CURRICULUM

for

Bachelor in Digital Concept Development

National Part

Commencement 15.08.18

Revised 13.07.18

Content

This national part of the curriculum for the Bachelor in Digital Concept Development has been released in accordance with §18, section 1 in the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, which is provided by the individual institution that offers the programme. It has been prepared by the Educational Committee for the Bachelor in Digital Concept Development and approved by the Board of Directors - or the Rectors if authorised - and after consultation with the institution's educational network and the chairmanship of external examiners.

1. The programme's goals for learning outcomes

Knowledge

The graduate has knowledge about and can reflect on:
- trends, theory and practice in the field of digital concept development
- project management, user surveys, methodology and technology in the development and implementation of value-creating digital concepts
- various types of user surveys in relation to scientific method and philosophy of science
- development of digital business models
- legislative significance for the development of digital marketing strategies

Skills

The graduate is able to:
- apply methods and tools for an in-depth analysis of the potential problems, trends, theory and practice in the field of value-added digital concept development
- evaluate and argue for the choice of the solution in relation to the users, development processes, technology, project management, sustainability and scalability
- evaluate existing concepts and communicate solutions to optimise these to partners and companies
- apply scientific methods and tools for analysis, investigation, testing and evaluation of digital concepts
- reflect on practice in relation to a problem statement in the development of digital concepts
- communicate practical and academic problems and solutions to partners and users.

Competencies

The graduate is able to:
- manage complex and development-orientated situations in relation to conceptual prototypes based on, among other things, complex trade solutions, design solutions, digital campaign material and other digital communication solutions
- manage complex and development-orientated situations and concepts for digital commerce, design, marketing and communication
- link relevant academic, theoretical-practical subjects
- manage the development and facilitation of innovative processes
- independently engage in academic and interdisciplinary cooperation and assume responsibility within and understand the interaction between people, companies, society and digital technology based on relevant theories, methods and analyses
- independently cooperate with other professionals and external partners on the development of creative digital concepts and take responsibility within the framework of professional ethics
- identify their own learning requirements and develop their knowledge and skills in relation to their job profile.

2. The programme includes 6 national subject elements

2.1. Concept development and value creation
Content

The subject element deals with the development and communication of digital concepts based on business understanding as well as an understanding of users and enables the student to put this into the context the concepts will be part of. The element includes theories on how digital technologies create business concepts and communication opportunities. The subject element is based on a holistic understanding of the concept development process.

The subject element contains digital value-generating concepts based on business understanding as well as an understanding of users and the context the concepts will be part of. The subject element also includes analyses of how digital technologies create business concepts and communication options, including the digital concept's importance for the user context and change process. On the basis of a comprehensive understanding of the concept development process, the subject element also covers relevant theories, tools and methods in the individual parts of the process.

Learning objectives for concept development and value-creation
Knowledge

The student will gain development-based knowledge and can understand and reflect about:
- development and design processes for digital products, experiences, services and systems
- business models and the corresponding value creation
- the digital concept's importance for the user context and change process.

Skills

The students can apply methods, materials and tools which apply to:
- identification of needs
- creative concept development
- development and design of concept and functional prototypes
- arguments for a value-orientated concept for users as well as the company.

The student is able to evaluate practice-orientated and theoretical problem statements and justify and choose appropriate solutions in relation to:
- the industry's needs for digital concept development based on the understanding of the user.

The student can communicate:
- practice-orientated and academic problem statements and solutions to partners and users.

Competencies

The student can manage complex and development-orientated situations in relation to:
- business-orientated digital concept development with reasoned choices for relevant technologies, project management, user insight, theory of science and methodology, as well as take the company's strategic foundation into consideration
- identifying their own learning needs and developing their own knowledge, skills and competencies in relation to concept development and value creation

ECTS weight

The subject element concept development and value creation is weighted 10 ECTS credits.

2.2. User surveys and method

Content

This subject element deals with the different user survey possibilities and restrictions and their application in practice. The aim of the subject is to be able to plan the design of user surveys, as well as carry out and evaluate feasibility studies and continuous tests in order to finish an entire digital concept.

