

CURRICULUM
for
Digital Concept
Development

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

1. Overview of elective elements on the programme

Semester	Subject elements (national and institutional including electives)	ECTS
1st semester	National subject element 1: Concept development and value creation	10
1st semester	National subject element 2: Project management	5
1st semester	National subject element 3: User research and methodology	5
1st semester	National subject element 4: Understanding technology	5
1st semester	National subject element 5: Philosophy of science	5
2nd semester	National subject element 6: Digital communication and marketing	10
2nd semester	Institutional subject element a: User Experience Design	15
2nd semester	Institutional subject element b: Elective element	5
3rd semester	Internship	15
3rd semester	Bachelor Project	15

2. Institutional subject elements

On this programme there are institutional subject elements which are weighted 20 ECTS, of which 5 ECTS are electives.

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

2.1. User Experience Design

Content

The subject element deals with the design of innovative user experiences that are related to company goals and the users' needs. The subject element includes user-centric design methods, development of prototypes, solution methods, architecture for user experiences, including information architecture, content production and the strategic, business value of the content. The subject also includes an examination of current and emerging design trends. It includes the diversity of devices, contexts, interactions as well as the tools used to design products or services that support business strategy and brand strategy.

Learning objectives for User Experience Design

Knowledge

The student will gain knowledge about:

- ‘Research for Design’, and the ability to think strategically based on different stakeholders’ perspectives, and innovate on the basis of needs and context
- and understand practices in relation to interaction design processes (see user interface (UI) elements and information architecture) in order to be able to develop interactive prototypes which focus on user experience
- design and branding of digital products and services that support a brand and can reflect on how design solution contribute to creating a perceived value that is meaningful for users and for the brand.

Skills

The student will get the skills to:

- apply the subject’s methods and tools to collect, visualise and document the methodologies for hand-over (for example, diagrams) through a user experience design process, and thus can manage a cooperative dialogue with stakeholders
- master the design and preparation of a prototype for the look and feel of a digital solution that evokes the intended emotional brand experience with the user
- assess and communicate practice-orientated and academic conditions in relation to predicting, generating, creating and experimenting with interactive prototypes in cooperation with stakeholders to explore solutions and collect and incorporate feedback

Competencies

The student will learn to:

- handle complex and development-orientated situations within the design of innovative user interfaces in a work or study context
- independently engage in academic and interdisciplinary cooperation and assume responsibility within the framework of professional ethics with work on user interfaces
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the design of innovative user experiences

ECTS weight

The subject element User Experience is weighted 15 ECTS credits.

2.2. Elective element

For an overview of the elective elements for the Bachelor's degree in Digital Concept Development, please refer to the electives' catalogue, part 3. In order to offer relevant electives, the electives' catalogue, part 3, is regularly updated with the latest electives. The updated electives' catalogue will be available on www.baaa.dk as soon as it is ready.

In the electives' catalogue, you can see the actual electives with their content and learning objectives.

The Academy reserves the right to only offer electives when there are enough students signed-up.

ECTS weight for electives

The elective elements are weighted 5 ECTS.

3. Exams on the programme

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. This does not apply to students who are unable to attend the examination due to a documented illness or maternity/paternity leave.

It is always the responsibility of the student to ensure that they have internet access during the exam and that their computer is functional.

3.1. Overview of examinations and their timing

Time	Subject/exam	ECTS	Internal/ex-ternal assessment	Assessment
1st semester	1st Portfolio: Concept development and value creation, project management, user research and methodology, understanding technology and philosophy of science	30	External	7-point scale
2nd semester	2nd Portfolio: User Experience Design and Digital Marketing	25	Internal	7-point scale
2nd semester	3. Elective element	5	Internal	7-point scale
3rd semester	4. Internship exam	15	Internal	7-point scale
3rd semester	5. Bachelor Project	15	External	7-point scale

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

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 for a specific exam, they will appear in the individual exam descriptions below.

Pass / fail exams

If a student has not achieved the mark 02 or higher for an oral or written exam or a combination of this, the exam will not be passed and one exam attempt will have been used.

