

Curriculum

Professional Bachelor Programme in Jewellery,
Technology and Business

Valid from 1 August 2020



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1 Curriculum framework

This is a translated version of the Danish curriculum. In case of any discrepancies between this curriculum and the Danish curriculum, the text in the Danish curriculum applies.

The following acts and ministerial orders apply to the programme:

Danish (Consolidated) Act on Academies of Professional Higher Education

Danish (Consolidated) Act on Academy Profession Programmes and Professional Bachelor Programmes

Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes

Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the examination order)

Ministerial Order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes.

Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes Offered under the Ministry of Higher Education and Science.

1.1 Effective date and transitional arrangements

This curriculum takes effect on 1 August 2020 and applies to students enrolled on the programme after 1 August 2020.

Students enrolled before 01.08.2020 will follow the curriculum according to which they have been admitted until 01.08.2024, after which they will transfer to this curriculum.

1.2 Danish and English title of the programme

Name of the programme: Bachelor's Degree Programme in Bachelor of Jewellery, Technology and Business.

Title: The programme gives the graduate the right to use the title Bachelor of Jewellery, Technology and Business.

1.3 Purpose, length, and level of the programme

Purpose and occupational objective: The aim of this Bachelor's Degree Programme in Jewellery, Technology and Business is to qualify the graduate to apply theory and methodology for independent organisation, management and execution of complex processes leading to innovative and creative solutions in the field of jewellery.

Nominal length of study: The programme has a nominal length of study equivalent to 210 ECTS credits comprising:

1) Programme elements with a total scope of 165 ECTS credits organised within the academic areas of the programme.

2) Internship with a total scope of 30 ECTS credits.

3) Bachelor Project with a scope of 15 ECTS credits.

The programme is placed on level 6 in the Danish Qualifications Framework for Higher Education.

1.4 Subject areas

The programme elements are organised within the following subject areas, which comprise a total of 165 ECTS credits weighted in the ratio of 1:1:1.

1) Jewellery: The subject area includes knowledge, skills and competencies related to form and aesthetics, design theory, design understanding, design ethics, the design process in an innovative context, including the art and style history of the jewellery, trendspotting and material understanding.

2) Technology: The subject area includes technological developments — from a traditional trade to today's technology — in an innovative context, with the involvement of relevant techniques and digital technologies, including knowledge of materials and production.

3) Business: The subject area includes understanding jewellery in a commercial and innovative context, including market and industry analyses, lifestyle and consumer behaviour, market understanding and value chain as well as communication theory and methods.

National and local programme elements:

The programme elements are organised as

1) National subject elements with a total scope of 105 ECTS credits, which are common to all the students in the programme and specified in the national part of the curriculum.

2) Local subject elements with a total scope of 60 ECTS credits, which are organised in accordance with local and regional needs and specified in the institutional part of the curriculum. The local subject elements must include electives with a minimum scope of 5 ECTS credits.

1.5 The programme's goals for learning outcomes

The intended learning outcomes include the knowledge, skills, and competencies that a student in Jewellery, Technology and Business must achieve during the bachelor's degree programme.

Knowledge

The graduate in Jewellery, Technology and Business will have knowledge about:

- national and global markets and trend spotting, and an ability to reflect on these.
- the design and style history of the jewellery, social structures, cultural and subcultural communities, discourses and semiotic meanings, and an ability to reflect on these.

- the influence of the surrounding society on the design of a brand in a contemporary and historical perspective, and an ability to reflect on this.
- key concepts and an ability to reflect on applied theory and methods in the field of market communication, including the importance of brand equity, branding and identity for the way the product /concept is experienced and its competitiveness, and
- the practice of the profession and applied theory and method as well as an ability to reflect on the use of materials and techniques within the profession, and
- the practice of identifying and combining low- and high-tech production by the profession and an ability to reflect on this.

Skills

The graduate in Jewellery, Technology and Business will have the skills to:

- innovatively use and master the methods, tools and concepts within the subject areas associated with the profession.
- apply and master the methods and tools pertaining to tools and materials application in the production of jewellery in an innovative way.
- apply and master the methods and tools of communication to the dissemination of practice-orientated issues as well as argumentation theory.
- apply and master the working methods of the profession, structure design processes and select relevant methods within the profession as well as evaluate, justify, and select relevant solution models in connection with the product's business and financial context.
- apply and master the methods of market research and analysis for the purpose of differentiation as well as apply knowledge of communication and presentation to the dissemination of issues, solutions and products to peers, business partners and users.
- select, justify, and disseminate commercial solutions based on an understanding of social structures, cultural and sub-cultural communities, discourses, and semiotic meanings.
- plan the production process from an ethical and sustainable perspective, develop a business model including patents, design protection, royalties, and law, evaluate and justify the choice of relevant solutions for a sales process and develop sales materials, including a description of the company's supply chain management and quality assurance.
- apply and master digital methods and tools related to material knowledge and understanding for the production of innovative jewellery.
- apply and master digital methods and tools related to product development and communication in an innovative way.

Competencies

The graduate in Jewellery, Technology and Business will be able to:

- handle idea generation as a development tool in response to complex issues in the practice of the profession and handle design methods in complex and development-orientated situations in study and work contexts based on user involvement.

- evaluate and handle the production of jewellery based on material and functional issues and requirements for the jewellery's expression as defined by the market, individually as well as in disciplinary and interdisciplinary collaboration.
- deal with complex issues within consumer behaviour and consumer trends based on lifestyle and differentiation, independently select, and apply relevant segmentation methods and maintain and manage a competitive and credible brand identity for the individual piece of jewellery and concept as well as brand management.
- within work process planning, independently manage complex and development-orientated tasks in work contexts.
- based on the knowledge of working with form and aesthetics, independently enter into disciplinary and interdisciplinary collaboration and assume responsibility within the framework of professional ethics.
- identify their learning requirements and develop their knowledge, skill and competencies based on the theory and methods applied by the profession.
- manage the individual phases of the product development process as well as follow-up from a resource-orientated perspective and the interdependence of the phases, as well as translate complex ideas into concrete, targeted and competitive jewellery and concepts.
- observe customers' latent needs as well as decode and code concepts, products, and marketing as a starting point for targeted timing and introduction to the market, as well as development and management of sales concepts, customer care, and loyalty programmes.
- independently manage networking as well as disciplinary and interdisciplinary collaboration for the development of innovative products and concepts.
- independently manage disciplinary and interdisciplinary collaboration and utilise relevant networks in field research and problem-solving and clarify personal and professional competence as well as individual brand identity concerning jewellery and jewellery concepts.

2 Admission

Admission to the programme is in accordance with the rules of the admission order.

2.1 Academic criteria for the selection of candidates for the top-up degree programmes

Not relevant for this programme as it is not a top-up programme.

