the report must be submitted and evaluated in an exam as described in the section on external exams. However, the

internship interview may take place via Skype if the student is still abroad at the time of the interview. In that case, the student is responsible for acquiring the required equipment and internet access of a sufficiently high quality to permit the interview to be conducted.

Bachelor Project

Generally, a supervisor will be assigned at the student's own academy, and the report must be submitted and evaluated in an exam as described in the section on external exams.

7.4. Rules for examinations abroad

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

8. Exams on the programme

8.1. Overview of examinations and their timing

Time	Subject/exam	ETCS points for each exam	Internal/external assessment	Assessment
1st semester	1st semester exam: Innovation plan Compulsory programme elements: - Creative and innovative processes - Business proposition - Theory of science and methodology - Project management and networking - Corporate management	30	Internal	7-point scale
2nd semester	2nd semester exam: Business model Compulsory programme elements - Growth - Change management	15	External	7-point scale
2nd semester	Elective programme element	15	Internal	7-point scale
3rd semester	Internship	15	Internal	7-point scale
3rd semester	Bachelor Project	15	External	7-point scale

Information concerning times, dates and locations for the exams are on Fronter

In the following, you will find a description of each exam with:

- Exam form and organisation
- Prerequisites for the exam, participation requirements and submission

When starting on a programme element, semester, etc., the students will automatically be registered for the relevant exams. Registration for an exam means that one exam attempt has been used. However, this does not apply to students who are unable to take the exam due to documented illness or maternity/paternity leave.

It is always the student's responsibility to ensure internet access for use during the exam and to ensure that their computer is operational.

8.2. 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, it will appear in the individual description of the exam.

Exam not passed

If a main 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 must 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 must prepare a new project. The new project may be prepared as a group project (if possible) or as an individual project.

Project not handed in/written answers

If a student does not hand in their main exam project, one exam attempt will have been used.

The student is required to prepare a new project.

Not participated in the exam/oral examination

If a student hands in their main 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.

8.3. Sick and re-examinations

The specific time limits appear in each exam description.

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

8.4. Innovation plan. Compulsory programme elements: creative and innovative processes, business proposition, theory of science and methodology, Project management and networking, Corporate management (1st internal exam)

Assessment criteria

An individual mark according to the 7-point scale is awarded based on an overall assessment of the student's written and oral performance. The assessment is based on the student's ability to apply the compulsory programme elements' theory, methodology and models, as well as the ability to discuss and critically assess the chosen innovation plan and prototype or other visual presentation. The learning objectives are specified in the joint curriculum.

Exam form and organisation

The exam is a group exam with individual marks. The exam is based on a written project report and a visual presentation of the business idea (e.g. a prototype). Groups consist of 3-5 students.

The project report includes a description, analysis and assessment of the group's innovation plan for their concept. All the compulsory programme elements must be included. The introductory section must contain a scientific section and an explanation of primary and secondary data gathering (theory of science and methodology). Furthermore, a prototype or other visual presentation of the business idea must be submitted.

The scope of the project report must not exceed 31,500 characters including spaces, footnotes and references, figures and tables, but excluding front page, table of contents, bibliography and appendices. The project report must be prepared in accordance with the instructions on preparation of project reports which are available on Fronter. The report must be submitted electronically.

Ideas/proposals for the contents of the innovation plan (the written project) according to the compulsory programme elements.

- Considerations of methodology and theory of science
- Description, analysis and evaluation of the company team's creative and innovative processes in connection with the generation of ideas and the development of the concept/business idea. This must also be implemented concretely in the form of the company team's prototype/visual presentation of the concept.
- Description, analysis and evaluation of the sources of innovation and methodology used to identify and evaluate possibilities through the idea generation and development process.
- Analysis and evaluation of the different business opportunities identified and addressed in the development of the concept/business idea.
- Description, analysis and evaluation of relevant stakeholders in relation to the concept, and an evaluation of the team's own presentation/communication and selling of the concept to relevant stakeholders.
- Description, analysis and evaluation of how IT systems are deployed in connection with the development and evaluation of the concept/business idea.

- Description, analysis and evaluation of the financial methodology deployed in connection with the development and evaluation of the concept/business idea.
- Considerations and reflections on marketing and sales planning for the concept/business idea.
- Analysis and evaluation of the group's planning and management (project management) of the process from the team formation, idea generation and development of the finished concept/business idea and prototype.
- Analysis and evaluation of the importance of networking in the group's development of the concept.
- Description and motivation for the choice of paradigm, model and structure of the innovation plan.
- Description, motivation and reflections on the applied methodology, information gathering and involvement of models and theories.