If exam 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 joint project, provided the exam is individualised. The student can also choose to write a new project alone, where the rules for the scope and guidelines 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 or written answers, 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.

Sickness and re-examinations

The specific time limits appear in each exam description.

Information about the time and place of sick/re-exams can be found on Study Update. This may be the same as the next regular exam. The student is responsible for finding out when the illness/re-exam 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 (illness) 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 doctor's certificate. The Academy must receive the doctor's 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.

This is also done with a doctor's certificate.

If the illness is not documented according to the above rules, the student will have used one examination attempt. The student must pay the cost of the doctor's certificate. Requirements for the doctor's certificate can be found on Study Update 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 to take the exam the next time it is scheduled. The re-examination may be the same as the next regular exam.

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

Deadlines for by sickness or re-exams

- The deadline for sickness or re-exams in connection with summer exams are at the end of July or the beginning of August
- The deadline for sickness or re-exams in connection with winter exams are at the beginning of February.

Concrete dates will always be listed in the activity calendar for the programme available on Study Update.

3.3. Portfolio exam on the 1st semester – 30 ECTS

Learning objectives for the exam

The learning objectives for the exam are the same as the learning objectives for the national subject elements on the 1st semester: concept development and value creation (10 ECTS), understanding technology (5 ECTS), project management (5 ECTS), user research and methodology (5 ECTS) as well as philosophy of science (5 ECTS). The learning objectives are specified in the national part of the curriculum.

Exam form and organisation

The exam is an individual portfolio exam consisting of three parts:

- Portfolio assignment
- Synopsis
- Oral exam

Portfolio assignment

The portfolio assignment is an individual written presentation of the 3 compulsory assignments from the 1st semester. The portfolio assignment must describe the hand-ins and account for the process and methods used in connection with their preparation – in other words the presentation of the case, the problem statement, solution and academic challenges associated with the task's solution. It must also contain specific visual elements. The exam must be no more than 2 standard pages per case or project for each of the three assignments, i.e. max 6

pages

Synopsis

The synopsis contains the student's academic reflection on the methods used in the portfolio assignment.

The individual synopsis must include:

- a specification of the academic challenges and problem statements the student wants to focus on in relation to the hand-ins and in relation to the learning objectives for the exam
- a discussion and reflection on the chosen theory, method and literature
- a brief reflection on the student's academic development on the 1st semester, and how this relates to their wish for further academic competency development which is based on the learning objectives for the exam

The scale is max 3 standard pages. The synopsis must be handed in with the portfolio assignment.

Individual oral exam

The starting point for the oral part of the exam is the synopsis and the portfolio assignment. The oral exam lasts 30 minutes and consists of the following:

- The student's presentation of portfolio assignment and the synopsis: 5 min.
- The exam based on the portfolio assignment and the synopsis: 20 min.
- Deliberation and communication of marks: 5 min.

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 which meet the learning objectives from the subjects: concept development and value creation, understanding technology, project management, user surveys and method, as well as philosophy of science) must meet the formal requirements and be handed-in on time (see Study Update)
- The synopsis must fulfil the formal requirements and be handed-in on time (see Study Update)

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.

Assessment criteria

One individual mark is given based on an overall assessment of the three elements that are part of the exam

- portfolio assignment, synopsis and the oral performance. The exam is assessed according to the 7-point scale based on the achievement of the learning objectives for the exam, and there is an external co-examiner.

3.4. Portfolio exam on the 2nd semester – 25 ECTS

Learning objectives for the exam

The learning objectives for the exam are the same as the learning objectives for national subject element in the 2nd semester: Digital marketing (10 ECTS), as well as the institutional subject element User Experience Design (15 ECTS).

Exam form and organisation

The exam is an individual oral examination based on an individual portfolio assignment and an individual synopsis. The exam consists of 3 parts:

- Portfolio assignment
- Synopsis
- Oral exam

Portfolio assignment

The portfolio assignment is an individual written presentation of the 2 compulsory assignments from the 2nd semester. The portfolio assignment must describe the hand-ins and account for the process and methods used in connection with their preparation – in other words the presentation of the case, the problem statement, solution and academic challenges associated with the task's solution. It must also contain specific visual elements. There must be max 2 standard pages per case or project.

