

2015

THE CURRICULUM

Bachelor in Design and Business



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FRAMEWORK OF THE CURRICULUM

The curriculum for Bachelor in Design and Business have been prepared by KEA and TEKO/VIA according to the guidelines set out in statutory order no. 1143 of 12/7/2009 concerning the Bachelor education in Design and Business

TITLE IN DANISH AND ENGLISH

The name of the education is **Bachelor in Design & Business.**

The English name is Bachelor's Degree Program in Design and Business

The graduates from the education have the right to use the title Bachelor in Design & Business. In English, the title is Bachelor's Degree Program in Design and Business.

NUMBER OF ECTS POINTS AND QUALIFICATION FRAMEWORK

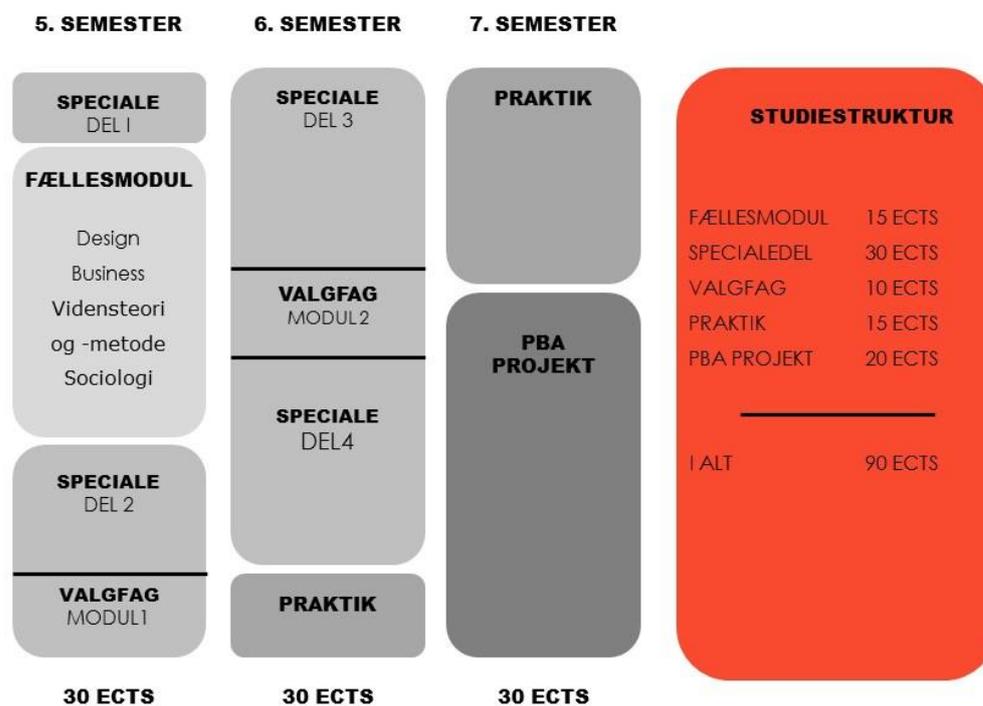
The education, which is a full-time education, is rated at 1.5 years of full-time study. A year of full-time study is the work of a full-time student for 1 year. A year of full-time study corresponds to 60 points in the European Credit Transfer System

(ECTS point). The education has therefore been rated to a total of 90 ECTS points. This is equivalent to level 6 of the qualification framework.

OBJECTIVES OF THE EDUCATION

The objective of the education for Bachelor in Design & Business is to qualify the student on a theoretical and methodological basis to independently be able to organize, manage and perform complex assignments, which cover both design and business, including working analytically and in a market-oriented manner in a cross-organizational context in the fashion- and lifestyle industry.

STRUCTURE OF THE EDUCATION



THE EDUCATION CONSISTS OF:

15 ECTS points: Mandatory education elements hereinafter called the COMMON MODULE. The module is common for all students who have been admitted to the education and consists of the areas: design, business, sociology, methodology and knowledge theory

30 ECTS points: 10 mandatory courses, of which the student is admitted into one. KEA offers 9 specializations divided into 6 courses marked below in blue:

1. **Design:** SUSTAINABLE FASHION Design (DK & INT.)
2. **Structural design:** PATTERN Design
3. **Communications and trends:** COMMUNICATION & MEDIA Design (DK & INT.)
4. Concept design
5. Retail Management
6. **Business:** FASHION MANAGEMENT (DK & INT.)
7. **Marketing:** BRAND Design
8. **Entrepreneurship:** ENTREPRENEURSHIP
9. Environment and ethics
10. Production

10 ECTS point: Optional education elements, also called electives

15 ECTS point: Internship

20 ECTS point: Bachelor's project

THE COMMON MODULE (15 ECTS) – ON 5th SEMESTER

Mandatory education elements. *see the illustration above*

Purpose

The purpose of the COMMON MODULE is to give the student methodological and technical skills, so that the student can enter into different cooperation relationships in the profession on a sound theoretical and qualified basis.

The student will achieve specific insight into mutual understanding of the professional as well as insight into the individual subjects' relationships to society and the culture they are currently a part of. In this way, the subjects are put into perspective both in theory and practice in relation to the needs and current trends of the surrounding world.

The multi-disciplinary insight also aims to ensure and build a common frame of reference framework in the spectrum between design and business, so that a basis is created for the development of viable solutions in the subsequent specialty course sequence.