The exam is organised as an oral group exam with a duration of 20 minutes per group member based on the written report. This means that for:

- Three students, the total duration is 60 minutes
- Four students, the total duration is 80 minutes
- Five students, the total duration is 100 minutes

The exam is conducted by two teachers from the relevant technical/academic field.

The group has five minutes of presentation time per group member at its disposal. All group members must take part in the presentation and their presentation must focus on individual learning, reflection and the consequences of including/excluding various elements from the innovation plan and the prototype/visual presentation developed by the group. Each group member will subsequently pick a topic at random for a broad examination of the compulsory programme elements, based on the innovation plan. 10 minutes are allocated for the evaluation and awarding of marks.

Completion of the exam

See section 8.2

Time placement

The exam is placed at the end of the 1st semester. Specific information about the time and place will be announced on Fronter.

Sickness/re-examinations

The deadline for the first sick/re-exam will be mid-February.
The deadline for the second sick/re-exam will be mid-March.

Prerequisites to take the exam

In order to take the 1st internal exam, the student is required to have complied with the active participation requirement and have obtained approval for four compulsory assignments during the 1st semester. A description of the compulsory assignments is available on Fronter.

In order for the student to take the exam, the contents of the written report must be credible. The report must comply with the formal requirements and must be timely and properly submitted.

It is a prerequisite for taking the oral exam that students confirm their co-responsibility for the preparation of the project on the front page.

Non-compliance with one or more of these conditions means that the student cannot participate in the exam, and one exam attempt will have been used.

8.5. Business model. Compulsory programme elements: Growth, Change management (1st external)

Assessment criteria

An individual mark according to the 7-point scale is awarded based on an overall assessment of the student's written and oral performance. The assessment is based on the student's ability to apply the compulsory program elements' theories, methods and models in solving issues for a specific company.

If the overall assessment results in a mark lower than 02, the student will be required to prepare a new report in order to re-qualify for examination in the 1st external exam.

Exam form and organisation

The exam is an individual exam. The exam is based on a written group project report on a company chosen by the group. The point of departure may be either entrepreneurship or intrapreneurship. The project contains the description and analysis of a business model, including analysis of the possibilities for scaling, as well as a visual product. Groups consist of 3-5 students.

The scope of the project report must not exceed 31,500 characters including spaces, footnotes and references, figures and tables, but excluding front page, table of contents, bibliography and appendices. The project report must be prepared in accordance with the instructions on preparation of project reports which are available on Fronter. The report must be submitted electronically.

The report must contain the description and analysis of the chosen business model, including analysis of the possibilities for scaling. All the compulsory programme elements of the exam must be included in the report.

The visual product must be presented in connection with the oral exam. The visual product may be a video, a prototype of a physical or digital product, a homepage, presentation material for potential investors or other stakeholders.

The exam is organised as a 30-minute individual oral exam. The student first makes an individual presentation with a duration of 5-8 minutes. The presentation must include the visual product. The presentation forms part of the basis for assessment.

The presentation is followed by a discussion of the specific company's choice of business model, including possibilities for scaling the business model.

Completion of the exam

See section 8.2

Time placement

The exam is placed after the end of the classes in the compulsory programme elements on the 2nd semester. Specific information about the time and place will be announced on Fronter.

Sickness/re-examinations

The deadline for the first sick/re-exam will be the start of August.

The deadline for the second sick/re-exam will be mid-September.

Prerequisites to take the exam

In order to take the 1st external exam, the student is required to have passed the 1st semester and to have complied with the active participation requirement and to have three compulsory assignments on the 2nd semester approved. A description of the compulsory assignments is available on Fronter.

In order for the student to take the exam, the contents of the written report must be credible. The report must comply with all formal requirements and must be timely and properly submitted.

It is a prerequisite for taking the oral exam that students confirm their co-responsibility for the preparation of the project on the front page.

8.6. Elective programme element (2nd internal exam)

Assessment criteria

The learning objectives for the elective (programme) element will be tested in an exam. The exam is assessed according to the 7-point scale.

The exam includes continuous assessment (milestone seminar 1 and milestone seminar 2) and a final examination (milestone seminar 3):

After each milestone seminar, the supervisor gives an individual evaluation, in the form of a mark, after each participants' presentation.

After the final examination (milestone seminar 3), the supervisor will give the total mark for the elective element individually.

The mark includes the continuous assessment and the final exam with the following weighting:

Continuous assessment:

Milestone seminar 1: 15 %

Milestone seminar 2: 15 %

Main exam project:

Milestone seminar 3: 70 %

When calculating the weighted average, the mark will be rounded up if it is halfway between two marks on the grading scale. There will be no rounding if the overall mark is under 02.

