

Curriculum

AUGUST 2018

**Bachelor's Degree Programme in
Business Economics and
Information Technology**

Table of contents

1. Curriculum framework	4
1.1 Effective date	5
1.2 Transitional arrangements	5
1.3 The programme's intended learning outcomes:	5
2 Admission	6
2.1 Academic criteria for the selection of candidates for the top-up degree programmes	7
3 National and local programme elements	7
3.1 Sequencing of programme elements, internship and exams	7
3.2 National programme elements	7
3.2.1 Microeconomics	7
3.2.2 Macroeconomics	8
3.2.3 Business Economics 1	9
3.2.4 Business Economics 2	10
3.2.5 Organisation 1	11
3.2.6 Organisation 2	12
3.2.7 Supply Chain Management	13
3.2.8 Business Strategy	13
3.2.9 Strategic Marketing	15
3.2.10 Software Construction 1	16
3.2.11 Software Construction 2	17
3.2.12 Systems Development 1	18
3.2.13 Systems Development 2	18
3.2.14 Systems Development 3	19
3.2.15 Information Technology	21
3.2.16 Communication	22
3.2.17 Innovation and Entrepreneurship	23
3.2.18 Theory of Science and Project Methodology	24
3.3 Local programme elements	25
3.3.1 Digital Transformation and Management	25
3.3.2 Design of Complex IT Systems, Domains, Processes and Decisions	26
3.4 Electives	27
3.5 Internship	28
3.6 Rules for the completion of the internship	28
3.7 Teaching and working methods	28
3.8 Differentiated teaching	29
3.9 Reading of texts in foreign languages	29
4 Internationalisation	30
4.1 Education abroad	30
4.2 Agreements with foreign educational institutions on parallel courses	30
5 Exams in the programme	30

5.1	Programme exams	30
5.1.1	Exam forms	31
5.1.2	Mandatory activities - attendance and submission	31
5.1.3	Exam organisation	31
5.1.4	Exams with external co-examiner	35
5.2	Programme exams and their placement	35
5.3	First-year exam	35
5.4	Requirements for written assignments and projects	35
5.5	Requirements for the final exam project	35
5.5.1	How important are writing and spelling skills in terms of the assessment?	36
5.6	Use of materials and aids	36
5.7	Special exam conditions	37
5.8	Make-up exams	37
5.9	Examination language	37
5.10	Commencement of studies exam	37
5.11	Use of own and others' written work (plagiarism)	38
5.12	Exam cheating and disruptive behaviour during exams	38
6	<i>Other rules governing the programme</i>	39
6.1	Rules on compulsory attendance	39
6.2	Credit transfer	39
6.3	Credit transfer of subjects covered by the common part of the curriculum	39
6.4	Credit transfer of subjects covered by the institution-specific part of the curriculum	39
6.5	Criteria for the assessment of active enrolment	39
6.6	Disenrolment due to insufficient study activity	39
6.7	Exemption rules	40
6.8	Complaints	40

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.

Prepared and approved

This curriculum has been approved by KEA, Copenhagen School of Design and Technology.

Ministerial orders

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 Examinations on Professionally Oriented Higher Education Programmes

Ministerial Order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes (the Admissions Order).

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

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

Applicable versions of laws and ministerial orders (in Danish) can be found at www.retsinfo.dk.

Name of the programme

The name of the programme is Bachelor of Business Economics and Information Technology.

Title

The programme gives the graduate the right to use the title Bachelor of Business Economics and Information Technology.

Number of ECTS

The student full-year equivalent for this full-time programme is 3.5. A student full-year equivalent corresponds to one year of full-time studying. A student full-year equivalent corresponds to 60 ECTS. The programme is rated a total of 210 ECTS.

Programme objective

The purpose of this programme is to qualify the graduate to analyse, organise, develop and implement complex digital solutions, focus being on improving and streamlining the business processes in an organisation. The programme will qualify the graduate for independent task management and participation in professional and interdisciplinary cooperation on the digitisation of the private and public sectors.

1.1 Effective date

This curriculum takes effect on 1 August 2018 and applies to all students enrolled on the programme on this date or later.