The portfolio assignment must be handed in with the synopsis.

Synopsis

The synopsis contains the student's academic reflection on the methods used in the portfolio assignment.

The individual synopsis must include:

- a specification of the academic challenges and problem statements the student wants to focus on in relation to the hand-ins and in relation to the learning objectives for the exam
- a discussion and reflection on the chosen theory, method and literature
- a brief reflection on the student's academic development on the 2nd semester, and how this relates to their wish for further academic competency development which is based on the learning objectives for the exam

The scale is max 3 standard pages. The synopsis must be handed in with the portfolio assignment.

Individual oral exam

The individual oral exam is based on the synopsis and the portfolio assignment. The oral exam lasts 30 minutes and consists of the following:

- The student's presentation of the portfolio assignment and the synopsis: 5 min.
- The exam discussion based on the portfolio assignment and the synopsis: 20 min.
- Deliberation and communication of marks: 5 min.

Prerequisites to take the exam

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

- The portfolio assignment must meet the formal requirements, have a credible content and be handed in on time (see Study Update).
- The synopsis must meet the formal requirements, have a credible content and be handed in on time (see Study Update).

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.

Assessment

One individual mark is given based on an overall assessment of the three elements that are part of the exam.

- portfolio assignment, synopsis and the oral performance. The performance is assessed according to the 7-point scale and has an internal co-examiner.

3.5. Electives on the 2nd semester - 5 ECTS

Learning objectives for the exam

Please see the current the electives' catalogue for Digital Concept Development for the learning objectives of the individual elective elements. See the curriculum part 3, the electives' catalogue.

Exam form and organisation

See the curriculum part III, elective elements, for exam forms for each elective element.

Assessment criteria

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

3.6. Internship exam - 3rd semester - 15 ECTS

Learning objectives for the exam

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

Exam form and organisation

The exam is an individual, written examination and has a weight of 15 ECTS.

Formal requirements for the written internship report

An internship report must be submitted. The internship report must at least include:

- Front page with name, internship company, programme, internship period
- Preface
- Introduction
- Description of the business (its main activities, number of employees, their profession, etc.)

- Reflection on the concrete learning objectives achieved
- Description of concrete tasks
- Conclusion
- Appendices: Company reference and logbook
- Bibliography, if any (including all sources that have been referenced)
- Any further appendices (only include appendices essential to the report)

The internship report must not exceed 10 standard pages. The front page, table of contents, appendices and bibliography do not count in the number of pages.

Prerequisites to take the exam

The following requirements must be met to take the exam:

- The internship exam must comply with the formal requirements and must be submitted on time in accordance with the examination plan available on Study Update.
- In order to have the internship report assessed, it is a prerequisite that the student by their signature confirm that they are responsible for the preparation of the report.

Non-compliance of one or more prerequisites or in the event that the internship exam is not handed in on time, will mean that the student will not be able to take part in the exam and one exam attempt will have been used.

Assessment criteria

The exam is assessed according to the 7-point scale and has an internal co-examiner. The assessment criteria for the exam are identical to the learning objectives which are based on the individual learning objectives.

Exam failed

If an internship project is given less than the mark 02, it is a fail and one exam attempt will have been used. The student must further develop the original internship report and hand-in a new version of the internship report before they can once again prepare for their exam.

3.7. Bachelor project - 15 ECTS

Learning objectives for the exam

The learning objectives for the Bachelor project exam are described in the national part of the curriculum.

Exam form and organisation

The exam is an individual oral examination on the basis of a digital project prepared individually or in a group of up to 3 students. The Bachelor project exam consists of a digital concept, a conceptual prototype or a digital product, a report and an oral part.