In addition, through methodology and scientific theory, the COMMON MODULE aims to make the student able to describe, understand and explain complex correlations in a systematic, analytical and logical manner.

Learning objectives

The compulsory education elements are organized in the following core areas:

Core areas

Design	5	ECTS point
Business	5	ECTS point
Sociology	2½	ECTS point
Method and knowledge theory	2½	ECTS point

Total ECTS point	15	ECTS point
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Design

The purpose of design is that the student achieves insight into the importance of modes of expression, both tangible and intangible. The student understands the importance of design for the solution proposals of issues, and is capable of utilizing design to create competitive advantages.

Knowledge

The graduate has:

- knowledge of design
- knowledge of aesthetics
- knowledge of semiotics
- knowledge of trends

Skills

The graduate can:

- assess the capabilities and limitations of design

- use the theory of trends in the design process
- assess the importance of design in connection with the solving of current issues

Business

The purpose of business is that the student can apply innovation in a commercial aim. Including diverse economic issues, as well as an overall understanding of the mutual correlation of the business elements.

Knowledge

The graduate has:

- knowledge of the company's economic conditions in a national and international context - knowledge about the company's potential for innovation

Skills

The graduate can:

- work with design from a commercial angle - work with innovation with a commercial aim
- assess theoretical and practical issues and justify and select appropriate solution models

Sociology

The purpose of sociology is that the student can achieve an understanding of cultural and intercultural matters and semiotic methods and tools for understanding and decoding the context of an issue.

Knowledge

The graduate has:

- knowledge of cultural and intercultural matters
- knowledge of trends and the theory of trends
- knowledge of the empirical method, innovation, product and business development

Skills

The graduate can:

- work with innovation with a commercial aim
- understand, communicate and disseminate professional issues in various cultural and intercultural contexts

Method and knowledge theory

The purpose of method and knowledge theory is that the student should be able to understand possible scientific theoretical and methodological approaches to the development and applications of the profession/subject area. The student can use method and knowledge theory in relation to the importance, general principles and theories of the subject. Method and knowledge theory makes the student able to describe, explain and understand complex items through the more simple items.

Knowledge

The graduate has:

- knowledge of theory and method
- knowledge of research design and validity

Skills

The graduate can:

- use scientific method and theory
- assess theoretical and practical issues and justify and select appropriate solution models across the value chain

Total competencies in all core areas in the COMMON MODULE

The graduate can:

- assess and apply relevant methods as well as gather, select, analyze and make conclusions on data in study or professional contexts
- enter into professional and interprofessional cooperation within all fields in the value chain
- handle complex and development-oriented issues within the profession
- work communicatively and innovatively with ideas in a commercial context
- identify own learning needs and develop own knowledge, skills and competences

TESTS IN THE COMMON MODULE

In the COMMON MODULE, the student must submit an individually written assignment that must be passed so that the student is nominated in the 6th semester and subsequently the specialization exam. The test shall be assessed according to the 7 point scale.

THE SPECIALIZATION PART (30 ECTS POINTS) DISTRIBUTED ON 5th AND 6th SEMESTER

MANDATORY SPECIALIZATION ELEMENTS

SPECIALIZATION DIRECTION 1: DESIGN >

The areas of specialization: **SUSTAINABLE FASHION Design**

The aim is to qualify the student to professionally be able to handle design development. The graduate should be able to decode trends, cultures and market conditions, as well as to justify options and opt-outs during the design process.

The graduate should be able to communicate ideas and combine the innovative and creative with the commercial.

Core areas

Design	15 ECTS points
Sociology	5 ECTS points
Communication	5 ECTS points
Commercial understanding	5 ECTS points

Total ECTS point 30 ECTS points

Design (15 ECTS)

The aim is that the student works with the design process in an analytical and experimental manner and is equipped to be able to develop design solutions that provide identity and competitiveness.

Knowledge

The graduate has:

- knowledge of design processes
- knowledge of concept development
- knowledge of aesthetics and design theory
- knowledge of materials
- knowledge of ethics and sustainability

Skills

The graduate can:

- reflect on and argue in favor of relevant theories and methods
- implement a design process and work in an experimental and commercial manner
- assess, select and argue in favor of material selection in relation to design - develop innovative, competitive design concepts

Competences

The graduate can:

- manage development-oriented assignments in design and innovation
- take responsibility for and independently carry out a design and product development process
- work in an analytic and reflective manner with design and target a concept/product to a company
- identity or own design identity

Sociology (5 ECTS)

The aim is that the graduate can analyze the spirit of the times, as well as decoding cultures and use this knowledge for design development.

Knowledge

The graduate has:

- knowledge of trends
- knowledge of cultural understanding
- knowledge of semiotics

Skills

The graduate can:

- analyze and translate trends into useable inspiration for design development
- identify and decode cultures by means of relevant theories
- use trend theories for clarification of consumption patterns and forecasting - communicate globally on product/concept-related topics

Competences

The graduate can:

- handle trend and culture analyses for use in the argumentation for options and opt-outs during the design process
- with its design/concept reflect the spirit of the times and adapt this to the conscious or unconscious needs of the consumer

Communication (5 ECTS)

The aim is that the graduate can professionally work with communication and presentations, as well as argue for options and relate to the sender and receiver identity.