1.2 Transitional arrangements

The national part of the curriculum takes effect on 1 August 2018 and applies to all students enrolled on the programme on this date or later.

1.3 The programme's intended learning outcomes:

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

Knowledge

The graduate has knowledge of and can reflect on:

- practice and key applied theory and methodology in the field of analysis, strategy development, planning, realisation and management of IT-driven business processes, as well as development, management and maintenance of IT products and services
- trends in the global economy related to strategic planning of information systems and IT products and services
- various organisational forms and financial and legal affairs related to the development of IT systems, products or services
- the importance of intercultural relationships in communicating with stakeholders and buyers of IT products and services
- practice and methodology in relation to various types of project management, including quality assurance, testing methods and user involvement
- theory, practice and methodology in designing IT systems, including cost management, requirement specifications, IT architecture and development of user interfaces, and
- theory, practice and methods for creative process management of business development, entrepreneurship and innovation.

Skills

The graduate has acquired the skills needed to:

- use and integrate economic and computer scientific theory and methods to identify a given company's commercial, conceptual or IT-related issues and develop IT system solutions, products or services
- assess and apply methods for the analysis of international economic trends in relation to IT strategic decisions
- assess and justify the choice of development methods, project management and control of creative and innovative processes
- assess and apply methods for analysis, testing, user involvement and quality assurance of IT systems, products or services
- communicate practical financial and IT-related issues and solutions to stakeholders and users, with a particular emphasis on IT-driven business processes and
- assess and integrate intercultural relations in business development, marketing and project management of IT systems, products and services.

Competencies

The graduate has acquired the competencies needed to

- manage the development of IT-based products, services and business processes from strategy to implementation based on stakeholders and users,
- manage the acquisition and maintenance of complex IT solutions and integration with the organisation's business processes and other IT portfolio,
- manage internal and external relations in relation to sales and marketing of IT-related products or services,
- lead and communicate international interdisciplinary cooperation in working groups, including working groups with significant differences in participants' educational and cultural background,
- manage creative and innovative processes within business development, entrepreneurship and product development the IT area and
- identify their own learning requirements and develop their own knowledge, skills and competencies in business economics and information technology.

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
 If, for capacity reasons, KEA does not accept all the applicants, selection will be based on their average grade from the qualifying examination and an individual assessment of their real competencies.

3 National and local programme elements

3.1 Sequencing of programme elements, internship and exams

First semester: Introduction to IT, economics and organisation theory	Second semester: Alignment of IT and economics	Third semester: Strategy and relations	Fourth semester: Implementation and design	Fifth semester: Specialisation and internationalisation	Sixth semester: Internship	Seventh semester: Bachelor Project
Microeconomics 5 ECTS	Macroeconomics 5 ECTS	Business Strategy 5 ECTS	Digital Transformation and Management Fourth semester 10 ECTS	Elective Modules 30 ECTS The student selects: Economics, IT and/or combination subject	Internship 30 ECTS	Theory of Science and Project Methodology 10 ECTS
Business Economics 5 ECTS	Business Economics 5 ECTS	Strategic Marketing 5 ECTS	Design of Complex IT Systems, Domains, Processes and Decisions	OR		Bachelor Project 20 ECTS
Organisation 5 ECTS	Organisation 5 ECTS	Information Technology 5 ECTS	Fourth semester 20 ECTS	Studying abroad		
Software Construction 1 5 ECTS	Supply Chain Management 5 ECTS	Systems Development 3 10 ECTS				
Systems Development 1 5 ECTS	Software Construction 2 5 ECTS					
Communication 5 ECTS	Systems Development 2 5 ECTS	Innovation and Entrepreneurship 5 ECTS				

3.2 National programme elements

3.2.1 Microeconomics

Content: The students acquire a basic understanding of microeconomic principles and theories for the purpose of analysing business economics and IT-related issues. This programme element focuses in particular on how market structures and economic mechanisms may influence the decision-making processes of consumers and producers. Finally, the students learn about modern behavioural economic models in addition to the traditional rational optimisation paradigms.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- key concepts of microeconomics, economic thinking and economic systems

- supply and demand, consumer and producer behaviour, price mechanisms, market interventions and market structures.