3 National and local subject elements

3.1 Sequencing of subject elements, internship, and exams

SMYKKER, TEKNOLOGI OG BUSINESS

SEMESTER 1-4

BACHELOR DEGREE (3½ YEARS - 210 ECTS)



1. SEMESTER	2. SEMESTER	3. SEMESTER	4. SEMESTER
<p>INTRO TIL UDDANNELSEN</p> <p>Introduktion til uddannelsen. Studieviden: Studieteknik</p>	<p>STØB 5 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Teknologi: 5 ECTS (Lokalt)</p>	<p>SMYKKER & TEKNOLOGI 2 10 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Smykker: 5 ECTS (Nationalt) Teknologi: 5 ECTS (Nationalt)</p>	<p>ENTREPRENØRSKAB 30 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Business: 12,5 ECTS (Nationalt) Smykker: 7,5 ECTS (Nationalt) Teknologi: 5 ECTS (Nationalt)</p>
<p>DESIGN & BUSINESS 7,5 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Business: 2,5 ECTS (Nationalt) Smykker: 5 ECTS (Nationalt)</p> <p>Studieviden: Samarbejde + Præsentationsteknik (Frivillig hjemmeopgave)</p> <p>1. 4 WHITE T-SHIRTS - 1,5 ECTS</p> <p>2. DESIGNPRINCIPPER - 4,5 ECTS</p> <p>3. PITCHING OG PERSONLIG BRANDING - 1,5 ECTS</p>	<p>DESIGN & SMYKKEHISTORIE 10 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Smykker: 5 ECTS (Nationalt) Teknologi: 5 ECTS (Nationalt)</p> <p>Studieviden: Videnskompetence 1 + Skriftlig formidling + Referencehåndtering</p>	<p>VIRKSOMHEDSSAMARBEJDE 2 20 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Business: 12,5 ECTS (Nationalt) Smykker: 2,5 ECTS (Nationalt)</p> <p>Smykker: 2,5 ECTS (Lokalt) Teknologi: 2,5 ECTS (Lokalt)</p> <p>Studieviden: Studieteknik og læseplanlægning i eksamensperioden (Frivillig hjemmeopgave)</p>	<p>Business: 2,5 ECTS (Lokalt) Smykker: 2,5 ECTS (Lokalt)</p> <p>Studieviden: Videnskompetence 3 + Skriftlig formidling 2 - Videnskompetenc 4</p>
<p>SMYKKER & TEKNOLOGI 1 12,5 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Teknologi: 10 ECTS (Nationalt) Smykker: 2,5 ECTS (Nationalt)</p> <p>Studieviden: Kildekritik (Smykkehistorier)</p> <p>1. PRODUKTIONSTEORI - 1 ECTS</p> <p>2. DIGITAL 3D TEGNING + VÆRKSTEDS-TEKNIKKER - 4,5</p> <p>3. MATERIALER OG TEKNIKKER - 4,5 ECTS</p> <p>4. SMYKKEHISTORIER - 2,5 ECTS</p>	<p>VIRKSOMHEDSSAMARBEJDE 1 15 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Business: 7,5 ECTS (Nationalt) Smykker: 5 ECTS (Nationalt) Teknologi: 2,5 ECTS (Nationalt)</p> <p>Studieviden: Videnskompetence 2</p>	<p>EKSAMEN: PORTFOLIO & PERSONLIG BRANDING</p> <p>Individuel skriftlig og mundtlig eksamen. Eksamen bedømmes med intern bedømmer efter 7-trinsskalaen</p>	<p>EKSAMEN: ENTREPRENØRSKAB</p> <p>Individuel skriftlig og mundtlig eksamen. Eksamen bedømmes med intern bedømmer efter 7-trinsskalaen</p>
<p>SMYKKER & ALTERNATIVE MATERIALER 5 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Smykker: 2,5 ECTS (Nationalt) Teknologi: 2,5 ECTS (Nationalt)</p>	<p>EKSAMEN: SMYKKEDESIGN & KONCEPT EKSAMEN</p> <p>Individuel skriftlig og mundtlig eksamen. Eksamen bedømmes med ekstern bedømmer efter 7-trinsskalaen</p>		
<p>DIGITALE PROTOTYPER 5 ECTS</p> <p>KLIK HER FOR AT LÆSE MODULEBESKRIVELSE</p> <p>Teknologi: 5 ECTS (Lokalt)</p> <p>Studieviden: Eksamensnærvisitet (Frivillig hjemmeopgave)</p>			
<p>EKSAMEN: GRUNDLÆGGENDE TEORI OG PRAKSIS INDENFOR SMYKKE, TEKNOLOGI OG BUSINESS</p> <p>Individuel skriftlig eksamen - Multiple choice Eksamen bedømmes med intern bedømmer efter 7-trinsskalaen</p>			

SMYKKER, TEKNOLOGI OG BUSINESS

SEMESTER 5-7

BACHELOR DEGREE (3½ YEARS - 210 ECTS)



5. SEMESTER	6. SEMESTER	7. SEMESTER
PRAKTIK 30 ECTS KLIK HER FOR AT LÆSE MODULEBESKRIVELSEN 20 ugers praktikforløb.	DIGITALE SMYKKER 10 ECTS KLIK HER FOR AT LÆSE MODULEBESKRIVELSEN Teknologi: 5 ECTS (Lokalt) Smykker: 2,5 ECTS (Lokalt) Business: 2,5 ECTS (Lokalt)	VALGFAG 15 ECTS Der vil blive udbudt mindst to valgfag man kan vælge imellem. Valgfagene udspringer af fagelementet Ide, Process & Vidén KLIK HER FOR AT LÆSE MODULEBESKRIVELSEN Smykker: 7,5 ECTS (Lokalt) Business: 5 ECTS (Lokalt) Teknologi: 2,5 ECTS (Lokalt)
	AKADEMISK SKRIVNING (UK: ACADEMIC WRITING) 5 ECTS KLIK HER FOR AT LÆSE MODULEBESKRIVELSEN Business: 5 (Nationalt)	VALGFAGSEKSAMEN Individuel skriftlig og mundtlig eksamen. Eksamen bedømmes med intern bedømmer efter 7-trinsskalaen.
	INNOVATION, TEKNOLOGI & BUSINESS 15 ECTS KLIK HER FOR AT LÆSE MODULEBESKRIVELSEN Teknologi: 5 ECTS (Lokalt) Smykker: 5 ECTS (Lokalt) Business: 5 ECTS (Lokalt) Studieveiden: Digitalt teknologiforståelse - Studieveiden: Videnskompetence 2	BACHELOR PROJEKT 15 ECTS KLIK HER FOR AT LÆSE MODULEBESKRIVELSEN Studieveiden: Skriftlig formidling 3 + Videnskompetence 5
PRAKTIKEKSAMEN Individuel skriftlig eksamen. Eksamen bedømmes med intern bedømmer efter 7-trinsskalaen	EKSAMEN: INNOVATION, BUSINESS CASE & VÆRDISKABELSE Individuel skriftlig og mundtlig eksamen. Eksamen bedømmes med ekstern bedømmer efter 7-trinsskalaen	BACHELOREKSAMEN Individuel skriftlig og mundtlig eksamen. Eksamen bedømmes med ekstern bedømmer efter 7-trinsskalaen

3.2 National subject elements

The programme includes nine national subject elements.

3.2.1 Design & Business

Contents

The subject element deals with basic design principles, introduction to the design process and design theory. In addition, students are introduced to basic business theory in entrepreneurship and branding. The subject areas Jewellery and Business are intertwined with a focus on design and basic business and their interdependence, as well as the use of communication theory and methods and digital visualization techniques as communication tools.

Learning objectives for Design & Business

Knowledge

The student will gain knowledge about:

- design theory and design principles, including gestalt principles, colour theory and form and composition theory, both two-dimensionally and three-dimensionally.
- idea generation methods as well as sketching.
- the entrepreneurial mindset.
- consumer behaviour and sales strategy.
- the market contexts that influence the jewellery's idiom, concept, and competitiveness.
- basic concepts, theory, and methods of branding.

Skills

The student will get the skills to:

- plan and complete projects in a business context.
- identify their learning requirements and develop their knowledge, skills, and competencies.
- develop marketable products with associated business concepts.
- communicate effectively.

Number of ECTS credits

The subject element Design & Business is worth 7.5 ECTS credits.

3.2.2 Jewellery & Technology 1

Contents

The subject element deals with basic knowledge of materials and techniques in jewellery production, using analogue and digital technologies. The subject element includes sourcing of materials, sustainability, design ethics, production theory, metallurgy, and legislation regarding precious metal control. Furthermore, focus is on the design and style history of the jewellery from a material and production perspective.