Formal requirements for the written product

- A digital concept, which lies within the framework of the programme's overall learning objectives
- A conceptual prototype or a digital product that meets (or resolves) complex challenges associated with the digital concept
- A report which has a maximum of 30 standard pages plus a maximum of 10 standard pages per additional group member (in other words a group of 3 can only hand-in a maximum of 50 pages). The front page, table of contents, appendices and bibliography do not count in the number of pages.
- The appendices will not be assessed.

The oral exam:

Individual, oral examination based on the handed-in Bachelor project as well as an oral presentation. The oral exam consists of the following:

With 1 student:

- Presentation by the student: 10 min.
- Exam discussion: 20 min.
- Deliberation and communication of marks: 10 min.

With 2 students:

- Joint presentations by the students: 10 min. in total (after which one student leaves the room)
- Individual exam presentation: 5 min.
- Individual exam discussion: 20 min.
- Deliberation and communication of marks (per student): 10 min.

With 3 students:

- Joint presentations by the students: 15 min.
- Individual exam presentation: 5 min. (each student is alone in the examination room)
- Individual exam discussion: 20 min. (each student is alone in the examination room)
- Deliberation and communication of marks (per student): 10 min.

Prerequisites to take the exam

The written project, is the basis for the exam and the assessment thereof and must:

- fulfil the requirements for the Bachelor project
- be handed-in on time, in accordance with the exam schedule, which is available on Study Update.

If the written project, which constitutes the written part of the exam, is not handed in properly, the student cannot take part in the examination, and one exam attempt will have been used.

The examination can only be taken after the final internship exam and all other exams have been passed.

Assessment criteria

One individual mark is given based on the overall assessment of the handed-in project, the student's presentation and the individual examination.

A mark is given according to the 7-point scale and has an external co-examiner.

Exam failed

If a student is given less than the mark 02 at the Bachelor exam, the exam has been failed and one exam attempt will have been used. For a re-examination, the project can either be based on the same problem statement as the project work that was the basis for the regular exam or a new problem statement can be prepared.

Particularly for group projects, the following applies:

If the Academy determines that the student has participated sufficiently in the group project, the sick exam can be held as an individual exam on the basis of the group's project work.

If the Academy determines that the student has not participated sufficiently in the group project, the sick exam will be held as an individual project exam.

Sick exams

The sick exam will be held immediately before or at the start of the following semester.

Particularly for group projects, the following applies:

If the Academy determines that the student has participated sufficiently in the group project, the sick exam can be held as an individual exam on the basis of the group's project work.

If the Academy determines that the student has not participated sufficiently in the group project, the sick exam will be held as an individual project exam.

4. Rules for the completion of an internship

During the internship, the student will have a supervisor from the programme and a contact person in the company. Together, the internship company and the student determine the learning objectives to be attained by the student during the internship period, these must be based on the learning objectives found in the third part of the national part of the curriculum and which will subsequently provide the basis for the company's planning of the student's work. The learning objectives for each student must be approved by the Academy.

The internship period is 10 weeks with a 37-hour working week and is completed with a written internship report. See also section 3 concerning the description of the programme's exams.

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

5. The programme parts that can be completed abroad

5.1. The programme parts and rules for prior credit approval

It is possible for a student on the programme to take the 2nd semester abroad. For students from a foreign educational institution, it is possible to take one or two semesters on the programme at Business Academy Aarhus. An internship can also take place abroad.

There are also good opportunities to supplement your educational programme with a summer school abroad.

The students can, after applying for a programme's prior credit approval, take each individual programme component abroad.

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

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 institution to obtain any required information after the completion of their studies.

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 programme abroad. International Office can be contacted for further information, and information about specific opportunities. 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. The International Office can help with advice etc. but will not do any detailed planning. This is the student's own responsibility.

5.2. Exams abroad in the 2nd and 3rd semester

The subjects (2nd semester)

Examinations and tests are carried out by the relevant foreign educational institution, and the passed subjects are recognised in accordance with the rules for prior credit approval, see above section 5.1.

In the event that the subject's exams are not passed, it is the student's responsibility to take the re-examinations at the relevant foreign educational institution, as well as to cover any costs related to this.

Internship (3rd semester)

Generally, a supervisor from the Academy will be designated and the internship report must be handed-in and examined as described under the internship exam, section 3.7.