Knowledge

The graduate has:

- knowledge of visual communication
- knowledge of presentation
- knowledge of argumentation strategy

Skills

The graduate can:

- use visual communication to support a product/concept
- analyze sender and receiver identity
- target promotional material to the recipient

Competences

The graduate can:

- on the basis of relevant communication theories, independently and professionally develop communications material
- with a strategic approach, present a design/concept and argue in favor of the options and opt-outs

Commercial understanding (5 ECTS)

The aim is that the graduate can relate to the industry and market conditions in an analytical manner so as to be able to develop innovative and competitive design solutions

Knowledge

The graduate has knowledge of the industry and company

- knowledge of the market and consumer

Skills

The graduate can:

- cooperate in a professional and multidisciplinary manner within the value chain
- analyze and evaluate current industry and market conditions and organize the design development with regard to this
- conduct target group analyses

Competences

The graduate can:

- transform and use trend and market analyses for design and product development
- identify consumer needs and translate these into innovative solutions

SPECIALIZATION DIRECTION 2: STRUCTURAL DESIGN > specializing in: **PATTERN Design**

The aim is to qualify the student to professionally be able to transform a design presentation into product solutions, as well as handle the product development process in structural design and graduation.

Core areas

Structural design and graduation	12 ECTS points
Product development	8 ECTS points
Communication	6 ECTS points
Materials science	4 ECTS points

Total ECTS points	30 ECTS points

Structural design and graduation (12 ECTS)

The aim is that the student works with structural design and graduation solutions in clothing in an analytical and experimental manner and is equipped to be able to develop design solution proposals that provide identity and competitiveness.

Knowledge

The graduate has:

- knowledge of theories and methods in structural design and graduation - knowledge of form and functionality

Skills

The graduate can:

- reflect on and argue in favor of relevant theories and methods
- analyze and assess the selection of the significance of structural design and graduation methods for fit and silhouette
- develop innovative and competitive structural design and graduation solutions
- use manual and IT-based tools for structural design and graduation

Competences

The graduate can:

- take responsibility for and independently handle the structural design and graduation process
- develop solution proposals for complex solutions in structural design and graduation
- work in an analytic and reflective manner with fit-related issues
- identify own learning needs and develop own knowledge, skills and competences - cooperate in a global, professional and multidisciplinary manner

Product development (8 ECTS)

The aim is that the student can analyze the spirit of the time in cuts and silhouettes and can implement this knowledge in the product development process.

Knowledge

The graduate has:

- knowledge of the profession's practice in product development
- knowledge of fashion's style concepts in recent times

Skills

The graduate can:

- analyze, decode and product develop a design presentation

Competences

The graduate can:

- prepare and implement complex solution proposals in product development
- develop solution proposals, taking into account the materials and procedures

Communication (6 ECTS)

The aim is that the student can communicate internally with design departments and product development, and disseminate the product documentation externally.

Knowledge

The graduate has:

- knowledge of communications locally and globally
- knowledge of professional visual and written communication.

Skills

The graduate can:

- use IT-based tools for documentation and communication
- communicate locally and globally concerning product-related topics

Competences

The graduate can:

- communicate globally in a professional and multidisciplinary manner

Materials science (4 ECTS)

The aim is that the student can obtain knowledge and understanding of the applications and limitations of different materials and procedures.

Knowledge

- The graduate has knowledge of the influence of material on a product/design

Skills

The graduate can:

- analyze, assess and argue in favor of material selection in relation to a product/design

Competences

The graduate can:

- develop solution proposals, taking into account the materials and procedures

SPECIALIZATION DIRECTION 3: COMMUNICATIONS AND TRENDS KEA specialization: **COMMUNICATION & MEDIA Design**

The aim is to qualify the student to professionally be able to identify, assess and qualify trends and translate these into visual, written and digital fashion and lifestyle communication in the form of product solutions and strategy (on the basis of relevant theory)

Core areas

Communication	15 ECTS points
Trend sociology	5 ECTS points
Innovation	10 ECTS points

Total ECTS point 30 ECTS points

Communication (15 ECTS)

The aim is to qualify the student to be able to communicate the company's brand and concept based on strategic planning, as well as the company's mission and identity to the company's various stakeholders.

Knowledge

The graduate has knowledge of

- design theory and semiotics
- argumentation strategy
- technology
- dissemination and rhetoric

Skills

The graduate can:

- prepare a communications presentation on the basis of research and data processing, including disseminate, process and transform knowledge of trends, fashion, and lifestyle and the creative industry on a whole in writing, orally and visually
- communicate complex professional issues interpersonally and interculturally in a well-argued and well-documented manner in the design, lifestyle and innovation industry

Competences

The graduate can:

- handle development-oriented assignments within design and innovation of the company's communications strategy
- develop and optimize the company's communications strategy based on the organization's Corporate Identity
- prepare written and oral future analytical presentation based on the history of ideas and cultural theoretic analyzes

Trend sociology (5 ECTS)

The aim is to qualify the student to be able to identify and communicate trends and tendencies in communications, media development and the creative industry.