Learning objectives for Jewellery & Technology 1

Knowledge

The student will gain knowledge about:

- basic jewellery materials and techniques.
- sourcing of materials, including sustainability.
- processing methods in jewellery production.
- basic production techniques.
- basic workshop techniques.
- basic digital 3D drawing and associated workflows.
- design ethics, design protection and law.
- basic production theory and methods concerning jewellery.
- applicable legislation regarding precious metal control, their quality and use in connection with mass production, as well as knowledge of metallurgy with a focus on precious metals.
- design and style history of jewellery, including the material and production angle as well as the historical and design angle.

Number of ECTS credits

The subject element Jewellery & Technology 1 is worth 12.5 ECTS credits.

3.2.3 Jewellery & Alternative Materials

Contents

The subject element deals with the design process, including persona, user involvement and idea generation methods. Work involves traditional and alternative materials, production techniques and jewellery decoration methods in a sustainable context.

Learning Objectives for Jewellery & Alternative Materials

Knowledge

The student will gain knowledge about:

- the methods of the design process, including user involvement and basic idea generation methods as well as an ability to reflect on these.
- the individual phases of the design process, including design methods and tools.
- sourcing and production of materials and an ability to reflect on this in a sustainability context.
- jewellery production and jewellery decoration methods in traditional and alternative materials.

Skills

The student will get the skills to:

- select and apply jewellery materials to jewellery design.
- work with the individual phases of the design process, including design methods and tools.

Number of ECTS credits

Jewellery & Alternative Materials is worth 5 ECTS credits.

3.2.4 History of Design & Jewellery

Contents

The subject element deals with the history of jewellery and design and its influence on contemporary jewellery design, including culture and trend theory, cultural and subcultural communities, and discourses. Work involves a semiotic method as an analytical tool, knowledge of the history of materials and techniques and the methods and tools of the design process, including user involvement and idea generation methods.

Learning objectives for History of Design & Jewellery

Knowledge

The student will gain knowledge about:

- the history of design and jewellery and its influence on our age.
- culture and trend theory, social structures, cultural and subcultural communities, discourses, and semiotics.
- visual analysis, including semiotics and semiotic method as an analytical tool.
- the history of materials and techniques.

Skills

The student will get the skills to:

- apply and use the methods and tools of the design process, including user involvement and idea generation methods.
- identify and select methods and tools in the design process.
- apply, select, justify, and master the methods and tools in academic writing, including footnotes and references.

Number of ECTS credits

The subject element History of Design & Jewellery is worth 10 ECTS credits.

3.2.5 Company Collaboration 1

Contents

The subject element deals with national company collaboration or casework based on a basic understanding of the jewellery in a commercial context and with trend, trend research as well as brand and market understanding as the underlying basis for the creation of a competitive and credible concept adapted to a specific market. The design process is implemented as a general method, and

design theoretical argumentation is used in the selection process.

Learning objectives for Company Collaboration 1

Knowledge

The student will gain knowledge about:

- requirements and expectations for the expression of the jewellery in response to the market and society.
- essential concepts, applied theory and methods in market communication, including brand equity and branding.
- the importance of brand equity, branding and identity for a product/concept and its competitiveness.
- the importance of brand identity for the product, its concept and competitiveness.
- argumentation theory in relation to understanding the product design.
- form and aesthetics for a specific market.
- society's influence on the design of a product in a contemporary perspective and response to contemporary trends.
- social structures, cultural and sub-cultural communities, discourses and semiotic meanings and an ability to reflect on these.
- market research methods and analysis for the purpose of differentiation and application of such methods and analyses.
- national and global markets.
- digital and high-tech production techniques and programmes for the communication of proposed solutions.

Skills

The student will get the skills to:

- identify, create, and apply product and concept branding to strengthen company competitiveness.
- apply and combine design principles and design theory as part of a design process.
- use trend theory, trend methods and trend spotting in practice.
- use the individual phases of the design and product development process, including digital prototyping as a development tool.

- apply, identify, and combine high-tech production techniques for the development of proposed solutions.

Number of ECTS credits

Company Collaboration 1 is worth 15 ECTS credits.

3.2.6 Jewellery & Technology 2

Contents

The subject element deals with identifying and combining high-tech and low-tech production techniques, such as settings and precious stones, as well as an understanding of the properties of various materials, syntheses, and quality control. The focus is on form and aesthetics and the different phases of the design process.

Learning Objectives for Jewellery & Technology 2

Knowledge

The student will gain knowledge about:

- jewellery materials and production.

Skills

The student will get the skills to:

- identify and manage the phases, methods, and tools of the design process as a development tool in response to complex issues in the practice of the profession.
- identify and apply form and aesthetics as an analytical tool in a design process.
- design jewellery based on an understanding of the properties and synthesis of various materials.
- select, combine, and apply materials and techniques for jewellery design.
- apply, identify, and combine high-tech and low-tech production techniques for the communication and production of proposed solutions.

Number of ECTS credits

The subject element Jewellery & Technology 2 is worth 10 ECTS credits.

3.2.7 Company Collaboration 2 - Design & Business

Contents

The subject element deals with company collaboration based on an understanding of jewellery in a commercial and innovative context as well as trend understanding and analysis — with an associated competitive and credible brand identity for a specific target group and a broad understanding of markets, market, and industry analyses as well as insights into lifestyles and consumer behaviour. Work involves processes and tools for the promotion and design of user-orientated concepts and product development. The design process is implemented as a general method, and design theoretical argumentation will be used in the selection process.

Learning Objectives for Company Collaboration 2 - Design & Business

Knowledge

The student will gain knowledge about:

- methods in market communication, their importance for the way the product /concept is experienced and its competitiveness, and how to reflect on these.

Skills

The student will get the skills to:

- apply and identify arguments in relation to design understanding and product design.
- identify and apply form and aesthetics as an analytical tool in relation to a specific market and company.
- apply design principles to planning and implementation in the design process and as argumentation for the design of the product for a specific target group.
- apply and explain requirements and expectations regarding the expression of the jewellery in relation to the market and society.
- identify and apply methods in market research and market analysis for the purpose of differentiation and application of such methods.
- apply, select, justify, and master methods and tools in relation to creating new knowledge as well as building skills in academic writing, including citations, footnotes, and references.
- identify and select methods for the design of brand identity, considering the perceived significance of the product and the concept and their competitiveness.

Competencies

The student will learn to:

- manage and design a competitive and credible brand identity for each piece of jewellery and concept.
- identify and select methods for designing brand identity, considering the perceived significance of the product, the concept, and their competitiveness.

Number of ECTS credits

Company Collaboration 2 - Design & Business is worth 15 ECTS credits.

3.2.8 Entrepreneurship 1

Contents

The subject element deals with entrepreneurship and start-ups. Focus is on sustainability and ethics as a concept, and it includes research and analysis of consumers and markets, innovative ethnographic methods for target group understanding for the purpose of preparing viable business models and pricing strategies. In addition, there is a focus on scaling, production planning and jewellery production.

Focus is on managing the individual phases of the product development process, including launch and sales, ongoing evaluation from a resource perspective and the interdependence of the design phases.

Learning Objectives for Entrepreneurship 1

Knowledge

The student will gain knowledge about:

- scaling.

- pricing and various pricing strategies.
- production costs and production planning in relation to supply chain management.