Exam form and organisation

1. Continuous assessment:

The continuous assessment activity consists of two milestone seminars that are part of the overall mark for the elective element.

For each activity, the relevant written material is uploaded, and a seminar is arranged.

Prior to milestones 1 and 2, the written material must be uploaded before the seminar. Deadlines for the written material will be announced on Fronter. The written material must be prepared individually.

Milestone seminar 1:

Scope of the written material: 1-2 standard pages (max. 4,200 characters)

30 minutes will be allocated to each student during seminar 1 in connection with milestone 1. Based on the written material, the student presents their choice of topic, the preliminary problem formulation, the methodology section, a proposal for literature as well as a work plan and selected discussion points. The students are expected to have read their fellow students' material and actively contribute to the discussion at the seminar.

On the basis of an overall assessment of the written and oral performance, a mark is individually assigned which counts for 15% of the final mark.

Milestone seminar 2:

Scope of the written material: 2-4 standard pages (max. 8,400 characters)

30 minutes will be allocated to each student during seminar 2 in connection with milestone 2.

Based on the written material, the student presents their final problem formulation, methodological considerations, the structure of the report, a literature list and preliminary results, concepts or prototypes as well as selected discussion points. The students are expected to have read their fellow students' material and actively contribute to the discussion at the seminar. On the basis of an overall assessment of the written and oral performance, a mark is individually assigned which counts for 15% of the final mark.

The students have 1 attempt to complete the continuous assessment activity. In the event of non-delivery and/or undocumented absence, the student will receive the mark -3. If the students have a documented absence (illness, paternity/maternity or other leave) a new exam attempt will be provided.

2. Exam

Scope of the report: 20 standard pages (max. 42,000 characters)

Prior to the exam/milestone 3 seminar, the written material must be uploaded. The work on the elective programme element concludes with an exam (milestone seminar 3), where the study group participants, based on their reports, present and elaborate on any interesting problems and issues raised in connection with the element to each other and describe the best ways to resolve these in theory and practice. Following the presentation, the issues and solutions presented are discussed. All students involved are expected to have read the reports in connection with their study group's work and to participate actively in the discussion. 45 minutes will be allocated to each student during the seminar. The 45 minutes may include: presentations, questions and discussion points, small cases/tasks etc. The student disposes over the available time but must allow 10 minutes for questions and discussion points.

The study group's supervisor is the moderator and examiner at the seminar. The examiner must ensure that the allotted time is respected, and that each presentation includes questions and a dialogue, which demonstrates the student's reflection and consideration of the chosen subject.

On the basis of an overall assessment of the written and oral performance, a mark is individually assigned by the examiner, which counts for 70% of the final mark.

For any elective programme elements completed at a Summer School stay abroad, the exam will be held as specified in the separate description of this. This exam will replace the final examination (milestone seminar 3) and count 70% of the final mark.

Completion of the exam

Exam not passed

For the continuous assessment, only one attempt is provided. This assigned mark is part of the overall assessment for any possible re-examination.

Should a student not be able to collectively (continuous assessment and main exam project) get a mark of at least 02 or above, they have failed and one exam attempt will have been used.

The student will have to prepare a new report and have a new main exam.

Written material not handed in

If the students have not handed in their written material for continuous assessment, they will get the mark -3.

If a student does not hand in a report for the main exam project, one exam attempt will have been used.

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

Not participated in the exam/oral examination

If the students have undocumented absence for the continuous assessment, they will get the mark -3.

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

Time placement

The exam is placed at the end of the compulsory programme elements on the 2nd semester. Specific information about the time and place will be announced on Fronter.

Sickness/re-examinations

The deadline for the first sick/re-exam will be the start of August.

The deadline for the second sick/re-exam will be mid-September.

Prerequisites to take the exam

In order to take the 2nd internal exam, the student is required to have passed the 1st semester and to have complied with the requirement for active participation in the 2nd semester.

8.7. Internship, 3rd semester (3rd internal exam)

Assessment criteria

Based on an overall assessment of the report and the oral examination, the student's overall learning outcomes from the internship are awarded a mark according to the 7-point scale.

The learning objectives are specified in the joint curriculum.

If the overall assessment results in a mark lower than 02, the student will be required to prepare another report in order to re-qualify for the internship exam.

The assessment criteria are learning objectives for the exam, which are the learning objectives (i.e. knowledge and understanding, skills and competencies) for the internship process.