Knowledge

The graduate has knowledge of

- trend theory
- anthropological method
- cultural understanding and the history of ideas

Skills

The graduate can:

- prepare a communications presentation on the basis of research and data processing, including disseminate, process and transform knowledge of trends, fashion, and lifestyle and the creative industry on a whole in writing, orally and visually
- use anthropological methods for the collection of relevant data
- use innovative methods to problem solving

Competences

The graduate can:

- prepare written and oral future analytical presentation based on the history of ideas and cultural theoretic analyzes

Innovation (10 ECTS)

The aim is to qualify the student to plan, lead and structure communication processes and media strategy based on an innovative approach.

Knowledge

The graduate has knowledge of

- innovation processes
- future analysis

Skills

The graduate can:

- use innovative methods to problem solving
- identify the potential for new media platforms and solutions through the assessment of trends and social development
- identify and assess trends and phenomena in relation to trend and society theory, as well as the historical context

Competences

The graduate can:

- work strategically and innovatively both independently and in cooperation with others
- handle development-oriented assignments within design and innovation
- handle development-oriented assignments within design and innovation of the company's communications strategy

SPECIALIZATION DIRECTION 7

MARKETING > KEA specialization:

BRAND Design

Core areas

Strategy and Management	10 ECTS points
Concept development	10 ECTS points
Communication	10 ECTS points

Total ECTS points	30 ECTS points

Strategy and Management (10 ECTS)

The aim is to qualify the student to plan, lead and structure strategic processes based on a commercial approach. The student must achieve the ability to maintain focus on the mission of the company and create consistency in its value chain and among its stakeholders, both internally and externally. The graduate should be able to orient himself/herself in relation to market conditions in view of making viable and profitable decisions.

Knowledge

The graduate has:

- knowledge of strategic planning
- knowledge of project management
- knowledge of strategic marketing
- knowledge of brand management
- knowledge of business understanding

Skills

The graduate can:

- use analytical tools to identify the relationship between brand and customer
- identify trends in the market in relation to supply and demand - plan and execute projects

Competences

The graduate can:

- develop, plan, implement and evaluate trends and initiatives in marketing nationally, as well as internationally
- manage development and implementation of the company's identity creation based on strategic and creative methods
- manage development and maintenance of the company's brand and concepts
- lead and develop projects at a strategic level
- work with complex issues and solutions in a commercially-oriented manner

Concept development (10 ECTS)

The aim is to qualify the student to be able to work with the company's brand in an analytical, creative, conceptual and commercial manner. The student must acquire specific methods and tools to plan, develop and implement new, as well as existing concepts in accordance with the company's mission and identity. The graduate should be able to orient himself/herself in relation to the new trends and involve these in the concept development process

Knowledge

The graduate has:

- knowledge of strategic planning
- knowledge of project management
- knowledge of strategic marketing
- knowledge of brand management
- knowledge of business understanding
- knowledge of trendspotting
- knowledge of identity

Skills

The graduate can:

- plan and execute projects
- identify trends in the market in relation to supply and demand - use methods to work in a conceptual and commercial manner

Competences

The graduate can:

- develop, plan, implement and evaluate trends and initiatives in marketing both nationally and internationally
handle the development and implementation of the company's identity created based on strategic and creative methods
- handle development and maintenance of the company's brand and concepts
- lead and develop projects at the strategic level
- develop and optimize the company's communications platform
- work with complex issues and solutions in a commercially-oriented manner

Communication (10 ECTS)

The aim is to qualify the student to be able to communicate the company's brand and concept based on strategic planning, as well as the company's mission and identity. The student should be able to achieve the ability to express and adapt messages in accordance with the different needs of target groups. The student should acquire specific methods and tools to develop, plan, implement and maintain the company's communications platform.

Knowledge

The graduate has:

- knowledge of graphic design
- knowledge of identity
- knowledge of brand management

Skills

The graduate can:

- disseminate branding strategies internally and externally
- use communication tools for the dissemination of the company's brand

Competences

The graduate can:

- develop, plan, implement and evaluate trends and initiatives in marketing, nationally as well as internationally
- handle development and implementation of the company's identity created based on strategic and creative methods
- handle development and maintenance of the company's brand and concepts
- develop and optimize the company's communications platform
- work with complex issues and solutions in a commercially-oriented manner

SPECIALIZATION DIRECTION 8:

ENTREPRENEURSHIP > KEA specialization:

ENTREPRENEURSHIP

The aim is that the graduate can identify and analyze conditions in the company and the outside world in order to develop commercial solutions.

The graduate shall professionally be able to work in a strategical and methodical manner with innovation, product development, processes and the conversion of trendspotting to commercially viable solutions.

The field of study in Ideation is organized in the following core areas:

Core areas

Entrepreneurship	15 ECTS points
Sociology	5 ECTS points
Design	5 ECTS points
Business	5 ECTS points

Total ECTS point 30 ECTS point

Entrepreneurship (15 ECTS)

The aim is that the student works with product development, processes, collaborations and cultures in an analytical and methodical manner for the purpose of delivering commercial solutions.

Entrepreneurship includes: Innovation, creative processes, project management, organization and entrepreneurship.