Skills

The student masters skills related to the use of

- microeconomic theories and price formation models, including short-term and long-term supply and demand
- theories and methods to analyse market efficiency and the impact of market interventions on efficiency as well as producer and consumer surplus
- microeconomic models to be presented to partners and users.

Competencies

The student is able to handle complex and development-oriented issues regarding

- financial decision-making based on an understanding and analysis of market efficiency, costs and profit.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- microeconomics.

Number of ECTS points

The programme element Microeconomics is worth 5 ECTS points.

3.2.2 Macroeconomics

Content: In Macroeconomics, the students are introduced to the national economy starting from the economic cycle. Focus is on the development, including short-term and long-term trends in relevant leading economic indicators, cyclical conditions, and foreign trade. Macroeconomic factors and their impact on companies are also part of the teaching.

Learning objectives:

Knowledge and understanding

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- macroeconomic models and determination of and correlation between national income, unemployment, inflation and other macroeconomic areas
- international economy, international trade and the balance of payments
- differences in strategic choices regarding macroeconomic objectives.

Skills

The student masters skills related to

- the use of macroeconomic theories and methods for the analysis of macroeconomic objectives, including international trade and the balance of payments
- communication of practical and theoretical issues related to macroeconomic models and the international economy
- macroeconomic and international economic models for the communication of practical and theoretical issues.

Competencies:

The student is able to handle complex and development-oriented issues regarding

- theoretical models for the analysis of the impact of macroeconomic factors when seen from a business perspective.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- macroeconomics.

Number of ECTS points

The programme element Macroeconomics is worth 5 ECTS points.

3.2.3 Business Economics 1

Content: This programme element provides a basic understanding of the economic actions a company must account for and which give rise to accounting transactions as well as company forms, accounting requirements and key performance indicators, and critical reading of company accounts.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods of

- accounting principles
- legislation in relation to financial statements
- double-entry book-keeping.

Skills

The student masters skills related to the use of

- the profit and loss account, the balance sheet and cash flow analysis

- key figures (ratios) for analysing a company's financial situation.

Competencies

The student is able to handle complex and development-oriented issues regarding

- assessment of companies based on the annual report.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- book-keeping and accounting.

Number of ECTS points

The programme element Business Economics 1 is worth 5 ECTS points.

3.2.4 Business Economics 2

Content: In Business Economics 2, students learn how to work with management accounting. Management accounts are tools to support decisions by management on the financial management of a company's sales, customers, costs, capacity, etc., based on a comparison of expected and realised results. It also includes working with financial statements, cost allocation systems, key figures and budgets and understanding how they can be used in a company's financial management.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- costs and income optimisation
- financial management, including the use of key figures
- investment and a company's ability to generate a return
- cost allocation systems.

Skills

The student masters skills related to the use of

- theories and methods for assessing an organisation, departments and employees' financial performance
- financial control budgets.

Competencies

The student is able to handle complex and development-oriented issues regarding

- presentation of financial management and accounts to business partners.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- business economics.

Number of ECTS points

The programme element Business Economics 2 is worth 5 ECTS points.

3.2.5 Organisation 1

Content: The students are introduced to the scope of organisational theory and acquire an understanding of the basic principles for structuring and coordinating structures, cultures and decision-making processes in order to realise an organisation's strategic objectives.

While the starting point is the classic paradigms, focus is rapidly moving forward to modern and contemporary examples of organic network organisations as well as their respective strategic partnerships and alliances.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- organisation models
- organisational structures
- organisational cultures.

Skills

The student masters skills related to the use of

- theory and models for analysing organisational structures and cultures and decision-making processes
- relevant solution models for organisational structures and cultures to be presented to partners and users.

Competencies

The student is able to handle complex and development-oriented issues regarding

- identification of formal and informal characteristics of various organisational structures and cultures and analysis of their impact on individuals and groups.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- organisation.

Number of ECTS points

The programme element Organisation 1 is worth 5 ECTS points.

3.2.6 Organisation 2

Content: Organisation 2 aims to provide students with a basic introduction to project organisations and project management in a theoretical and a practical perspective. In addition, this subject provides the students with analytical tools that will enable them to understand projects and project management and handle the many practical considerations and challenges that may arise along the way.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- structure and use of projects in an organisational context
- participation in and management of projects.

