

CURRICULUM

for

Bachelor in Innovation and Entrepreneurship

Part III:

Distribution of national learning elements on semesters and exams

Commencement 15 August 2019



Content

1.	Learning o	bjectives	according to	semester2	,
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This curriculum is part of the national and institutional curriculum and they must be used together. The national part of the curriculum is the same for all academies that offer this programme, while this part of the curriculum (the electives part III) is specific to Business Academy Aarhus.

1. Learning objectives according to semester

In this, part III, the learning objectives of the national subject elements are between the 1st and 2nd semester. This division is used when organising the semester and for the exam. The exam after the first semester thus tests the learning objectives which belong to first semester, and the exam after the second semester tests the learning objectives which belong to the second semester.

Learning objectives	1st semester	2 nd semester
INNOVATION		
Knowledge		
Development-based knowledge of various types and perceptions of innovation and the ability to reflect on their relevance Knowledge and understanding of practices and applied theory and methodology in relation to the development of	Development-based knowledge of various types and perceptions of innovation and the ability to reflect on their relevance Knowledge and understanding of practices and applied theory and methodology in the development of designs,	Knowledge and understanding of practices and applied theory and methodology in relation to the development of
sustainable business models, designs, products/concepts and processes, from problem identification to ideation and finally validation and implementation	products/concepts and processes, from problem identification to ideation and finally validation	sustainable business models and implementation
Knowledge of the different approaches and methods for generating and applying knowledge and insights, including collecting, processing, analysing and validating data, and the ability to reflect on the applicability thereof SKILLS	Knowledge of the different approaches and methods for generating and applying knowledge and insights, including collecting, processing, analysing and validating data, and the ability to reflect on the applicability thereof	
Apply the methods and tools	Apply the methods and tools	Apply the methods and tools
of the subject area and master the skills related to working with innovation, including methods for testing ideas, concepts, products etc. as well as	of the subject area and master the skills related to working with innovation, including methods for testing ideas, as well as creative and innovative processes	of the subject area and master the skills related to working with innovation, including methods for testing concepts, products etc.

	Evaluate practice-orientated and theoretical issues relating to innovation as well as choosing and explaining relevant solution models in relation to the relevance and sustainability of personal and peer ideas, concepts, processes and products
Communicate practice- orientated and academic issues, innovative processes and products to stakeholders	Communicate practice- orientated and academic issues, innovative processes and products to stakeholders
Develop and drive innovation processes in practice, from problem identification to ideation and finally to the validation and of a sustainable product, design, concept or process in new or existing businesses and organisations	Develop and drive innovation processes in practice, to implementation of a sustainable product, design, concept or process in new or existing businesses and organisations
	Independently enter into specialised and interdisciplinary collaboration within the field of innovation and assume responsibility within the framework of professional ethics
	Identify Personal learning needs and develop own knowledge, skills and competencies within the field of innovation.
	Communicate practice- orientated and academic issues, innovative processes and products to stakeholders Develop and drive innovation processes in practice, from problem identification to ideation and finally to the validation and of a sustainable product, design, concept or process in new or existing businesses and