Skills

The student will get the skills to:

- apply and explain requirements and expectations for the expression of the jewellery in response to the market and society.
- apply and combine production knowledge in the design process as part of design understanding.
- use idea generation and innovation methods as development tools in an ethnographic context.
- manage and translate consumer and market analyses into a concrete concept and development of viable business models.
- understand market timing and penetration, definition, development and management of sales concepts, customer care and loyalty programmes.
- apply digital and analogue technologies to marketing.
- apply and combine production theory and methods in practice, as well as apply and combine relevant materials and tools.
- apply and combine digital visual tools in the communication of concepts.
- apply and master the methods, tools and concepts within the subject areas associated with production within the profession.
- plan, prepare and further develop the planning of the production process from an ethical and sustainable perspective.
- structure and execute project planning and process management.

Competencies

The student will learn to:

- independently design and select relevant segmentation methods.
- select and manage high-tech and low-tech techniques for the production of proposed solutions.
- analyse and argue in relation to the design understanding of the product.
- independently identify and handle development-orientated tasks, using methods for the design and product development of jewellery, for instance.
- independently and professionally handle the individual phases of the product development process, including launch and sales, as well as ongoing evaluation from a resource perspective and the interdependence of the design phases.
- identify and evaluate the work with materials and concepts in a sustainable context.

Number of ECTS credits

Entrepreneurship 1 is worth 25 ECTS credits.

3.2.9 Academic writing

Contents

The subject element deals with academic writing with a focus on argumentation, presentation of research, basic feedback methods and dissemination of results through a written product addressed to peers.

Learning Objectives for Academic Writing

Knowledge

The student will gain knowledge about:

- the way academic writing differs from other written forms of presentation, such as personal messages, fictional narratives, or entertaining stories.
- what a problem formulation is, the choice of method, including the ability to justify their choice of method.
- the conventions of academic writing — i.e., that the concepts used must be clear and unambiguous, that arguments and assumptions must be supported by references, in note form, to existing academic and scientific articles or studies, and such references must be set out in a clear overview of the literature relied on from books, articles, studies, etc.

Skills

The student will get the skills to:

- apply, select, justify, and master the methods and tools in relation to academic writing.

Competencies

The student will learn to:

- independently identify and combine qualitative and quantitative analyses of primary and secondary empirical data and assess and put them into perspective.
- argue for solutions independently and professionally while observing the academic conventions.

Number of ECTS credits

Academic writing is worth 5 ECTS credits.

3.3 Local subject elements

The programme contains seven local subject elements - one of which will form the basis for the elective subjects.

3.3.1 Digital Prototypes

Contents

The subject element deals with digital prototypes with a focus on the use of 3D drawing and 3D rendering (3D reproduction) of products. Initially, the focus is on basic 3D drawing techniques and

how to create complex models. Subsequently, the focus will shift to physical 3D printing and solutions drawn in 3D.

Learning Objectives for Digital Prototypes

Knowledge

The student will gain knowledge about:

- digital 3D printing.
- basic digital 3D drawing and rendering programs and associated workflows.

Number of ECTS credits

Digital Prototypes is worth 5 ECTS credits.

3.3.2 Casting

Contents

The subject element deals with casting and Lost Wax Casting. The students will learn about the entire casting process and look at how current high-tech production methods interact with traditional casting techniques. In addition, the focus is on potential future technologies and what impact they may have on the production of jewellery.

Learning objectives for Casting

Knowledge

The student will gain knowledge about:

- the individual phases of the casting process.

Skills

The student will get the skills to:

- apply knowledge of digital technologies in interaction with production techniques and production quality.
- apply and combine knowledge of digital 3D drawing with production and forms of production.

Number of ECTS credits

Casting is worth 5 ECTS credits.

3.3.3 Company Collaboration 2 - Jewellery & Technology

Contents

The subject element deals with the handling of complex issues and the influence of cultural theory, trend theory and trend spotting on the design of relevant and contemporary products. Therefore, the focus is also on the inclusion of relevant materials and production techniques as well as digital technologies. This also includes knowledge of materials and production associated with a specific company/case and the market.

Learning Objectives for Company Collaboration 2 - Jewellery & Technology

Skills

The student will get the skills to:

- apply trend theory, trend methods and trend spotting in practice as an analytical tool and as argumentation for proposed solutions.
- apply trend theory and contemporary trends to the design of the jewellery and associated branding materials.

Competencies

The student will learn to:

- select and combine materials and production techniques, considering functional issues and requirements for the expression of the jewellery in a commercial context.

Number of ECTS credits

Company Cooperation 2 - Jewellery & Technology is worth 5 ECTS credits.

3.3.4 Entrepreneurship 2

Contents

The subject element deals with market communication and branding, including brand equity, brand identity and its significance for the perception of the product/concept and its competitiveness. The focus is on preparing sales strategies as well as developing sales materials that incorporate experience strategies as part of a brand concept and marketing strategy. In addition, there is a focus on the implementation of contemporary social structures, cultural and subcultural communities, discourses, and semiotic meanings for a selected target group for the purpose of product differentiation.

Learning Objectives for Entrepreneurship 2

Skills

The student will get the skills to:

- identify, select, and apply methods in market communication and branding, including brand equity and brand identity, and their significance for the perception of the product/concept and its competitiveness.
- plan and prepare sales strategies and develop sales materials for the brand.
- plan, develop and incorporate experience and sales strategies as part of a brand concept and marketing strategy.

Competencies

The student will learn to:

- independently handle and translate a complex, competitive, and credible identity for each piece of jewellery, its concept and brand management.
- independently integrate trend theory, trend methods and trend spotting in practice.
- independently and professionally handle and translate complex issues related to social structures, cultural and subcultural communities, discourses, and semiotic meanings as well as identify, evaluate, select, justify, and disseminate proposed commercial solutions.

Number of ECTS credits

Entrepreneurship 2 is worth 5 ECTS credits.

3.3.5 Digital Jewellery

Contents

The subject element deals with interdisciplinary collaboration and an innovative approach to digital jewellery concept development, using the latest technologies and materials as well as user-orientated design methods. The students will explore the area of innovative, digital jewellery, using the latest knowledge in design, technology, and business, among other things.

Learning Objectives for Digital Jewellery

Skills

The student will get the skills to:

- identify, combine, and apply methods and knowledge within user-orientated design.
- evaluate, select, justify, and disseminate innovative solutions based on an understanding of social structures, cultural and subcultural communities.
- identify and disseminate relevant practice-orientated and professional issues and solutions to peers based on a current business and market analysis.
- identify and handle consumer behaviour and trend issues based on lifestyle and differentiation.
- apply and combine prototypes as part of a design process.
- identify, evaluate, and select appropriate instruments and communication methods for the dissemination of issues, solutions, and products by means of 3D and 2D visualisation methods.

Competencies

The student will learn to:

- independently and professionally handle the individual phases of the product development process and their interdependence.
- independently and professionally enter into interdisciplinary collaboration.
- evaluate and analyse idea generation and innovation methods as development tools in an ethnographic context.
- identify, select, apply, and justify the design processes, methods and tools and user involvement methods as innovative development tools.
- independently evaluate and combine relevant solution models for a marketable product and develop branding.
- independently and professionally combine and carry out complex tasks in design and production.

Number of ECTS credits

Digital Jewellery is worth 10 ECTS credits.

3.3.6 Innovation, Technology & Business

Contents

The subject element focuses on innovation in technologies promoting business development and value creation. The students will deal with trend, market, and industry analysis as well as innovative technologies and techniques for the production of jewellery. Furthermore, there is a focus on networking as well as the development and communication of innovative and competitive products and concepts by combining all the programme's subject areas, viz. jewellery, technology, and business.

Learning objectives for Innovation, Technology & Business

Knowledge

The student will gain knowledge about:

- theories of change and innovation.
- new innovative production techniques and technologies.

Skills

The student will get the skills to:

- identify and apply trend, market, and industry analyses as a method for product development.
- select, justify, and apply qualitative and quantitative methods and tools for the research of customers and companies.