Skills

The student masters skills related to

- use of theories and methods on the participation in and management of projects in organisations
- use of project management models and team management methods
- choice and presentation of relevant solution models in relation to partner projects.

Competencies:

The student is able to handle complex and development-oriented issues regarding

- participation in projects and project management in an organisational context

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- project management and organisation of projects.

Number of ECTS points

The programme element Organisation 2 is worth 5 ECTS points.

3.2.7 Supply Chain Management

Content: In Supply Chain Management students learn how a company organises its supply chain with the help of information, transport and storage technologies and how it works with partner relations and key stakeholders to ensure that its processes are efficient and can be measured.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- the impact of information, transport and storage technologies on the supply chain and logistics activities
- key performance indicators derived from the company's supply strategy
- management of procurement, production, storage and distribution.

Skills

The student masters skills related to the use of

- key theories, models and concepts for optimising supply chain processes
- theories and methods to analyse and plan the organisation's supply chain, including the identification of key performance indicators
- key theories, models and concepts of supply chains and logistical operation.

Competencies

The student is able to handle complex and development-oriented issues regarding

- improving the supply chain and logistical operation of an organisation.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- a global supply chain and logistical operation.

Number of ECTS points

The programme element Supply Chain Management is worth 5 ECTS points.

3.2.8 Business Strategy

Content: Business Strategy introduces the students to methods for and tools in creating a common and unifying direction for a company's activities. A direction that integrates an understanding of the company's optimum positioning in relation to the surrounding threats and opportunities, with a focus on which resources and skills the company should attract, maintain and develop.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- organisations' vision and mission statements
- a business strategy for a business entity
- a group strategy, including the correlation between company strategy and group strategy
- key performance indicators derived from the company's business strategy
- business strategy implementation
- strategic use of information technology.

Skills

The student masters skills related to the use of

- theories and methods for the analysis of international competition within an industry and an organisation's strategic position
- theories and methods for the identification of an organisation's resources and core competencies in order to create unique and lasting competitive advantages
- methods for the identification of strategic IT applications
- theories and methods for the implementation of business strategies.

Competencies

The student is able to handle complex and development-oriented issues regarding

- establishment or revision of a business strategy based on strategic analysis of an organisation
- establishment or revision of a business strategy based on the identification and development of strategic resources and core competencies
- formulation of business models, key performance indicators and change initiatives to underpin the implementation of an organisation's business strategy.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- strategic use of information technology as well as development and implementation of business strategies.

The student is able to participate independently in work with

- the development and implementation of business strategies, including engaging in interdisciplinary collaboration on IT-supported strategies and organisational implementation.

Number of ECTS points

The programme element Business Strategy is worth 5 ECTS points.

3.2.9 Strategic Marketing

Content: Strategic Marketing involves an analytical approach to the communication of brand, products and services. This approach allows the preparation of marketing plans and strategies while serving as a starting point for digital marketing planning.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- collection and analysis of market, customer and user data
- strategic marketing in international markets
- marketing plans, including strategies for the communication of brands, products and services.

Skills

The student masters skills related to the use of

- theories and methods for the analysis of markets and competition
- theories and methods for communication planning
- theories and methods for digital marketing planning.

Competencies

The student is able to handle complex and development-oriented issues regarding

- development of a marketing strategy based on data collection and analysis of markets, competition and consumers
- interdisciplinary cooperation on the development of new market penetration plans.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- strategic marketing.

The student is able to participate independently in

- marketing-related work, including engaging in interdisciplinary collaborations on conducting market analyses and establishing a marketing strategy.

Number of ECTS points

The programme element Strategic Marketing is worth 5 ECTS points.

3.2.10 Software Construction 1

Content: Software Construction involves basic concepts in programming and programming languages, including syntax, semantics, and structuring of programs. It provides an introduction to algorithms and essential data structures. In addition, students work with programming, including troubleshooting and essential program quality assurance.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- description of the syntax and semantics of a programming language
- program structure
- simple algorithms
- data structures
- program quality criteria.

Skills

The student masters skills related to

- use of theories and methods to structure the realisation of algorithms and data structures in a programming language
- use of theories and methods for the definition of program quality criteria and troubleshooting in their own programs
- communication of practical and theoretical issues related to the construction of programs, tests and algorithms.