Final Bachelor project (3rd semester)

Business Academy Aarhus appoints a supervisor – and the report must be submitted and examined as explained in the national part of the curriculum in the section 'Requirements for the Bachelor project'.

Rules for examinations abroad

For a description of the rules for conducting exams abroad, please refer to the section with useful tips on examinations on Study Update.

This also describes the costs involved if the examination is held abroad.

6. Requirements for written assignments and projects

In all exams etc. a standard page is defined as containing 2,400 keystrokes including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. 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.

Hand-in of written assignments and projects as part of an exam take place in WISEflow, unless otherwise stipulated.

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

In the assessment of projects and exams, in addition to the academic content, the student's spelling and writing ability is also important (weighted 10 per cent). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

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 head no later than 4 weeks before the exam.

7. The use of aids and assistance

During exams, all aids and assistance, including electronic devices, are allowed, unless a ministerial order or curriculum for the specific programme specifies restrictions for use.

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

8. Special exam conditions

The Academy offers special exam conditions for students with physical or mental impairments when students apply for this, and when the Academy considers that it is necessary to equate these students with other students in an exam situation.

Students may therefore, 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 doctor's certificate, a report from a speech, hearing, dyslexic or blind institution or by any other documentation that indicates a doctor's condition or relevant disability.

Students whose mother tongue is not Danish can apply for permission to bring dictionaries to the examination where no aids and assistance are not allowed.

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

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.

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 management.

Business Academy Aarhus conducts systematic digital plagiarism control.

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

Postponement of the exam

If the report of cheating is plagiarism etc. in a written assignment, where this forms the basis of 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 submitted without undue delay as soon as there is a suspicion that cheating in an exam has occurred. The report must include a written presentation of the case, which includes information that can identify those incriminated, as well as a brief explanation and documentary evidence of the allegation. If one or more of the reported people are repeat offenders, this should be disclosed.

When reporting plagiarism, the plagiarised parts must be marked with a clear reference to the sources that have been plagiarised. The plagiarised text must also be marked in the source text.

Involvement of the examinee – consultation of affected parties

The head of the programme determines whether the consultation with the student happens orally, in writing or a combination thereof.

For an oral consultation, the examinee is summoned to an interview which aims to shed light on the case. The aim here is to present documentation of the suspected cheating to the student and to hear the student's side. The student has the right to have a representative accompany them to this meeting.

For the written consultation of interested parties, the documentation for the suspected cheating is sent to the student in order to request a written statement.

Sanctions for cheating and disruptive behaviour during an exam

If, after having the case explained, the head of department can confirm the suspicion of cheating, and if the action has or could have an impact on the assessment, the examinee must be expelled from the exam by the head of department.

In less severe cases, a warning is given first.

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

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

The student 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 institution is two weeks from the day the decision was communicated to the complainant, cf. Ministerial Order on examinations.

10. Complaints regarding exams and the appeal of decisions¹

10.1. 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 kinds of complaints are handled differently.

¹See Ministerial Order for Examinations chp 10.

10.2. 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 assessment has been announced in the usual way. Complaints can relate to:

- the basis of the exam, including exam questions, assignments, etc., as well as its relationship to the educational goals and requirements
- The exam procedure
- Assessment.

A student can complain about 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 form on www.baaa.dk.

The process after a complaint is received is that the complaint is immediately submitted to the original examiners, i.e. the examiner and co-examiner for the examination. The opinions 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' opinions are 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 complaint, the examiners' academic opinion and any possible comments the complainant may have regarding the report.

The Academy's decision must be in writing, and can be as follows:

- provision for a new assessment (reassessment)-only for written exams
- provision for a new exam (re-examination)
- reject your complaint.

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, either accept or reject the offer. The decision is binding and may not be changed, and 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 reassessment, including a written justification and the assessment criteria.

Exam shortcomings

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 via the complaint form on www.baaa.dk within two weeks (14 calendar days) after the assessment 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

10.3. Appeals and legal issues

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 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 chair 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 or reject 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 appeal 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.