Learning objectives for the user surveys and method

Knowledge

The student will gain development-based knowledge and can understand and reflect about:
- user surveys and tests concerning user experience and user behaviour
- the selection and validation of qualitative and quantitative user survey methods, including their value creation for the entire concept development

Skills

The students can apply methods and tools as well as master the skills, which apply to:
- the selection and application of theories, methods and tools for the study and analysis of digital concepts
- the collection, analysis, interpretation and communication of relevant data in relation to the preparation of digital concepts

The student is able to evaluate practice-orientated and theoretical problem statements and justify and choose appropriate solutions in relation to:
- the quality and appropriateness of user survey methods

The student can communicate:
- user surveys' value creation
- collected insights and patterns for the relevant stakeholders

Competencies

The student can manage complex and development-orientated situations in relation to:
- user surveys in connection with the development, testing, evaluation and further development of digital concepts

The student can independently engage in academic and interdisciplinary cooperation in relation to:
- the set-up and design of continuous user surveys in relation to the preparation of digital concepts
- identifying their own learning needs and developing their own knowledge, skills and competencies in relation to user surveys and method

ECTS weight

The subject element user surveys and method is weighted 5 ECTS credits.

2.3. Project management

Content

Project management includes theory and practice regarding projects and the implementation of project processes. The subject deals with the involvement and collaboration with external stakeholders, as well as internal roles in connection with the development of digital concepts.

Learning objectives for project management

Knowledge

The student will gain development-based knowledge about the subject's theory and method and can reflect about:
- the project's resources, including team members, time and economy
- the project's process, including the project's stages and life cycle
- project management tools that are relevant to the management of digital projects
- application in practice of different framework tools/methods

Skills

The students can apply methods and tools as well as master the skills, which apply to:
- identifying and communicating the project's framework, including the objectives, purpose and risks
- time estimates and planning of a project including resource management
- communicating practice-orientated and academic issues and solutions to business partners and users
- identifying and distributing tasks between team members in a project process

The student is able to evaluate practice-orientated and theoretical problem statements and justify, choose and implement appropriate solutions in relation to:
- different project management methods, both agile and linear, and understand the importance of the choices for team collaboration and the project cycle
- tools appropriate for the selected project method

Competencies

The student can manage complex and development-orientated situations in relation to:
- coordinating the process and resources of digital projects, including team members and time

The student can independently engage in academic and interdisciplinary cooperation:
- with the project's internal and external stakeholders
- and can identify their own learning needs and develop their own knowledge, skills and competencies in relation to project management

ECTS weight

The subject element project management is weighted 5 ECTS credits.

2.4. Understanding technology

Content

The subject element deals with technology as the framework for value creation and as a catalyst for innovation. The subject element also includes an evaluation and prioritisation of which technologies are relevant in connection with the user, as well as the communication of technologies and their value to stakeholders.

Learning objectives for understanding technology

Knowledge

The student will gain development-based knowledge and can understand and reflect about:
- relevant trends and tendencies in technological development
- cooperation with relevant technical partners within digital concept development.

Skills

The students can apply methods and tools as well as master the skills, which apply to:
- involving technologies in the development of a concept
- describing and communicating how the technological development and the chosen technologies affect the user context

The student is able to justify and evaluation practice-orientated and theoretical problem statements and choose appropriate solutions in relation to:
- relevant technologies in value creation
  practice-orientated and academic problem statements about technologies for stakeholders and partners

Competencies

The student can manage complex and development-orientated contexts in relation to:
- choice of relevant and value-added technology
- choice of technology as the catalyst for innovation

The student can independently engage in academic and interdisciplinary cooperation in relation to:
- the evaluation, selection and communication of appropriate technology within digital concept development
- the development of digital prototypes for testing and the validation of the concept
- identifying their own learning needs and developing their own knowledge, skills and competencies in relation to understanding technology

ECTS weight

The subject element understanding technology is weighted 5 ECTS credits.

2.5. Philosophy of science

Content

The subject element contains philosophical and theoretical science tendencies about how knowledge and science is created. This is accomplished through work with basic theory of science and methodology theory as well as the connection between science and design, and the connection between theory and practice.

Learning objectives for philosophy of science
Knowledge
The student will gain development-based knowledge and can understand and reflect about:
- theories of science and methodology
- the theoretical basis for the methodology of scientific theory
- the basis for the organisation of survey questions

Skills
The students can apply methods and tools as well as master the skills, which apply to:
- theory and methodology as the basis for understanding surveys and the testing of concepts
- identification and formulation of problems, survey questions, survey design and hypothesis
- examining validity and optimising quality

The student is able to evaluate practice-orientated and theoretical problem statements and justify and choose appropriate solutions in relation to:
> scientific catalyst for concept development

The student is able to communicate:
- theories of science problem statements and criteria for quality

Competencies
The student can manage complex and development-orientated situations in relation to:
- an analysis based on a scientific theory in relation to a concept

The student can independently engage in academic and interdisciplinary cooperation in relation to:
- ensuring the scientific theory-based methodology
- identifying their own learning needs and developing their own knowledge, skills and competencies in relation to the theory of science

ECTS weight
The subject theory of science is weighted 5 ECTS credits.