Exam form and organisation

The internship component of the programme is intended to establish a link between the acquired theory and the actual business conditions of the profession. The internship aims to provide insight into real-life practices and development of professional and personal competencies which enable the student to independently address relevant tasks and work within the profession as either an entrepreneur or an intrapreneur.

Another aim for the internship report is for the student to analyse, reflect and evaluate the internship and its contribution to their own knowledge acquisition.

The report must include:

- Reflection on and evaluation of the innovation process, innovation needs, any projects launched, progress in the student's own business and the student's own role in this.
- A reflection on the professional and personal learning outcome achieved through the different processes and projects and the accomplishment of specific tasks.
- A reflection on the professional and personal learning outcome achieved, compared to the expectations/internship agreement and seen in relation to the student's own profile (the personal profile must be enclosed as an appendix and commented on in the report) and in relation to future occupation as either an entrepreneur or an intrapreneur.

A log printout must be included in the appendix. For every two weeks of the internship, a log must be made, which must be uploaded to Fronter. The log may contain text, video and photos.

The following should be included in the log:

- Tasks accomplished during the past two weeks

- How did you accomplish the tasks? What went well? What went less well? Why it went well? And why it went less well?
- Did you apply theories/models/learning from the 1st and 2nd semesters in accomplishing the tasks?
- How did you use your mentor/advisory board?
- What are your main observations in the company within the past two weeks? This could be theories/models/ideas from your studies which you have used or observed being used, documentation of the innovation process, meetings with customers, partnerships, observations of work procedures, innovation needs and processes, management of innovation processes, self-management, customer relationships, inspiration or input for e.g. the bachelor project topic, etc., etc.

In the preparation of the internship report, the requirements described in the instructions on written assignments (available on Fronter) must be complied with.

The report may be written using the 'I' form, since the basis for the report is the student's own experience and reflections. A thesis statement is not required, but the report must include a description of its purpose which accounts for its aims and as a minimum provides argumentation for the report's contents and structure.

It is an individual report and the scope must not exceed 16,800 characters including spaces, but excluding appendices. The report must be submitted electronically via Fronter.

The student's outcomes of the company internship are evaluated in an internal oral exam with a duration of 30 minutes, based on the report. The exam will include an evaluation of the student's learning outcomes of the internship as well as the documentation for the learning acquired.

Completion of the exam

Exam not passed

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

The student is required to prepare a new internship report.

Project not handed in/written answers

If a student does not hand in their internship report, one exam attempt will have been used.

The students can continue work on the same report.

Not participated in the exam/oral examination

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

Time placement

The exam is placed in mid-November during the programme's 3rd semester. Specific information about the time and place will be announced on Fronter.

Sick/re-examinations

The deadline for the first sick/re-exam will be the start of December.

The deadline for the second sick/re-exam will be the start of April.

Prerequisites to take the exam

In order to take the internship exam, the student must have participated in and passed all previous exams.

In order for the student to take the exam, the contents of the written report must be credible. The report must comply with all formal requirements and must be timely and properly submitted.

8.8. Requirements for written assignments and projects

For all exams, etc., a standard page is defined as 2100 characters including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. Appendices will not be assessed.

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.

An electronic copy must always be submitted for any written reports to be submitted in connection with exams. Group reports must always be uploaded as a group submission.

The files uploaded **must** adhere to the naming conventions indicated below:

- The full name(s) of the student(s) – *Exam title*
- The full name(s) of the student(s) – *Exam title – front page*
- The full name(s) of the student(s) – *Exam title – appendix*

8.9. Requirements for the main exam project

The bachelor project will be assessed in an external exam, which together with the post-internship exam and the other exams on the programme should document that the programme's learning objectives have been met. The exam consists of a project and an oral component for which the student is awarded one overall mark. The exam can only be taken after the main post-internship exam and the other exams on the programme have been passed.

The student can choose to replace up to 10% of the written part of the main exam project with one or more visual elements or prototypes. The visual product may be a video, a prototype of a physical or digital product, a homepage, presentation material for potential investors or other stakeholders.

8.10. What effect do spelling and writing skills have on the assessment?

Spelling and writing skills are part of the assessment of the main exam/bachelor project (weighted 10%). The assessment reflects an overall assessment of the academic content as well as the spelling and writing skills.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be sent to the programme, addressed to the head of the programme no later than four weeks before the exam is due to be held.

8.11. Use of aids and assistance

Any rules for limitations in the use of aids will be apparent from the description of the individual exam.

8.12. 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 is held. Application requirements will be waived in cases of sudden health problems. The application must be accompanied by a medical certificate; statements from e.g. speech, hearing, dyslexic or blind institutions or other evidence of a medical condition or relevant specific disability.