Knowledge

The graduate has:

- knowledge of the influence of cultural, geographical, economic factors on a company's possibilities for innovation/entrepreneurship
- knowledge of networking theory and can reflect on these in relation to national and international contexts
- knowledge of organizational behavior which promotes or limits innovation/entrepreneurship and can reflect on this
- knowledge of methods and tools for business establishment

Skills

The graduate can:

- identify characteristics of successful innovation environments/entrepreneur-driven activities
- identify relevant stakeholders in the organization in order to manage and implement projects

- cooperate in a multidisciplinary manner and disseminate professional issues in an interpersonal and intercultural manner
- assess connections and think in a strategic, tactical and operational manner and come up with concrete product development proposals based on relevant analysis and solution models
- generate ideas methodically, as well as structure the flow of ideas in order to translate into commercial concepts/products
- prepare a business plan

Competences

The graduate can:

- identify the potential for new products through decoding of tendencies, trends and market developments and translate these into concrete commercial products
- act as the motivator in and coordinate development processes, including the definition of own role
- handle the establishment of company/business, including identify internal strengths and weaknesses, as well as act on this in a strategic, tactical and operational manner based on an analysis of the surrounding world

Sociology (5 ECTS)

The purpose is to give the student professional skills through cultural understanding and anthropological insight to be able to analyze social and cultural behavioral patterns. The student must also be able to observe and decode trends and tendencies in relation to scientific theory. The ambition is to train the ability to work specifically with the sociological theory in a development perspective both in terms of specific product and more abstract process. Also, this shall give the student an advanced understanding of market dynamics and market complexities.

Knowledge

The graduate has:

- knowledge of identity and lifestyle patterns in view of development of products or services
- knowledge of basic sociological theory concerning power discourses, segmentation, social and cultural grouping, semiotics, navigation and the urban
- knowledge of theoretical, scientific and practical approaches to the study of cultural and subcultural patterns

Skills

The graduate can:

- identify and communicate trends, time and tendencies
- understand complex social dynamics
- collect data and understand the interaction between data, theory, method and analysis

Competences

The graduate can:

- handle anthropological methods and approaches for the study of potential users, user-driven innovation and the identification of first-movers
- handle decoding and understanding of different cultural worlds in view of product and process development
- involve sociological and anthropological theory as well as the conceptual framework for a given issue as well as a creative tool in the work and development process
- handle semiotics such as the interpretation of signs, sign importance and character use in a given situation

Design (5 ECTS)

The aim is that the student achieves professional competencies to translate what is observed into concrete, innovative and commercial solutions within the field of design

Knowledge

The graduate has:

- knowledge of material know-how
- knowledge of creative processes
- knowledge of going from experiments, to the construction of a test product/service to the development of a commercial product/service

Skills

The graduate can:

- develop/construct product, concept and experience designs
- use visual and spatial tools through model development and visualization

Competences

The graduate can:

- handling methods for creative innovation
- handle visualization and communication of ideas using prototype and model development.

Business (5 ECTS)

The purpose of Business is to provide the professional skills to develop existing and/or new business area in a creative and innovative manner based on a visionary approach to challenge the opportunities of the market with a focus on niche-spotting, market-readiness and economy.

Knowledge

The graduate has knowledge of the market in which a given product/process will be launched, in relation to the competitive situation, as well as in relation to localizing markets with the greatest potential

- knowledge of products' economy, and the influence of the company's competitive opportunities

- knowledge of filtration or screening of new products/services through the development phase with a view to continuously filter out non-economically viable products before moving onto the next stage of development
- knowledge of pricing in relation to target groups, design and functionality

Skills

The graduate can:

- assess strategic market positioning in relation to finding and developing a strategy for the company, which makes the company unique in the market
- use methods and tools in relation to concept organization launching
- assess market-readiness for a given product/process/service with regard to risk assessment in relation to identifying real and acknowledged needs of the target groups

Competences

The graduate can:

- handle implementation of launch strategy
- handle new market potentials for specific business areas.

ELECTIVE: (10 ECTS POINTS) IN 5th AND 6th SEMESTER

Optional education elements

Purpose

Elective modules 1 and 2 aim to give the student the opportunity for individual toning of the specialization. The education's electives are offered as 2 x 5 ECTS Point modules in the 5th and 6th semester respectively. The student signs up for a module in consultation with specialization instructors so that the module complements the student's skills and interests. Electives are offered in Danish and some only in English. For a detailed description of the individual electives, refer to the electives catalog for Bachelors in Design/Business. Electives will be concluded with an internal test, which must be passed with a minimum grade of 02 according to the 7 point scale.

INTERNSHIP (15 ECTS points) in 6th and 7th semester

Internship part

Purpose

The aim of the internship is to create coherence between theoretical and practical knowledge and thereby ensure anchoring in the profession, internship proximity and development of professional competence.

The student shall to a large extent be able to unite business practices and learned theories. The internship is of central importance for professional and practice-based character of the education and contributes to the student developing professional skills. The internship will be concluded with an internal test, which must be passed with a minimum grade of 02 according to the 7 point scale.

Knowledge

The graduate has:

- *knowledge of* the connection between the theoretical level and the practice-based elements in the specialization
- *knowledge of* the company's identity in relation to the graduate's bound direction of study

Skills

The graduate can:

- collect information in connection with performing assignments in the company
- demonstrate analytical ability in problem-solving
- can choose between and argue for different solution alternatives related to practice
- identify relevant knowledge needs in connection with problem-solving in relation to the company

Competences

The graduate can:

- work innovative and creatively

- enter into multidisciplinary cooperation, nationally and internationally
- handle complex and evolutionary situations in relation to the issue - identify own learning needs in relation to the issue

In relation to the company, relevant working conditions will be established for the internship sequence. A contract will be drawn up jointly between the student, the internship place and KEA Design/Business. It should be ensured that the work content provides student with the opportunity for reasonable input into the functions of the company, and that the student gains insight into relevant parts of the value chain. The student will be associated with an internship mentor from KEA, who will be in ongoing dialog with the student. The mentor will visit parts of the company during the internship period. The internship will be during the 6th and 7th semester as a continuous sequence of a minimum duration of 10 weeks.