Competencies

The student will learn to:

- independently translate complex ideas into specific, targeted, and competitive products and concepts.
- individually manage idea generation and concept development as a development tool in response to complex practical issues of the profession.
- analyse, design, and communicate the commercial value creation of an innovative concept.
- independently use, master, and translate complex theories within jewellery, design, technology, and business into practice.
- independently and professionally assume responsibility and independently utilise relevant networks to select, evaluate, combine, and apply design, production and business theories and methods.
- independently handle and translate tasks related to practice-orientated and theoretical issues in design and production.
- independently assess and combine relevant production techniques in relation to the technological development within the jewellery business and industry.

Number of ECTS credits

Innovation, Technology & Jewellery is worth 15 ECTS credits.

3.4 Electives: Idea, Process & Insight

For a detailed overview of electives, reference is made to KEA's subjects' catalogue at katalog.kea.dk.

Learning objectives for Electives: Idea, Process & Insight

Knowledge

The student will gain knowledge about:

- the design and use of prototypes in a research process.

Competencies

The student will learn to:

- innovatively use, combine, select, and master complex design methods, including user involvement and innovative idea generation methods.
- independently translate complex ideas into concrete, targeted products and concepts as well as evaluate and analyse design and innovation methods as development tools to achieve this.
- innovatively use and master the methods, tools and concepts within the subject areas associated with production.
- independently combine and design relevant solutions in relation to the product's business context.
- innovatively combine and apply communication and argumentation theory to the dissemination of practice-orientated and professional issues and viable solutions via prototypes.
- independently and professionally develop new insight, using the methods and tools applied by the profession.

Number of ECTS credits

Idea, Process, and Insight is worth 15 ECTS credits.

3.5 Internship

The purpose of the internship is to combine theory and methods with everyday practice in a company. The internship must qualify the student to analyse, evaluate, plan, and execute projects based on practical issues.

Learning objectives for the internship

Knowledge

The student will gain knowledge about:

- the practice of the profession and the subject area and applied theory and method and an ability to reflect on their practical application at the internship company.
- professional relations between the subject areas of the programme and the internship company and its markets.

Skills

The student will get the skills to:

- apply the methods and tools of one or more subject areas and skills associated with the performance of tasks at the internship company.
- research and identify relevant knowledge in relation to the performance of tasks at the internship company.

- evaluate the theoretical and practical issues and argue in favour of and select appropriate solution models.
- disseminate practice-orientated problems and solutions to the company and users.

Competencies

The student will learn to:

- handle complex, development-orientated tasks in relation to specific issues at the internship company.
- independently enter into disciplinary and interdisciplinary collaboration with an innovative and professional approach.
- identify their own learning requirements and structure their own learning in relation to tasks performed at the internship company.
- analyse and discuss a proposed solution and its value creation potential directly in relation to the internship company or a business idea.

Number of ECTS credits

The internship is worth 30 ECTS credits.

Number of exams

The internship completes with one exam.

3.6 Rules for the completion of the internship

The internship is a compulsory programme element, and active participation is a prerequisite for the completion of the internship.

The internship takes place in the 3rd year of study and extends over 20 consecutive weeks, including the written assignment and the exam.

The working hours should be 37 hours/week. The internship must be unpaid.

If a student provides valid documentation for why they should not work for 37 hours a week during their internship, they may apply for an exemption to be granted. They will then work fewer hours a day over a longer period of time in order not to affect the internship scope of 30 ECTS credits.

Internships offered at KEA:

- Work placement in Denmark or abroad
- Entrepreneurial internship in the student's own business

Before commencement of the internship, the student must fill in and submit KEA's internship contract and the work-related content must be approved as relevant by KEA. The internship is a learning process with associated guidance, reflection, and evaluation.

Work placement requires that an employee in the company engages in relevant professional discussions and feedback with the intern. If a student does an entrepreneurial internship in their own

business, they must find a relevant, external contact who can act as a mentor. When a student does an entrepreneurial internship in their own business, students from KEA cannot undertake a work placement with them.

The student must take the initiative to contact potential internship companies for the purpose of entering an internship contract before the internship period starts, but KEA will be there to support them in the search process. All students are assigned an internship supervisor — a teacher from the programme, who can help them with subject-specific questions regarding the internship.

KEA's internship coordinator may help students with practical questions about the internship. Internships will be advertised on WWW.JOBPORTAL.KEA.DK and at career fairs. Students may sign up for KEA's mentor scheme. KEA's mentors are former KEA students in employment, who may help students in their search for an internship.

More detailed information about internships and internship searches can be found at <https://mit.kea.dk/praktik>

The internship completes with a written exam with an internal assessment according to the 7-point grading scale.

3.7 Teaching and learning methods

Teaching and learning methods are adapted to the individual programme elements in order to further the opportunity to develop students' professional competencies in their capacity of Professional Bachelors in Jewellery, Technology and Business and continue in qualifying further education.

The teaching is organised so that the student will come across various teaching and working methods, the purpose of which is to promote independence, cooperation skills, capacity for reflection and the ability to create professional innovation. Teaching is a mix of lectures, interdisciplinary projects, classroom training, group work, guidance, and independent work as well as problem-orientated tasks. Students work individually and in groups; however, as far as individual learning goes, students are encouraged to set up study groups to support each student in the learning process and problem resolutions.

The internship involves a combination of theory and practice and a practice-orientated approach to teaching. Many tasks and projects will be developed in collaboration with a company. The teaching is organised in modules, and each module has independent overall learning objectives to ensure continuity in the teaching process.

The extent of the teaching corresponds to a full-time study. It is important that students are active during their studies and take responsibility for continuous learning.

When there is no scheduled teaching, students are expected to spend the time preparing. Preparation is the time the individual student or study group spend preparing for the subject/programme. This could be time spent reading notes from a class, watching video recorded lessons, reading the

syllabus, doing group work, doing project work, working in one of KEA's workshops, searching for information, gathering empirical data, portfolio work, assignment work, exercises, attending conferences or exhibitions, etc.

3.8 Differentiated teaching

Various teaching and learning methods are applied to accommodate student learning and motivation.

3.9 Reading of texts in foreign languages

The programme is taught in English. The programme literature is in English. Students are expected to acquire the required knowledge without KEA having to allocate extra resources.

4 Internationalisation

It is possible to take part of the programme abroad. See exchange rules on KEA's website.

The internship can also take place abroad as an international internship.

4.1 Education abroad

It is possible for the student to complete semester 4 or 6 abroad.

KEA must pre-approve the educational institution and the academic content of the programme course in question before a student can get credit transfer.

4.2 Agreements with foreign educational institutions on parallel courses

No agreements have been made with foreign educational institutions on joint degree or double degree.

5 Exams in the programme

The programme has eight exams. All exams contain learning objectives from all three subject areas of the programme.

Commencement of a semester is automatic registration for its associated exams. It is not possible to unregister programme exams, cf. the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes.

5.1 Programme exams

5.1.1 Mandatory activities - attendance and submission

Attendance to a given activity or submission of assignments, projects, etc. may be mandatory.

Fulfilment of such mandatory activities is a requirement for taking the exam in the subject element. If a student fails to submit a mandatory activity on time, they will have used one of the exams attempt for the exam for which the mandatory activity is a prerequisite.

The mandatory activities are described in KEA's subjects catalogue at katalog.kea.dk.

5.2 Programme exams and their placement

1st semester - Basic theory and practice in Jewellery, Technology & Business

Placement: 1st semester

Scope: 30 ECTS

Exam form: Written exam

Type of assignment: An individual multiple-choice exam

Duration: The written exam has a duration of two hours.

Materials and aids: Materials and aids are not allowed at the exam.

Equipment and materials required for participation: Personal computer with internet access.

Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an internal examiner.