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

8.13. The language used by for exams

Exams are taken in English.

If the student decides to take selected elements of the programme (e.g. an elective element) in Danish, the exam in these elements will be held in Danish.

In addition, the student must prepare his/her bachelor project in English.

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/answers have been prepared without wrongful assistance.

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.

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 Academy can expel the student from the exam. In less severe cases, the Academy will only give a warning.

Expulsion can also occur once the exam has been held.

9.2. 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 the programme's head of department.

9.3. The process of clarification of exam 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 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 done without undue delay. 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 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.

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

Complaints

The decision to expel 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 of 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. The Academy 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 Academy is two weeks from the day the decision was communicated to the complainant, cf. Ministerial Order § 51.

10. Other rules for the programme

10.1. Credit for subjects included under the curriculum’s institutional section

Credit is given for passed elective programme elements taken at other educational institutions offering this programme.

A number of the Academy’s summer schools give credit for milestone 3 of an elective element (see section 2.1). A current overview of the summer schools which give credit is available on the Academy’s website.

10.2. Prior credit approval

Students may apply for prior credit approval. For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies. In connection with the application for prior credit approval, the students must give permission to the Academy to obtain any required information after the completion of their studies.

Upon approval of the prior credit application, the programme element is considered completed if it has been passed according to the rules of the programme.

10.3. Active attendance

In order to fulfil the programme’s learning objectives/outcomes and so that the related teaching forms can function properly, the table below specifies the programme elements where active attendance is required in the form of:

- Hand-ins/presentations of assignments/projects and
- Compulsory attendance in terms of physical presence

FOR THE PROGRAMME, ACTIVE PARTICIPATION INCLUDES:	
Compulsory attendance at external lectures and company visits, presentations and individual interviews as specified below. If the student is unable to attend, for example due to illness, the student must notify the programme administration.	
1st SEMESTER	<ul style="list-style-type: none"> • Submission of two written assignments in the compulsory programme element project management and networking (compulsory assignments) • Submission of effectuation project (compulsory assignment) • The handing in of a pitch (compulsory assignment) • Compulsory attendance in the oral presentation of, and feedback on, the effectuation project • Compulsory attendance at pitch (compulsory assignment) • Compulsory attendance in the preparation of a personal profile and an individual coaching interview
2nd SEMESTER	<ul style="list-style-type: none"> • Submission of a personal action plan (compulsory assignment) • Submission of a business action plan and a business case (compulsory assignments) • Compulsory attendance in coaching interview on the basis of personal action plan and feedback on business action plan • Compulsory attendance in milestone 1, 2 and 3 seminars in elective element

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.

Compulsory attendance and any active attendance requirements which are prerequisites to participate in any exams are indicated in the description of each individual exam.

10.4 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 regular (or illness) 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 on 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 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 the exams which the student, under the Ministerial Order for Examinations, 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 has stipulated time limits for completion of the programme, are valid independent of any other rules.

11. Complaints regarding exams and the appeal of decisions

○ Complaints regarding exams

It is recommended that the examinee should get guidance from a student and career 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

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

The two types of complaint are handled differently.

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

An examinee 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 relationship 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 a combination thereof, as well as practical or clinical exams.

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

The complaint must be immediately submitted to the original examiners, i.e. the examiner and co-examiner for the examination. The opinion of the examiners will form the basis of the Academy's decision regarding academic issues. The Academy will usually decide on a deadline of two weeks for the submission of their opinion.

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 Academy'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) or
- that the student's complaint has been dismissed.

Should it be determined that a reassessment or re-examination will be offered, the head of department must appointment 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 could 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' opinion along with the complainant's remarks as well as the Academy's decision.

The examiners will then notify the Academy 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 head of the programme 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

○ **Appeal**

The complainant can appeal the Academy'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); they 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 Academy'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 is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could 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' opinion along with the complainant's remarks as well as the Academy'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.

○ **Complaints concerning legal issues**

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 Academy in accordance with the Ministerial Order for Examinations (for example incapacity, consultation of interested parties, whether the Ministerial Order for Examinations has been interpreted correctly, etc.) may be submitted to the Academy who must submit a report that the complainant has the opportunity to comment within a period of normally one week. The Academy 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 Academy is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

12. Rules of exemption

The Academy can, in exceptional circumstances, grant dispensation to the regulations of the curriculum set by the institutions. The various institutions must cooperate in order to have a homogenous dispensation policy.

13. Approval

This institutional part of the curriculum has been enacted and approved by Business Academy Aarhus on the 1st of August 2016.