THE BACHELOR PROJECT (20 ECTS POINTS) IN 7th SEMESTER

The bachelor project shall be completed as an individual assignment with a written report/product and an oral presentation and defense.

The aim of the bachelor project is to give the student the opportunity to independently carry out a project which to a great extent is an experimental, empirical and/or theoretical handling of an issue that is based on the profession and the specialization. The bachelor project may be completed in cooperation with a company, public or private.

The project must demonstrate independent, critical reflection within the approved subject, and it must be documented in a project report and/or products. The project's issue must be formulated by the student and must be approved by the educational institution. During the solution of the issue, it is important that the student can use central theories and methods.

The bachelor project will be assessed in accordance with the 7 point case based on a written assessment and an oral presentation and defense for the external examiner. A total grade will be given, and the project must be passed with a minimum grade of 02.

EXAMS AND TESTS

In order to have passed the overall education, the student must have passed all the tests with a passing grade of 02 as a minimum.

All of the tests and exams have been laid down by Copenhagen School of Design and Technology and can be taken in Danish, Norwegian or Swedish.

The basis for an assessment is the student's individual performance. For a product produced by a group project (a written or practical production performed by several students), which is not followed by an oral exam, the student must distinguish the project/product, so it is clear who has done the individual parts.

A total grade will be given for the oral and written presentation for the tests in which the students must defend a submitted project/product. The written and oral performance are weighted equally.

OVERVIEW OF EXAMS AND TESTS

SEMESTER	EXAM / Test	TEST FORM	INTERNAL/EXTERNAL	TOOLS/ AIDS	GRADE
5th sem.	Common module	Written individual	Internal	All	7 point scale
5th sem.	Elective 1	Depending on the elective	Internal	All	7 point scale
6th sem.	Elective 2	Depending on the elective	Internal	All	7 point scale
6th sem.	Specialization exam	"48 X 72 hour specialization exam project" - individual Based on a concept, special skills will be performed which will be defended orally.	External	All	7 point scale
7th sem.	Internship exam	Individual. Oral presentation of internship report	Internal	All	7 point scale
7th sem.	Bachelor exam	The contents of the project will be defended in an oral exam. Individual or group project (groups of max. two).	external	All	7 point scale

CONTENT IN TESTS

The overall requirements for the individual tests are outlined here. The exact content and the individual assignment formulations will be issued during each semester

5th semester

The COMMON MODULE test. Written individual internal testing.

In the end of the COMMON MODULE, an assignment will be issued with an issue. Then, the student will have 4 working days to prepare a written, individual assignment where the syllabus from the common module must be included in the solution of the issue.

The assignment shall be assessed according to the 7 point scale.

If the assignment is not passed, a new one must be delivered during specialization part 1 of the 5th semester. The assignment must be passed in order to be able to continue in the 6th semester specialization part.

PORTFOLIO (5th semester Specialization part 1)

The portfolio shall be in the form of an evaluation meeting between the student and an instructor from the specialization on the basis of the semester's solved projects and assignments with a focus on a forward-looking action plan.

In the event that assignments and/or projects are not approved in the portfolio meeting, the student is advised in how the assignment/project can be improved, and a deadline is given for when the next delivery must be submitted for approval. All assignments and projects must be approved in order for the student to start the 6th semester.

ELECTIVE MODULE 1 (5th semester)

Depending on the elective, the test form can vary. Electives shall end with a test, which must be passed with a minimum grade of 02 according to the 7 point scale in order for the student to have achieved the 5 ECTS points which the elective counts.

In the event of illness or other circumstances, a substitution assignment may be arranged. This shall be agreement with the director of the education.

6th Semester

PORTFOLIO (6th semester). Specialization part 2 and 3.

Depending on which specialization the student is enrolled in, concluding portfolio meetings will held on an ongoing basis). If tasks and/or projects are not approved by the end of the 6th semester, students may not be nominated for the specialization exam.

ELECTIVE MODULE 2 (6th semester)

Depending on the elective, the test form can vary. Electives shall end with a test, which must be passed with a minimum grade of 02 according to the 7 point scale in order for the student to have achieved the 5 ECTS points which the elective counts.

In the event of illness or other circumstances, a substitution assignment may be arranged. This shall be agreement with the director of the education.

SPECIALIZATION EXAM – 48 x 72 hour exam. Individual external testing

The specialization exam will be conducted as an individual assignment and be assessed by an external examiner in accordance with the 7 point scale and must be passed with a grade of 02. A total grade is given.

The test shall demonstrate understanding of the curriculum that has been gone over during the first year.

The specialization exam consists of 3 parts.

1. Based on a subject/word which are revealed at a given time, there will be 48 hours to prepare a written synopsis based on the 1st year's curriculum.

2. On the basis of criteria and interests which have been presented in the synopsis, there will be 72 hours to produce a presentation (on a USB) and a prototype: an object, a service that is submitted.
3. Oral presentation and defense of the exam project.