Criteria for the assessment of the exam: The assessment of the oral and written exam is based on the specific learning objectives which appear from each subject element.

The exam tests the following subject elements:

- 3.2.1 Design & Business
- 3.2.2 Jewellery & Technology 1
- 3.2.3 Jewellery & Alternative Materials
- 3.3.1 Digital Prototypes

2nd semester - Jewellery Design & Concept exam

Placement: 2nd semester

Scope: 30 ECTS

Exam form: Individual written and oral exam

Type of assignment: The written assignment is in the form of an abstract.

Formal requirements: The written assignment must not exceed 5 standard pages.

Definition of a standard page: A standard page corresponds to 2,400 characters, including spaces and footnotes.

The following are not included in the number of standard pages:

- WiseFlow cover
- Front page with: Title, name of student, programme title, number of characters, name of supervisor
- Abstract in English of 1,200-1,400 characters.
- Confidentiality Agreement
- Solemn declaration
- Declaration of consent
- Table of contents
- Photos, illustrations, tables, and figures (including accompanying text)

- Bibliography
- List of figures
- List of appendices
- Appendices (see section on appendices).

Applied reference system: List of references, references cited, and quotes must be handled in accordance with the Harvard Referencing System. A reference tool is available at:

<https://bibliotek.kea.dk/da/?id=205>

Appendices:

- It must be possible for the examiner to read the assignment without recourse to the appendices. An appendix is any material that the student makes available to the reader when the full text does not belong in the assignment.
- Appendices should only be included if the student refers to them in the assignment.
- There must be an exhaustive list of appendices.
- Each appendix must contain a reference number, title, explanatory text, and relevant references.
- Each appendix must have its own page.
- Appendices must be uploaded separately to WiseFlow as additional material.
- Appendices may include documentation of research and experiments, questionnaires, tables, figures, diagrams, notes, detailed technical specifications, drawings, photographs, sound recordings, video recordings, other digital files, or other material.

For more help with research, academic writing, exams and much more, access KEA's online study skills library at: <https://bibliotek.kea.dk/da/studieviden/>

Duration: The oral examination has a duration of 30 minutes, including grading. 10 minutes max. have been set aside for the student's presentation.

Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an external co-examiner.

Criteria for the assessment of the exam: The assessment of the oral and written exam is based on the specific learning objectives which appear from each subject element.

The grade represents an overall assessment of the oral and written performance.

The exam tests the following subject elements:

- 3.3.2 Casting
- 3.2.4 History of Design & Jewellery
- 3.2.5 Company Collaboration 1

3rd semester - Portfolio & Personal Branding exam

Placement: 3rd semester

Scope: 30 ECTS

Exam form: Individual written and oral exam

Type of assignment: The written part, which consists of a CV and a design statement, must be submitted prior to the oral exam.

The student must bring a digital portfolio for the oral exam.

Duration: The oral examination has a duration of 30 minutes, including grading. 10 minutes max. have been set aside for the student's presentation.

Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an internal examiner.

Criteria for the assessment of the exam: The assessment of the oral and written exam is based on the specific learning objectives which appear from each subject element.

The grade represents an overall assessment of the oral and written performance.

The exam tests the following subject elements:

- 3.2.6 Jewellery & Technology 2
- 3.2.7 Company Collaboration 2 - Design & Business
- 3.3.3 Company Collaboration 2 - Jewellery & Technology

4th semester - Entrepreneurship exam

Placement: 4th semester

Scope: 30 ECTS

Exam form: Individual written and oral exam

Type of assignment: A written assignment.

The student must bring the re-designed product and branding material to the oral exam.

Formal requirements: The written assignment must not exceed 10 standard pages.

Definition of a standard page: A standard page corresponds to 2,400 characters, including spaces and footnotes.

The following are not included in the number of standard pages:

- WiseFlow cover
- Front page with: Title, name of student, programme title, number of characters, name of supervisor
- Abstract in English of 1,200-1,400 characters.
- Confidentiality Agreement
- Solemn declaration
- Declaration of consent
- Table of contents
- Photos, illustrations, tables, and figures (including accompanying text)

- Bibliography
- List of figures
- List of appendices
- Appendices (see section on appendices).

Applied reference system: List of references, references cited, and quotes must be handled in accordance with the Harvard Referencing System. A reference tool is available at:

<https://bibliotek.kea.dk/da/?id=205>

Appendices:

- It must be possible for the examiner to read the assignment without recourse to the appendices. An appendix is any material that the student makes available to the reader when the full text does not belong in the assignment.
- Appendices should only be included if the student refers to them in the assignment.
- There must be an exhaustive list of appendices.
- Each appendix must contain a reference number, title, explanatory text, and relevant references.
- Each appendix must have its own page.
- Appendices must be uploaded separately to WiseFlow as additional material.
- Appendices may include documentation of research and experiments, questionnaires, tables, figures, diagrams, notes, detailed technical specifications, drawings, photographs, sound recordings, video recordings, other digital files, or other material.

For more help with research, academic writing, exams and much more, access KEA's online study skills library at: <https://bibliotek.kea.dk/da/studieviden/>

Duration: The oral examination has a duration of 30 minutes, including grading. 10 minutes max. have been set aside for the student's presentation.

Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an external co-examiner.

Criteria for the assessment of the exam: The assessment of the oral and written exam is based on the specific learning objectives which appear from each subject element.

The grade represents an overall assessment of the oral and written performance.

The exam tests the following subject elements:

- 3.2.8 Entrepreneurship 1
- 3.3.4 Entrepreneurship 2

5th semester — Internship exam

Placement: 5th semester

Scope: 30 ECTS

Exam form: Individual written exam.

Type of assignment: A written report.

Formal requirements: The written assignment must not exceed 15 standard pages.

Definition of a standard page: A standard page corresponds to 2,400 characters, including spaces and footnotes.

The following are not included in the number of standard pages:

- WiseFlow cover
- Front page with: Title, name of student, programme title, number of characters, name of supervisor
- Abstract in English of 1,200-1,400 characters.
- Confidentiality Agreement
- Solemn declaration
- Declaration of consent
- Table of contents
- Photos, illustrations, tables, and figures (including accompanying text)
- Bibliography
- List of figures
- List of appendices
- Appendices (see section on appendices).

Applied reference system: List of references, references cited, and quotes must be handled in accordance with the Harvard Referencing System. A reference tool is available at:

<https://bibliotek.kea.dk/da/?id=205>

Appendices:

- It must be possible for the examiner to read the assignment without recourse to the appendices. An appendix is any material that the student makes available to the reader when the full text does not belong in the assignment.
- Appendices should only be included if the student refers to them in the assignment.
- There must be an exhaustive list of appendices.
- Each appendix must contain a reference number, title, explanatory text, and relevant references.
- Each appendix must have its own page.
- Appendices must be uploaded separately to WiseFlow as additional material.

- Appendices may include documentation of research and experiments, questionnaires, tables, figures, diagrams, notes, detailed technical specifications, drawings, photographs, sound recordings, video recordings, other digital files, or other material.

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Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an internal examiner.

Criteria for the assessment of the exam: The exam is assessed based on the specific learning objectives for the internship - see section 3.5 Internship

6th semester - Innovation, Business Case & Value Creation exam

Placement: 6th semester

Scope: 30 ECTS

Exam form: Individual written and oral exam

Type of assignment: The written part reflects on the innovation potential based on a company case and the resulting value creation. In the written assignment, a CV must also be submitted as an appendix.

For the oral part, the student must bring a digital portfolio.

Formal requirements: The written assignment must not exceed 2-4 standard pages.

Definition of a standard page: A standard page corresponds to 2,400 characters, including spaces and footnotes.