Competencies

The student is able to handle complex and development-oriented issues regarding

- construction of a program based on a requirement specification.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- software construction and programming.

Number of ECTS points

The programme element Software Construction 1 is worth 5 ECTS points.

3.2.11 Software Construction 2

Content: In Software Construction 2, students work with construction and programming in relational databases and learn how to develop graphical user interfaces and how to link these two software elements in client-server applications.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- implementation of relational databases
- database searches by means of a data query language
- transaction management and rollback in information systems
- client server programming and user interfaces.

Skills

The student masters skills related to the use of

- methods and theory for modifying data in and retrieving data from a database
- methods and theories for the development of client-server applications
- methods for the development of graphical user interfaces.

Competencies

The student is able to handle complex and development-oriented issues regarding

- construction and testing of databases
- programming a client server application
- implementation of user interfaces in client server systems.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- client-server applications, databases and database programming.

Number of ECTS points

The programme element Software Construction 2 is worth 5 ECTS points.

3.2.12 Systems Development 1

Content: Systems Development 1 offers a general introduction to working with the development of IT systems, including the start-up phase with definition, construction and challenges related to requirement specifications. Furthermore, the students get a detailed introduction to the modelling of IT systems for use in planning, design, sketches, implementation and documentation.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- systems modelling by means of modelling standards
- preparation of requirement specifications and their role in systems development.

Skills

The student masters the basic skills related to

- modelling and description of IT systems
- preparing requirement specifications for systems development.

Competencies

The student is able to handle complex and development-oriented issues regarding

- use of models in the work with system development
- requirement specifications for small systems.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to requirement specifications for

- small systems and the use of models to support the development of such systems.

Number of ECTS points

The programme element Systems Development 1 is worth 5 ECTS points.

3.2.13 Systems Development 2

Content: Systems Development 2 includes data modelling and database design, as well as agile project management models and user experience.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- modelling of data and their representation
- database design, normalisation, and database integrity
- agile IT project management models.

Skills

The student masters skills related to the use of

- modelling methods and techniques
- normalisation techniques to identify and eliminate redundant data and optimising database searches
- methods and theories for working with user experience.

Competencies

The student is able to handle complex and development-oriented issues regarding

- selection and presentation to partners and users of relevant solution models in connection with data analysis and design
- constructing a logical and physical database design
- work with agile systems development projects.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- data modelling, agile IT project management models and user experience.

Number of ECTS points

The programme element Systems Development 2 is worth 5 ECTS points.

3.2.14 Systems Development 3

Content: In Systems Development 3, students learn about the planning, documentation and execution of systems development projects. Teaching includes knowledge of system development methods and project management, including agile project management. Furthermore, students learn how to ensure that IT systems are user-friendly (user experience), relevant to the organisation (through IT business analysis and modelling) and well-functioning (through model-based testing and quality assurance).

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- project management
- system development methods

- design of user interfaces and user experience
- testing and validation of IT systems.

Skills

The student masters skills, including choice of method and communication of solutions, related to

- use of theories and methods for project management and development of IT systems
- development of user interfaces in IT systems
- usability and user experience theory
- use of theories and methods for quality assurance of IT systems through testing and validation procedures
- modelling of information flows.

Competencies

The student is able to handle complex and development-oriented issues regarding

- project management methods and IT tools to support projects management, as well as system development models
- planning, testing and analysis of usability and user experience in interface design and functionality
- planning of IT systems testing
- project launch, including preliminary analyses
- implementation of IT systems.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- project management
- IT quality assurance
- systems development methods
- user experience.

The student is able to participate independently in

- work on the development of IT systems
- organising and communicating interdisciplinary collaboration and taking responsibility for one of the relevant roles in an agile project model.

Number of ECTS points

The programme element Systems Development 3 is worth 10 ECTS points.

3.2.15 Information Technology

Content: Information Technology introduces the student to technologies and methods in computer and network systems design. A basic description of architectures and components for designing computer systems and networks. The students will be able to understand the technical capabilities and limitations of computer systems.