7th semester

INTERNSHIP EXAM. Individual internal testing

A written internship shall be submitted, which the student shall subsequently defend and elaborate on orally. The internship report shall be in the form of a field report with a focus on one's own observations and findings, as well as an analytical position on issues in the profession

The internship report shall be assessed in accordance with the 7 point scale and must be passed with a minimum grade of 02.

THE BACHELOR PROJECT. External individual or group testing final 7th semester examiner.

The project period runs over the autumn semester from approximately week 43 to week 2-3.

The student shall submit a written bachelor project, which will be defended and elaborated on in an oral exam. The project shall be assessed by an external examiner in accordance with the 7 point scale and must be passed with a minimum grade of 02. A total grade is given.

In the overall assessment of a bachelor project, the student's ability to formulate and spell are also included. The professional content weights most heavily, but the ability to formulate is included in the assessment with a small, however significant weight.

The abilities to formulate and spell may be disregarded, if the student can document a relevant and specific functional disability.

In a group bachelor project, it shall be distinguished and clarified, who has done what and the project shall be defended individually. Groups of a maximum of two people are acceptable.

Nomination for the bachelor project requires that all the tests and exams have been passed.

The bachelor project should be based on a hand-on issue, and it is recommended that it has been prepared in cooperation with or in relation to a company/organization and with the profession in mind.

The purpose of the bachelor project is to demonstrate that learning objectives in the education and the specialization have been achieved.

EXAM RULES

CONDITIONS

KEA attaches importance to the student personally taking responsibility for his/her education and for his/her own professional and personal development by participating in the instruction sequence in cooperation with other students. The following conditions apply in order to go to tests

- Participation in KEA Week
- Submitted portfolio in 5th and 6th semester

Failure to meet the just one or more study activities or incorrect submission of module tasks will result in the student not being able to participate in an exam and one attempt will have been used up. Re-nomination for the exam has the same prerequisite requirements as the mandatory sequence.

During each semester, there is a description in the curriculum of the assignments that are to be submitted, and in the description of the specialization at the beginning of the semester there is information on which assignments and projects are to be approved.

The aim is to ensure that the core areas and the learning objectives of the subjects are fulfilled for subjects and subject modules for which there is not a separate exam.

Doubt as to whether a student can be nominated for a test is determined by the education director for each education.

In the event that all of the student's assignments and projects have not been approved before the specialization exam, the student may start the internship, but may not be nominated for the bachelor project sequence before all assignments and tests have been passed, including the internship exam.

The test must be taken next time KEA makes this possible.

NUMBER OF ATTEMPTS

The student can participate three times in the same test. In unusual circumstances, extra test taking times may be permitted.

A passed test cannot be retaken.

There are three variations of retests:

1. A retest due to the student needing to use a new test attempt, because the test was not passed.
2. A retest due to a student being offered a new test in connection with a complaint about a test or an appeal.
3. A retest due to KEA offering a new test due to a significant error or defect.

In variants 2 and 3, a test attempt will not be used for the retest.

In the event that a student does not show up for the enrolled test or is dismissed during the test, this counts as a test attempt.

REGISTRATION AND DE-REGISTRATION

If the student is enrolled in a semester, the student is automatically enrolled for the associated tests.

A test may only be cancelled without losing a test attempt in the event of documented illness.

If the test has not been passed, the student will still be enrolled for the test, however not for a third attempt.

NEW TEST

A new test must be held as soon as possible and not later than when the test in question is to be held again at KEA or at the time of a retest due to illness.

A student who has been unable to complete a test due to documented illness or another unforeseeable reason must have the opportunity to take the test as soon as possible. If it is a test that is in the last exam period of an education, the student must have the opportunity to take the test in the same exam period or immediately thereafter. If there are several parts to a test, in which a grade is given for each part, the student may only take the test in the part(s) that have not been completed unless otherwise stipulated by the rules of the education. This also applies when the individual grades are calculated together into one grade for the overall test.

The result of the first test attempt shall be communicated to the student in such good time that a possible retake can take place in the same exam period.

In a test form in which a project or product is included that must be submitted before the test itself, a new project or product must be submitted for a new test attempt in which the student has not passed the previous test, has not shown up for the enrolled test or has been dismissed from the test. KEA may exempt individual students from the times that are set to pass the test or tests, if it is due to child leave or unusual circumstances.

SPECIAL TEST CONDITIONS

KEA offers special test conditions for students with physical or psychological functional disabilities, for students with similar difficulties, as well as for students with another native language than Danish when the institution considers that this is necessary to give these students the same opportunities as others in the testing situation.

CHEATING

A student who during a test obtains or gives to another student wrongful help in answering an assignment or uses non-permitted aids will be dismissed from the test, which means that a test attempt will be used.

If during or after a test an assumption arises that a student has wrongfully obtained or provided assistance, has passed off someone else's work for his/her own or used his/her own previously assessed work without reference, this shall be reported to KEA.

Should the assumption be confirmed and if the action has or could have an impact on the assessment, KEA will dismiss the student from the test, which means that a test attempt has been used.

Upon submission of a written response, a student must sign that the assignment was prepared without wrongful help.

DISRUPTIVE BEHAVIOR DURING THE EXAM

Should a student display disruptive behavior, KEA may dismiss the students from the test. In less serious cases, KEA will first give a warning.