10.4. 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 Academy in accordance with a Ministerial Order (for example, incapacity, whether the Ministerial Order of 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 on within a period of normally 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 submission of the complaint to the Academy is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

11. Indication of applied teaching and work methods

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

This means that teaching is based on appropriate business practices and connects theory with practice. Problems from different types of companies working within the industries relevant to the programme will be involved.

The teaching will be organised to provide variation. This will be achieved by group teaching, project work, interdisciplinary cases, group work, guest lectures and company visits. Lectures can occur to a limited degree. The different learning styles will, above and beyond the subject matter, also develop the students' ability to work both independently and to collaborate with others.

Teaching can be planned so that foreign languages are included in the teaching material and teaching. Additionally, the teaching will support the development of the student's IT skills.

12. Rules for credit for subject elements

12.1. Credit for subjects covered by the curriculum's institutional part

Passed institutional programme elements are equivalent to the corresponding elements at other educational institutions that offer this programme or other programmes that contain the relevant programme elements.

12.2. 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 institution to obtain any required information after the completion of their studies.

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

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

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 for teaching, project work, 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 subject element:
 - Concept development and value creation
 - Understanding technology
 - Project management
 - User surveys and method
 - Theory of science

The hand-in assignments are included in the compiled portfolio, which is a prerequisite for the exam on the 1st semester.

2nd SEMESTER	<ul style="list-style-type: none"> • Two written hand-in assignments, which include the learning objectives from the subject element: <ul style="list-style-type: none"> ○ Digital communication and marketing ○ User Experience Design • The hand-in assignment is part of the portfolio assignment which is part of the 2nd semester's portfolio assignment and is a prerequisite for the exam.
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The programme will offer help and guidance as early as possible, if a student does not comply with the obligation to participate.

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

14. Criteria for the evaluation of study activity

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

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

- participated in the programme's exams
- fulfilled their obligation to participate in any kind of activity, which is included as part of the programme, including group work, joint projects, remote learning, etc. as stipulated in this curriculum
- handed in, as stipulated in this curriculum, the tasks, reports, (learning) portfolios, etc., which are prerequisite requirements for participation in exams, and that they have credible content, and have not handed in material that others have copyright to
- been present for activities with compulsory attendance, as stipulated in this curriculum

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

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

The 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 an application of exemption and evidence that the lack of activity on the programme should not count.

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.

Rules about the exams, which the students according to the Ministerial Order for Examinations should have participated in before the end of the 2nd semester and passed before the end of the 2nd semester, and where the Ministerial Order for this programme has fixed time limits for completion of the programme, apply irrespective of the above 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 on the programme 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)

15. Requirements concerning a foreign language

The material used is mainly in English, because the programme is based on the latest knowledge from practice, development and research. The programme is taught entirely in English.

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

16. Rules of exemption

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

17. Commencement and transitional schemes

Commencement

This institutional curriculum is valid from 20.01.2021 and applies to all students. At the same time, the institutional part of the curriculum from 20.01.2020 is repealed.

Transitional scheme

Students who were admitted by 20.01.2021 will follow this curriculum from 20.01.2021. Exams started before 20.01.2020 must be completed according to the previous curriculum no later than 01.08.2021.

18. Legal basis

The following current legislation applies to the programme:

- Ministerial Order no. 786 from 08/08/2019: Ministerial Order for Academies of Professional Higher Education
- Ministerial Order no. 790 from 09/08/2019: Ministerial Order for Academy Profession degree programmes and Bachelor degree programmes
- Ministerial Order no. 80 from 28/01/2019: Ministerial Order for technical and commercial business academies and professional bachelor courses
- Ministerial Order no. 1500 from 02/12/2016: Ministerial Order for examinations in higher educational business programmes
- Ministerial Order no. 211 from 27/02/2019: Ministerial Order for admission to business academies and professional bachelor courses
- Ministerial Order no. 114 from 03/02/2015: Ministerial Order concerning marks

and other assessment criteria will be published on www.retsinfo.dk. (in Danish only)