This programme element also includes theory and methods of IT governance, which introduces the student to issues relating to management and securing of IT systems.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- the structure and architecture of computers and computer components
- operating systems
- network communication technologies
- IT governance with a focus on IT security.

Skills

The student masters skills related to the use of

- theories and methods for the analysis and improvement of a company's IT security using IT governance
- methods to identify limitations and capabilities of a system based on knowledge of which computer and network components are part of the system
- methods to deduce which computer and network components are part of a system based on knowledge of its functionality
- methods to identify and qualify data streams in a computer and network system
- terminology and notations used in the description of IT systems.

Competencies

The student is able to handle complex and development-oriented issues regarding

- specific and interdisciplinary cooperation on the assessment and selection of information technologies.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- information technologies
- management of IT security.

The student is able to participate independently in work with

- IT governance in a company, including engaging in interdisciplinary cooperation on IT governance and communication of this.

Number of ECTS points

The programme element Information Technology is worth 5 ECTS points.

3.2.16 Communication

Content: The programme element Communication concerns theory and practice regarding study techniques, academic working methods, including problem formulation and report writing.

Communication and presentation techniques are also part of this programme element. This way it prepares the way for project work and effective communication with managers and employees of organisations on subjects relevant to the educational programme.

Learning objectives:

Knowledge

The student has gained knowledge and understanding and is able to reflect on applied theories and methods regarding

- written and oral communication and presentation techniques
- study techniques and academic methods.

Skills

The student masters skills related to the use of

- theories and methods to support the key parts of the problem-solving process and to prepare a written academic assignment
- oral and written communication and presentation techniques.

Competencies

The student is able to handle complex and development-oriented issues regarding

- written and oral communication to managers and employees of issues and solutions dealing with topics that are relevant to the programme elements
- reflection on their own methodical practice and their own learning strategies.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- communication and presentation.

Number of ECTS points

The programme element Communication is worth 5 ECTS points.

3.2.17 Innovation and Entrepreneurship

Content: The student is introduced to innovative and creative processes of concept development and the establishment or improvement of a business model for entrepreneurial start-ups as well as already established companies.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- concept development and innovative and creative processes
- entrepreneurship and the value of entrepreneurial processes
- business models.

Skills

The student masters skills related to

- use of theories and methods for the development of concepts for new products, services or processes within an existing organisation
- selection and presentation partners and users of relevant solution models in connection with innovation and entrepreneurship.

Competencies

The student is able to handle complex and development-oriented issues regarding

- independent participation in planning and managing concept development of new products, services and business processes
- participation in interdisciplinary cooperation on the planning and promotion of innovative processes in a knowledge-intensive organisation
- establishment of business models.

The student is able to independently identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- innovation and entrepreneurship.

Number of ECTS points

The programme element Innovation and Entrepreneurship is worth 5 ECTS points.

3.2.18 Theory of Science and Project Methodology

Content: Theory of Science and Project Methodology includes theory and practice on scientific methodology, project methodology and business ethics. The purpose of this programme element is to provide students with insight into the theoretical basis for the application of quantitative and qualitative methods in the areas of business economics and IT in order to strengthen their analytical competencies and methodological choices regarding the use of theories and methods in identifying and resolving problems in organisations.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories and methods regarding

- the philosophy of the most important scientific traditions
- scientific tradition and methods in social sciences
- ethics in a cultural and business context
- project methodology for bachelor projects.

Skills

The student masters skills related to the use of

- theories of science in relation to project structuring
- theories and methods of social science for the planning of a systematic research process.

Furthermore, the student is able to communicate

- practice-orientated and theoretical issues in the theory of science to partners and users.

Competencies

The student is able to handle complex and development-oriented issues regarding

- the theory of science in projects
- selection and discussion of relevant scientific theories and methods of project work
- analysis, structuring and presentation of a scientific issue within a relevant scientific tradition.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- the theory of science.

The student is able to independently

- participate in projects based on scientific theories and methods
- take responsibility for the choice of method and task performance in professional and interdisciplinary contexts based on an understanding of business ethics.

Number of ECTS points

Theory of Science and Project Methodology is worth 10 ECTS points.