The following are not included in the number of standard pages:

- WiseFlow cover
- Front page with: Title, name of student, programme title, number of characters, name of supervisor
- Abstract in English of 1,200-1,400 characters.
- Confidentiality Agreement
- Solemn declaration
- Declaration of consent
- Table of contents
- Photos, illustrations, tables, and figures (including accompanying text)
- Bibliography
- List of figures
- List of appendices
- Appendices (see section on appendices).

Applied reference system: List of references, references cited, and quotes must be handled in accordance with the Harvard Referencing System.

A reference tool is available at: <https://bibliotek.kea.dk/da/?id=205>

Appendices:

- It must be possible for the examiner to read the assignment without recourse to the appendices. An appendix is any material that the student makes available to the reader when the full text does not belong in the assignment.
- Appendices should only be included if the student refers to them in the assignment.
- There must be an exhaustive list of appendices.
- Each appendix must contain a reference number, title, explanatory text, and relevant references.
- Each appendix must have its own page.
- Appendices must be uploaded separately to WiseFlow as additional material.
- Appendices may include documentation of research and experiments, questionnaires, tables, figures, diagrams, notes, detailed technical specifications, drawings, photographs, sound recordings, video recordings, other digital files, or other material.

For more help with research, academic writing, exams and much more, access KEA's online study skills library at: <https://bibliotek.kea.dk/da/studieviden/>

Duration: The oral examination has a duration of 30 minutes, including grading. 10 minutes max. have been set aside for the student's presentation.

Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an internal examiner.

Criteria for the assessment of the exam: The assessment of the oral and written exam is based on the specific learning objectives which appear from each subject element.

The grade represents an overall assessment of the oral and written performance.

The exam tests the following subject elements:

- 3.3.5 Digital Jewellery
- 3.2.9 Academic writing
- 3.3.6 Innovation, Technology & Business

7th semester - Elective's exam

Placement: 7th semester

Scope: 15 ECTS

Exam form: The exam is described in KEA's subjects and modules catalogue under the individual elective subject.

Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an internal examiner.

Criteria for the assessment of the exam: The assessment is based on the specific learning objectives which appear from each subject element.

The exam tests the following subject elements:

- 3.4 Electives: Idea, Process & Insight

7th semester - Professional Bachelor Project

Placement: 7th semester

Scope: 15 ECTS

Examination form: The professional bachelor exam consists of a written and a practical part, which must be defended at an individual oral exam. The written part, which consists of a bachelor assignment, must be submitted prior to the oral exam, and the student is given one overall grade. The problem, which must be central to the programme and the profession, will be formulated by the student, possibly in cooperation with a private or public company. KEA must approve the problem statement.

Assessment: The exam is assessed according to the 7-point grading scale.

Examiner(s): The exam is assessed by an external co-examiner.

Group / Individual: The bachelor project assignment may be individual or prepared in groups of 3 students max. An individual professional bachelor assignment must make up 25-30 standard pages; in groups of two, it must make up 35-40 standard pages and in groups of three, it must make up 45-50 standard pages. For professional bachelor assignments prepared in groups, it must be quite clear who contributed what.

Criteria for the assessment of the exam: The purpose of the professional bachelor project is to give the students an opportunity to independently carry out project work that includes experimental, empirical, theoretical, and practical handling of a specific problem within the programme areas. The project must demonstrate independent critical reflection documented in a professional bachelor assignment and one or more products.

Together with the programme's other exams, the professional bachelor project must demonstrate that the programme's goals for learning outcomes have been achieved. See section 1.5 The programme's goals for learning outcomes.

Examination form: The written assignment is defended at an individual oral exam. The exam has a duration of 45 minutes, including grading. Students are given one aggregate grade for their written and oral performance. The written assignment and the oral exam are weighted the same.

Definition of a standard page: A standard page corresponds to 2,400 characters, including spaces and footnotes.

Formal requirements: The following should be included in the report but will not be included in the calculation of the number of standard pages:

- WiseFlow cover
- Front page with: Title, name of student, programme title, number of characters, name of supervisor
- Abstract in English of 1,200-1,400 characters.
- Confidentiality Agreement
- Solemn declaration
- Declaration of consent
- Table of contents
- Photos, illustrations, tables, and figures (including accompanying text)
- Bibliography
- List of figures
- List of appendices
- Appendices (see section on appendices).

Applied reference system: List of references, references cited, and quotes must be handled in accordance with the Harvard Referencing System.

A reference tool is available at: <https://bibliotek.kea.dk/da/?id=205>

Appendices:

- It must be possible for the examiner to read the assignment without recourse to the appendices. An appendix is any material that the student makes available to the reader when the full text does not belong in the assignment.
- Appendices should only be included if the student refers to them in the assignment.
- There must be an exhaustive list of appendices.
- Each appendix must contain a reference number, title, explanatory text, and relevant references.
- Each appendix must have its own page.
- Appendices must be uploaded separately to WiseFlow as additional material.
- Appendices may include documentation of research and experiments, questionnaires, tables, figures, diagrams, notes, detailed technical specifications, drawings, photographs, sound recordings, video recordings, other digital files, or other material.

5.3 First-year exam

The first-year exam consists of (one of) the test(s) that must be passed in the first and second semester of the programme. Students must pass the first-year exam before the end of the first year of study in order to continue the programme.

5.4 Requirements for written assignments and projects

The programme is taught in English. Writing work is in English.

Based on a written well-argued request from a student, the institution may grant an exemption from the requirement that an exam should be conducted in English if there are very good grounds for this and if the institution can find teachers and examiners with the language proficiency in question. An application to sit a re-exam in a language other than English must be sent to the Head of the Programme four weeks before the exam is held.

Formalities:

Definition of a standard page: A standard page corresponds to 2,400 characters, including spaces and footnotes.

The following are not included in the number of standard pages:

- WiseFlow cover
- Front page with: Title, name of student, programme title, number of characters, name of supervisor
- Abstract in English of 1,200-1,400 characters.
- Confidentiality Agreement
- Solemn declaration
- Declaration of consent
- Table of contents
- Photos, illustrations, tables, and figures (including accompanying text)
- Bibliography
- List of figures
- List of appendices
- Appendices (see section on appendices).

Applied reference system:

List of references, references cited, and quotes must be handled in accordance with the Harvard Referencing System. A reference tool is available at: <https://bibliotek.kea.dk/da/?id=205>

Appendices:

- It must be possible for the examiner to read the assignment without recourse to the appendices. An appendix is any material that the student makes available to the reader when the full text does not belong in the assignment.
- Appendices should only be included if the student refers to them in the assignment.
- There must be an exhaustive list of appendices.
- Each appendix must contain a reference number, title, explanatory text, and relevant references.
- Each appendix must have its own page.

- Appendices must be uploaded separately to WiseFlow as additional material.
- Appendices may include documentation of research and experiments, questionnaires, tables, figures, diagrams, notes, detailed technical specifications, drawings, photographs, sound recordings, video recordings, other digital files, or other material.

For more help with research, academic writing, exams and much more, access KEA's online study skills library at: <https://bibliotek.kea.dk/da/studieviden/>

5.5 Requirements for the professional bachelor project (15 ECTS credits)

The professional bachelor project consists of a written assignment as well as one or more products that will be defended at an oral exam.

Together with the programme's other exams, the professional bachelor project must demonstrate that the programme's goals for learning outcomes have been achieved. See section 1.5 The programme's goals for learning outcomes.

The purpose of the professional bachelor project is to give the students an opportunity to independently carry out project work that includes experimental, empirical, theoretical, and practical handling of a specific problem within the programme areas. The project must demonstrate independent critical reflection which must be documented in a bachelor assignment and one or more products.

The professional bachelor project in the final semester concludes the programme when all other exams have been passed.