In aggravating circumstances, KEA may decide that the student should be dismissed from the institution for a shorter or longer period of time. In such cases, a written warning will be given that repeated behavior may result in permanent dismissal.

An dismissal from a test means that the student has used a test attempt and any grade will be lost.

GENERAL RULES

LEAVE

A student may apply for leave after having completed the 5th semester. During a period of leave, a student may not participate in the instruction and tests in the education from which the student is taking leave. Only in very exceptional cases may leave be given to a student who has not yet completed the 5th semester. Excluded are, however, if the student must take maternity leave, adoption leave or military service, including students, who have a contract with the military and have made themselves available for the UN-service, etc. This is in accordance with Laws on the military staff.

The bachelor in Design & Business must be completed within a maximum of 3 years.

CREDIT

In the bachelor program for Design and Business, there is full credit for the modules passed in the same education at another educational institution.

If a student would like to follow a subject and take the associated tests at another educational institution and would like to receive credit, the student must first apply for advance credit at KEA (Copenhagen School of Design and Technology). In the application, the student must attach the curriculum, where the instruction and the associated tests are described, as well as the subject description and ETCS points and so on. The final credit will be available only once the student has forwarded documentation of the passed test, whereupon the test can be registered.

Should the student wish to switch to a new education in the same or another educational institution, this shall take place in accordance with the rules of the education or educational institution in question.

STUDY ABROAD

It is possible for the student to complete the 6th semester or internship abroad. KEA must pre-approve the educational institution and the technical content of the education applied for before the student may receive credit.

Contact KEA's international coordinator, since agreements are constantly being made.

In order to be able to apply for study abroad, the student must prove that he or she can speak, read and write in the language in question.

COMPLAINT OPTIONS

The procedure for how complaints are handled depends on the content of the complaint. In the study guide, students can get help with the procedure in connection with a complaint.

THROUGH ASSESSMENTS, TEST SEQUENCES OR TEST BASIS

The procedure for the rules in relation to assessment, the test sequence itself or the test basis, e.g. questions, assignments and similar, are outlined below.

The student must submit a written and reasoned complaint no later than two weeks after the test has taken place. The complaint shall be forwarded to KEA Quality, kvalitet@kea.dk, which will contact the education director of the bachelor in Design and Business, who will then put the process in motion.

The content of the complaint will be shown to the exam giver and examiner from the test in question, who will issue a statement. The deadline for this is normally two weeks. Then the student (the complainant) will have the opportunity to comment on the statements; here the deadline one week.

On the basis of the content of the complaint, the statement and any comments, KEA (Copenhagen School of Design and Technology) will make a decision, which shall be reasoned in writing. The result may be that there is the option of a new test, new assessment (for written tests) or that the student is not successful in the action. The student has two weeks to accept any new test or assessment or appeal against the decision, if the student is not successful in the action.

APPEAL

The student may appeal KEA's decision concerning professional issues to a board of appeals. Appeals activities are covered by the Public Administration Act, including concerning disqualification and secrecy.

The student must send the appeal to the exam secretary no later than two weeks after he/she has obtained the decision from KEA. The complaint must be in writing and reasoned.

The Board of Appeal shall consist of two appointed examiners, who are appointed by the examiner foreman, a

teacher entitled to give exams and a student in the subject area (the education), who shall be appointed by the director of studies. The Board of Appeal shall make the decision on the basis of the material that was the basis for the institution's decision and the student's reasoned appeal.

The Board of Appeal shall process the appeal and shall have made a decision no later than two months (for a winter exam) or three months (a summer exam) after the appeal has been received. The result must be in writing and may be a new assessment (only for written tests), a new test or that the student is not successful in the action. The student has two weeks to accept any new test or new assessment (only for written tests).

The decision of the Board of Appeals is final, which means that the case cannot be appealed to a higher administrative authority.

COMPLAINTS ABOUT LEGAL CONDITIONS

Complaints about legal issues in the context of decisions made in accordance with the rules laid down in statutory orders or the curriculum (e.g. disqualification, consultation, interpretation of the exam

statutory order), must be sent to the director of studies no later than two weeks after the student has received the decision.

The complaint must be in writing and reasoned. KEA will provide a statement, which the student has one week to comment on. KEA will send the complaint, the statement and the student's (the complainant's) comments to the Ministry of Education.

LAWS AND REGULATIONS OF THE CURRICULUM

The education shall be subject to the following laws and regulations:

- Statutory order concerning the Bachelor education in design and business. Statutory order no. 1143 of 12/07/2009
- The Academy Profession Act: Law no. 882 of August 8, 2011 on the Law governing business academy educations and bachelor educations.
- Statutory order concerning business academy educations and bachelor educations: no. 636 of June 29, 2009.
- The statutory order on quality assurance of higher education targeted business: no. 1146 of October 1, 2010
- The Admissions Order: Statutory order no. 214 of February 21, 2012 concerning admissions to business academy educations and bachelor educations.
- The Examination Order: Statutory order no. 714 of June 27, 2012 on tests and exams in educations targeted business
- The Grading Scale Order: Statutory order no. 262 of March 20, 2007 on grade scale and other assessment.
- Statutory order concerning accreditation and approval of business academy educations and bachelor educations, etc.: Statutory order no. 684 June 27, 2008

All documents can be found on the website retsinfo.dk.