3.3 Local programme elements

3.3.1 Digital Transformation and Management

Content: Digital Transformation and Management focuses on managing change in companies. Many companies implement new IT systems or digitise their business. Therefore, focus is on the following themes on a theoretical and practical level: Change management, transfer of knowledge, data governance and IT portfolio management.

This approach to digital transformation allows for the establishment of IT and business strategies with a focus on change.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on:

- project management, change management, knowledge management, Data Governance, IT and technology in relation to digital transformation
- various models and processes related to digital transformation
- various management models and processes related to organisational change management and digital transformation
- strategy and implementation of change management in the context of digital transformation
- the importance of having legislation for the development of digital transformation solutions
- value creation in running a digital business.

Skills

The student masters skills related to

- the use of methods and tools for analysing problems, theory and practice in digital transformation
- assessment and explanation of the choice of solutions, development processes, technology and project management
- evaluation of existing organisations and communication of proposed solutions
- the current practice of dealing with digital transformation issues

- the use of relevant methods for assessing a company's opportunities for further strategic development with a focus on digital transformation
- the use of an IT strategy in line with the business strategy
- the use of methods in relation to project management and general management.

Competencies:

The student is able to handle complex and development-oriented issues regarding

- developing strategic IT concepts for companies, focusing on digital transformation based on business and IT analyses
- managing digital transformation in the role of a change agent
- the use of relevant theoretical concepts in a practical framework.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- digital transformation and related topics such as project management, IT strategy and management, digital concept development, change management.

Number of ECTS points

The programme element Digital Transformation and Management is worth 10 ECTS points.

3.3.2 Design of Complex IT Systems, Domains, Processes and Decisions

Content: Students learn how to work with the design of complex IT systems, domains, processes and decisions based on selected theories of IT architecture, distributed systems, service management, systems development, decision theory and data science as well as a number of new technologies, including microservice, domain driven design and machine learning.

Learning objectives:

Knowledge

The student has gained development-based knowledge, understanding and an ability to reflect on applied theories, methods and tools regarding

- Artificial intelligence and neural networks
- Handling of Business Intelligence data in organisations
- Data set visualisation
- NoSQL databases
- Data-driven decision theory, including selected decision problems from the fields of mathematics, computer science, operations research and / or cybernetics and use of the same in response to business-related issues
- Incremental development of IT systems, including Microservice architectures and DevOps
- APIs and their business application, Web Services and Service-oriented IT architecture
- Frameworks for working with IT architecture
- The importance of IT architecture in business agility and systems development
- Virtualisation and associated techniques, containers and cloud systems.

- Issues and methods for establishing security in IT systems, including SSL, VPN, encryption, certificates and virus scanning
- Privacy by design.

Skills

The student masters skills related to the use of theory of methods regarding

- design of complex, loosely coupled IT systems with a focus on information gathering and modelling of business domains
- design of a strategic service vision including a service concept and definition of the need for service delivery systems and their IT content
- design and use of machine learning solutions, including associated data handling
- design and development of business processes based on a rational data-driven business perspective
- use of APIs
- use of a virtual environment
- design, development and testing of distributed IT systems
- decision-making in project management.

Competencies:

The student is able to handle complex and development-oriented issues regarding

- use of data in business processes including decision-making, decision support and decision systems.

The student is able to participate independently in work with

- IT business analysis, including analysis and design of an IT system in accordance with domain needs of a business
- design of IT systems to support business and decision-making processes
- development and continued development of complex distributed and virtual IT systems in multidisciplinary collaboration.

The student is able to identify their own learning requirements and develop their own knowledge, skills and competencies in relation to

- design of complex IT systems, domains, processes and decisions.

Number of ECTS points

The programme element Design of Complex IT Systems, Domains, Processes and Decisions is worth 20 ECTS points.

3.4 Electives

Electives make up 30 ECTS points of the entire programme.

The current electives in the programme will be published during the fourth semester in a specific electives catalogue.

3.5 Internship

Learning objectives:

Knowledge

The student has knowledge of and understands:

- the daily operation of the internship company.

Skills

The student is able to:

- use selected methods and theories from the programme which are relevant in the performance of the practical tasks at the internship company
- apply their professionalism in practice
- reflect on their own professional practice.