5.5.1 The importance of spelling and writing skills

The overall assessment of a professional bachelor project includes the student's writing skills. The academic content will carry most weight, while the writing skills will carry less, however, not insignificant, weight, with spelling carrying only insignificant weight.

Spelling and writing skills may be disregarded upon the student's documentation of a relevant specific impairment.

5.6 Use of materials and aids

Unless otherwise specified for the individual exam, all materials and aids are allowed.

5.7 Special exam conditions

For examinees with physical or mental impairment and examinees with similar difficulties, an agreement can be made with KEA on special examination conditions if deemed necessary in order to provide the students concerned with equal opportunities in the exam situation. Special examination conditions must, however, not change the standard of the exam.

Applications for special examination conditions must be received four weeks before the exam takes place.

The application must be accompanied by a medical certificate; statements from e.g., speech, hearing, dyslexic or blind institutions or other evidence of a medical condition or relevant specific disability.

5.8 Make-up exams

Make-up exams

A student who has been prevented from taking an exam due to a documented illness or another unforeseen circumstance will be given the opportunity to take the exam as soon as possible. If the exam 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 in continuation of this period.

The make-up exam may be the same as the next regular exam. The student is responsible for finding out when the make-up takes place. Information about the time and place for the make-up exams can be found on Fronter, but the student will also receive a notification from KEA's examination system when the flow for the make-up exam is released for submission of assignments.

In the event of acute illness on the day of submission or the time of the examination, KEA must be notified, cf. KEA's rules on this.

If the illness is not documented according to the above rules, the student will have used one exam attempt. The student will bear the cost of obtaining the medical certificate.

Re-exams

With a failed exam, or failure to appear at the exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The re-examination may be the same as the next regular exam.

For oral exams based on written projects, the examiner decides whether the student may sit a re-exam in the project they failed in, or whether a new project must be prepared. This decision reflects whether or not the student will be able to pass the oral exam based on the written project.

The student is responsible for finding out when the re-exam takes place. Information about the time and place for re-examinations can be found on Fronter, and the student will also receive a notification from KEA's examination system when the re-examination flow is released for submission of assignments.

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

5.9 Examination language

The exams are held in English unless part of the purpose of the individual exam is to document skills in foreign languages. The exams may instead be taken in Swedish or Norwegian unless the purpose of the exam is to document the students' skills in English.

If a student would like to take an exam in a different language, a written application must be submitted to the Head of Programme no later than 3 months before the exam is to be held, and there must be very good grounds for wanting this.

5.10 Commencement of studies exam

Not relevant for this programme.

5.11 Use of own and others' written work (plagiarism)

Projects and other material in connection with exams must be drawn up by the students themselves.

If students unlawfully use other people's work as their own (plagiarism) or use their own previously assessed work without references, they will be expelled from the exam.

Students may also be expelled after the exam.

Expulsion from an exam due to cheating means that any grade already awarded will be withdrawn, and the student will have used one exam attempt.

For information about plagiarism, see www.stopplagiat.nu.

5.12 Exam cheating and disruptive behaviour during exams

Cheating at exams will be handled in accordance with the rules set out in the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order).

Students who cheat at an exam will be expelled from the exam.

If cheating occurs under aggravating circumstances, the student may 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 permanent expulsion from the programme.

Cheating includes:

- Obtaining unlawful help during the exam
- Providing unlawful help to other students during the exam
- Using other people's work as one's own (plagiarism – see www.stopplagiat.nu), see also section 5.15
- Using own previously assessed work without references, see also section 5.15

– Using materials and aids not permitted for the exam in question

Expulsion from an exam due to cheating means that the awarded grade will be withdrawn, and the student will have used one exam attempt.

If students exhibit **disruptive behaviour** during an exam, KEA may expel them from the exam. In less serious cases, the institution will give the student a warning.

6 Other rules governing the programme

6.1 Rules on compulsory attendance

The students are required to participate in the programme elements in accordance with the rules laid down in this curriculum.

6.2 Credit transfer

Successfully completed programme elements are equivalent to the corresponding programme elements at other educational institutions offering the programme.

Students are obliged to provide information on completed programme elements from other Danish or foreign higher education programmes and on any employment for which credit transfer may be granted.

On a case-by-case basis, the educational institution approves credit transfers based on completed programme elements and job experience comparable to subjects, programme elements and internships.

The decision is based on an academic evaluation.

In case of pre-approval of a period of study in Denmark or abroad, the student is obliged, after completing the period of study, to document the programme elements completed during the approved period of study.

Upon obtaining the pre-approval, the student must consent to the institution requesting the necessary information after the student has completed the period of study.

If a credit transfer is granted as described above, programme elements are deemed to have been completed if they have been passed in accordance with the rules applicable to the programme in question.

6.3 Credit transfer of subjects covered by the national part of the curriculum

No agreement has been made with other educational institutions on credit transfer of programme elements under the national part of the curriculum.

6.4 Credit transfer of subjects covered by the institution-specific part of the curriculum

No agreement has been made with other educational institutions on credit transfer of programme elements under the institutional part of the curriculum.

6.5 Criteria for the assessment of active student participation

Students are expected to actively participate in their study. This means active participation in the teaching and submission of assignments on time. KEA assesses the active enrolment of each student according to the following criteria:

Non-submission of mandatory activities

In the case of non-submission of mandatory activities, as specified in the individual module descriptions, the teacher and student will agree on a new deadline for submission, or the student will be given a substitute assignment to do.

Failure to meet important deadlines

Active enrolment is also assessed based on the student's observing important deadlines, such as the submission of an internship contract.

Not taking part in written and oral exams

Active enrolment is also assessed in the case of non-submission of exam assignments and failure to appear for an oral exam.

In all of the above cases, the student may be contacted on their KEA email by KEA Study Administration in order to clarify their status as an active student. Students are therefore expected to stay up to date via their personal KEA email and, in the absence of feedback after repeated attempts to get in contact with the student, the student may be disenrolled from the study.

6.6 Disenrolment due to insufficient study activity

The students are required to participate in the programme elements as prescribed by KEA. Programme elements with mandatory attendance will appear from the curriculum. For programme elements with no mandatory attendance, active enrolment will be assessed by the teachers on an ongoing basis.

If the teachers believe that a student has not participated in teaching activities for two weeks or more, or if there are other reasons to believe that a student no longer qualifies for active enrolment, a message will be sent from the Study Administration to the student inquiring about a status on the student's active enrolment. If the student does not confirm within one week that they are still an active student, a second message will be sent from the Study Administration inquiring about their student status. If the student does not confirm within a week that they are still an active student, the student will be disenrolled from the programme on the grounds that they are no longer an active student due to the lack of reply.

Enrolment on the programme can be terminated for students who have not passed at least one exam within a consecutive period of at least one year.

The above does not apply to students who have been granted leave or who are absent for a valid reason.

6.7 Exemption rules

KEA may, due to exceptional circumstances, grant exemptions from the rules in this curriculum laid down solely by KEA or together with the educational institutions offering the programme.

6.8 Complaints

Complaints regarding exams will be handled in accordance with the rules set out in Chapter 10 of the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the Examination Order).

When should a complaint be submitted? Complaints relating to examinations and grading must be submitted within two weeks of the assessment (grade) being announced.

How should a complaint be submitted? Complaints must be submitted individually and in writing to KEA at kvalitet@kea.dk stating the reasons for the complaint. Complaints submitted jointly by several students may be rejected.

What may the complaint concern? A complaint may concern the basis for examination, the examination process, or the assessment (grade).

Who handles the complaint? Complaints are normally handled by KEA Quality Assessment. Excluded, however, are complaints about the exam basis if the exam was issued by the Danish Agency of Education and Science. In such cases, the complaint is forwarded to the Danish Agency together with KEA's opinion.