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ENTREPRENEURSHIP		
KNOWLEDGE		
Development-based	Development-based	
knowledge of the subject	knowledge of the subject	
area's practices and applied	area's practices and applied	
theory and methodology,	theory and methodology,	
including various	including various approaches	
approaches to	to entrepreneurship and	
entrepreneurship and	intrapreneurship, and the	
intrapreneurship, and the	ability to reflect on their	
ability to reflect on their	relevance and applicability	
relevance and applicability		
Knowledge of and the	Knowledge of and the ability	
ability to reflect on different	to reflect on different	
approaches to the	approaches to the importance	
importance of the outside	of the outside world for	
world for entrepreneurship	entrepreneurship	
Knowledge of the	1	Knowledge of the challenges
challenges of and tools for		of and tools for starting and
starting and running a		running a business as well as
business as well as the		the ability to reflect on these
ability to reflect on these		
SKILLS		
Use intrapreneurial and	Use intrapreneurial and	Use intrapreneurial and
entrepreneurial methods and	entrepreneurial methods and	entrepreneurial methods and
tools and reflect on their	tools and reflect on their	tools and reflect on their
relevance and applicability	relevance and applicability in	relevance and applicability in
in relation to the	relation to the development of	relation to the establishment
development, establishment	concepts	and operation of sustainable
and operation of sustainable	1	concepts
concepts		1
Evaluate practice-orientated	Evaluate practice-orientated	Evaluate practice-orientated
and theoretical issues	and theoretical issues relating	and theoretical issues relating
relating to intrapreneurship	to intrapreneurship and	to intrapreneurship and
and entrepreneurship as well	entrepreneurship	entrepreneurship as well as
as choosing and explaining		choosing and explaining
relevant solution models		relevant solution models
Communicate practice-		Communicate practice-
orientated and academic		orientated and academic
issues relating to		issues relating to
intrapreneurship and		intrapreneurship and
entrepreneurship and		entrepreneurship and
solutions to partners and		solutions to partners and
stakeholders		stakeholders
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COMPETENCIES		
Handle complex and	Handle complex and	Handle complex and
development-orientated	development-orientated	development-orientated
situation related to starting	situations related to starting	situations related to starting
new projects, organisations	new projects	new organisations and
and businesses		businesses
Identify personal learning		Identify personal learning
needs and develop own		needs and develop own
knowledge, skills and		knowledge, skills and
competencies within the		competencies within the field
field of intrapreneurship and		of intrapreneurship and
entrepreneurship.		entrepreneurship.
BUSINESS		
DEVELOPMENT		
KNOWLEDGE		
Development-based		Development-based
knowledge of the subject		knowledge of the subject
area's practices and applied		area's practices and applied
theory and methodology		theory and methodology
related to business		related to business
understanding and business		understanding and business
development, and the ability		development, and the ability
to reflect on their relevance		to reflect on their relevance
and applicability		and applicability
Knowledge and	Knowledge and	Knowledge and
understanding of trends,	understanding of trends,	understanding of trends,
markets, customers and	markets, customers and	markets, customers and
competitors in relation to	competitors in relation to the	competitors in relation to
the operation and scaling of	operation of their own or an	scaling of their own or an
their own or an existing	existing business	existing business
business		
A basic understanding of	A basic understanding of	A basic understanding of
business economics to	business economics	business economics to ensure
ensure sustainable business		sustainable business models.
models.		
SKILLS		
Develop and evaluate		Develop and evaluate
business models based on		business models based on
external and market		external and market
conditions in relation to		conditions in relation to their
their own professional		own professional knowledge
knowledge		
Analyse the possibilities for		Analyse the possibilities for
business development based		business development based
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on an understanding of the	on an understanding of the
professional, social, cultural	professional, social, cultural
and financial interests of	and financial interests of
themselves, customers and	themselves, customers and
other players as well as	other players as well as
planning and executing	planning and executing
concrete business	concrete business
development initiatives in	development initiatives in
practice	practice
Communicate practice-	Communicate practice-
orientated and academic	orientated and academic
issues and solutions related	issues and solutions related to
to business development to	business development to
partners and users	partners and users
COMPETENCIES	
Handle complex and	Handle complex and
development-orientated	development-orientated
processes within business	processes within business
development as well as	development as well as
challenging existing and	challenging existing and
developing new sustainable	developing new sustainable
business models and	business models and
combining traditional and	combining traditional and
innovative models	innovative models
Independently enter into	Independently enter into
specialised and	specialised and
interdisciplinary	interdisciplinary collaboration
collaboration and assume	and assume responsibility
responsibility within the	within the framework of
framework of professional	professional ethics
ethics	
Identify personal learning	Identify personal learning
needs and develop own	needs and develop own
knowledge, skills and	knowledge, skills and
competencies in relation to	competencies in relation to
business development	business development.
MANAGEMENT	
KNOWLEDGE	
Development-based	 Development-based
knowledge of the subject	knowledge of the subject
area's practices and applied	area's practices and applied
theory and methodology in	theory and methodology in
relation to management and	relation to management and
network structures	network structures
Development-based knowledge of the subject area's practices and applied theory and methodology in relation to management and	knowledge of the subject area's practices and applied theory and methodology in relation to management and

An understanding of the	An understanding of the	An understanding of the
practices, theory and	practices, theory and	practices, theory and
methodology applied in	methodology applied in	methodology applied in
management, including	management, including	management, including
personal, team, project and	personal, team and project	innovation management, and
innovation management,	management, and the ability	the ability to reflect on the
and the ability to reflect on	to reflect on the applicability	applicability of these.
the applicability of these	of these	
SKILLS		
Apply the methods and tools		Apply the methods and tools
of the subject area and		of the subject area and master
master the skills related to		the skills related to
employment in terms of the		employment in terms of the
management field, including		management field, including
situation analyses in		situation analyses in
organisations undergoing		organisations undergoing
change		change
Evaluate practice-orientated	Evaluate practice-orientated	Evaluate practice-orientated
and theoretical issues as	and theoretical issues as well	and theoretical issues as well
well as choosing and	as choosing and explaining	as choosing and explaining
explaining relevant solution	relevant solution models	relevant solution models
models within team, project,	within team, project,	within team, project,
innovation and change	innovation and change	innovation and change
management	management	management
Establish networks and	Establish networks	Build relevant relationships
build relevant relationships		
Communicate practice-		Communicate practice-
orientated and academic		orientated and academic
issues and solutions related		issues and solutions related to
to management initiatives		management initiatives and
and actions in specific		actions in specific contexts to
contexts to partners and		partners and users, as well as
users, as well as building up		building up and participating
and participating in relevant		in relevant relations and
relations and networks		networks
COMPETENCIES		
Handle complex and	Handle complex and	Handle complex and
development-orientated	development-orientated	development-orientated
management tasks and	management tasks and	management tasks and
challenges in concrete work	challenges in concrete work	challenges in concrete work
situations, including	situations, including personal	situations, including change
personal management, team	management, team	management in businesses
management, project	management and project	and organisations
management and change	management	
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management in businesses	
and organisations	
Independently enter into	Independently enter into
specialised and	specialised and
interdisciplinary	interdisciplinary collaboration
collaboration within the	within the field of
field of management and	management and assume
assume responsibility within	responsibility within the
the framework of	framework of professional
professional management	management ethics
ethics	
Identify personal learning	Identify personal learning
needs and develop own	needs and develop own
knowledge, skills and	knowledge, skills and
competencies related to the	competencies related to the
profession in terms of	profession in terms of
management	management