2.6. Digital Marketing
Content
The subject element deals with analyses, development and the realisation of digital communication and marketing concepts, which enables companies to attract, convert and retain users/customers in the most efficient manner. This includes the practical application of specific digital marketing tools in concept work. The subject element contextualises digital marketing or the role of communication concepts in the relationship between the customer/user, market and company, as well as the concept's goal and intended effect.

Learning objectives for Digital Marketing
Knowledge
The student will gain development-based knowledge and can understand and reflect about:

- data-driven marketing based on the company's goals

- the selection and prioritisation of media as well as the timing in
  relation to the market and purpose
- the importance of marketing campaigns for the customer journey and the company's
  branding, marketing and organisation
- basic legal issues within marketing and personal data

Skills

The students can apply methods and tools as well as master the skills, which apply
to:
- user and market insight for the decision-making basis for digital focus areas
  content creation for digital marketing and communication solutions, with a creative starting
  point
- the practical application of digital marketing tools
- understanding, analysing and using data to improve efficiency and the optimisation of
  digital marketing concepts

The student is able to evaluate practice-orientated and theoretical problem statements and
justify and choose appropriate solutions in relation to:
- exposure, effect and value in digital marketing and communication concepts
- marketing strategy or campaigns as a digital concept

The student can communicate:
- marketing and communication concepts for customers and partners
- strategies for marketing concepts, objectives and the effect

Competencies

The student can manage complex and development-orientated situations in relation to:
- digital marketing and communication strategies
- independently participating in academic and interdisciplinary cooperation in a professional
  manner
- planning, developing and implementing digital marketing and communication concepts
  based on a value-added perspective
- identifying their own learning needs and developing their own knowledge, skills and
  competencies in relation to digital marketing

ECTS weight

The subject element digital marketing is weighted 10 ECTS credits.

2.7.   The number of exams in the national subject elements

There are 2 exams in the national subject elements, as well as one further exam in the bachelor
project. There is also an internship exam, please refer to section 3.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national subject elements described in this curriculum can be examined together with the subject elements specified in the institutional part of the curriculum.

3. Internship

Learning objectives for programme's internship
Knowledge
The student will gain development-based knowledge and can understand and reflect about
- the internship company's business model
- the professional environment, job functions and stakeholders in internship company

Skills
The students can apply methods and tools as well as master the skills, which apply to:
- the performance of appropriate tasks in the internship company

The student is able to evaluate practice-orientated and theoretical problem statements and justify and choose appropriate solutions in relation to:
- own participation with problem-solving
- solutions at the internship company
- the profession as digital concept developer

The student can communicate:
- practice-orientated problem statements to the internship company's partners and users.

Competencies
The student can manage complex and development-orientated situations in relation to:
- the internship company's current work with digital concept development as well as competencies needed for the future in the field of digital concept development.

The student can independently engage in academic and interdisciplinary cooperation in relation to:
- taking responsibility for task solutions

The students can develop their own knowledge and skills, as well as identify their own learning needs related to:
- at least one profession in the internship company

Based on the above learning objectives, the student, the company and the supervisor from the programme together establish the goals for the student's learning outcomes.

ECTS weight
The internship is worth 15 ECTS credits.

Number of exams
The internship is completed with an exam, which is assessed according to the Danish 7-point scale. The exam form and organisation of the exam can be found in the institutional part of the curriculum.

4. Requirements for the Bachelor Project

The learning objectives for the Bachelor project are identical to the programme's learning objectives listed above under point 1.

The Bachelor's project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theory and method in relation to a real-life problem. The problem statement that must be central to the programme and profession, is formulated by the student, possibly in collaboration with a private or public company. The educational institution approves the problem statement.

The students must through their project work, specialise in a defined area within digital concept development based on their cooperation with a company or organisation.

Bachelor Project Exam
The Bachelor project completes the programme in the last semester once all the preceding exams have been passed.

ECTS weight
The Bachelor Project is weighted 15 ECTS credits.

Examination form
The exam is an oral and written examination with an external co-examiner, a combined mark is given based on the 7-point scale for the written project and the oral presentation.

The exam is individual and its point of departure is the project work prepared individually, or in groups of up to three students. The student can choose to write alone. One single mark is given based on an overall assessment of a digital concept, a conceptual prototype or a digital product, a report and an oral part.

The exam can only be taken after the final internship examination and all other exams of the programme have been passed. For a detailed description of the exam form and the organisation of the exam, please refer to the institutional part of the curriculum which describes the programme's exams.

5. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed educational elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit. The Academy approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

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.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

6. Commencement

This part of the national curriculum is valid from 15.08.2018 and is valid for all students who are enrolled or who will be enrolled after this date.

For a description of the transitional scheme, please refer to the institutional part of the curriculum.