Competencies

The student is able to handle complex and development-oriented issues regarding

- practical issues and problem solving
- communication of practical issues and well-argued solutions.

The student is able to reflect on their own learning requirements, their own skills and competencies in relation to the profession.

The student can use the knowledge, skills and competencies acquired during the course of programme independently and professionally to engage in professional and interdisciplinary collaboration and assume responsibility for the performance of relevant tasks.

Number of ECTS points

The internship is worth 30 ECTS points.

Number of exams

The internship is finalised by way of an internal exam.

3.6 Rules for the completion of the internship

Rules and guidelines for the internship are published at mit.kea.dk/praktik.

3.7 Teaching and working methods

In the Bachelor's Degree Programme in Business Economics and Information Technology, teaching is a dynamic, interactive process with an emphasis on the active participation of students. Students

take responsibility for their own learning process while receiving active input from the teachers. All teaching is a combination of classroom teaching, project work in groups and individual work—usually involving interdisciplinary assignments.

In order to ensure students' optimum professional learning and personal development, the programme in Business Economics and Information Technology uses a variety of teaching methods, focusing on dialogues, discussions and project work. Teaching involves a multiplicity of methods, including classroom teaching, group work, interdisciplinary cases, teamwork, guest lectures, company visits and project work.

All teaching is a combination of classroom teaching, lectures, workshops, study groups, exercises and major projects. The organisation of the teaching is based on relevant professional practice and applied theory.

The programme includes teaching methods that enable the student to develop their independence and the ability to interact with others and be innovative.

To the extent appropriate, teaching will also include entrepreneurship, innovation and cultural interaction.

International teaching environment

Teaching takes place in an international environment with many different nationalities. Although you have chosen the Danish track, one or more programme elements or parts thereof may be taught in English. In the Danish track, the teaching material may be fully or partially in English.

Practical learning

Teaching is interdisciplinary and practice oriented. It is mainly conducted in open learning environments which replace normal subject-related classroom teaching. The learning environment is flexibly organised to allow students and teachers to meet formally and informally to address multidisciplinary problem solutions in projects and assignments for organisations and companies.

Academic progression

The programme is based on four core areas, each of which is subdivided into separate subjects with their own set of learning objectives. The core areas, subjects and learning objectives are divided into four mandatory semesters ensuring steady and logical progression and complexity. In the fifth semester, the student is introduced to specialisations and internationalisation. The internship in the sixth semester must ensure that the student obtains knowledge of professional affairs and learns to solve practical problems. In the seventh semester, specialisation and internship are put into perspective in that practical issues are being resolved by the application of theory and scientific methodology.

Project work

Copenhagen School of Design and Technology weights project work and business contact highly. Through project work, the student gains important experience with group work. The problem-oriented study environment gives the student experience in problem formulation and problem resolutions. Therefore, process and method are always an important part of the learning environment and part of the basis of assessment in tests and exams.

3.8 Differentiated teaching

Differentiated learning may be introduced due to specific needs, but generally, all students are taught at the same level.

3.9 Reading of texts in foreign languages

See XX

4 Internationalisation

KEA supports the students in finding programme elements/modules with foreign programme providers whose learning objectives are equivalent to those of the Academy Profession Degree Programme in Business Economics and Information Technology.

4.1 Education abroad

KEA may approve that programme elements or parts thereof completed at another institution in accordance with this curriculum, equate to corresponding programme elements or parts thereof in this curriculum. If the programme element was assessed according to the 7-point grading scale at the institution where the exam was held and is equivalent to a full subject in this curriculum, the grade will be transferred to the diploma.

KEA may approve that programme elements successfully completed at another Danish or foreign higher education replace programme elements covered by this curriculum. KEA will consider a programme element completed if it was successfully completed in accordance with the rules applicable to the programme in question. The assessment 'pass' will be transferred to the diploma.

4.2 Agreements with foreign educational institutions on parallel courses

After having passed the second semester, students can choose in whole or in part to carry out their studies abroad. KEA offers a number of internationalisation options, including the internship. Information on partner institutions, international internships, credit transfer and procedures will be published by KEA on an ongoing basis.

5 Exams in the programme

There are four exams in the national programme elements. However, KEA determines how the exams are distributed on the national and institutional programme elements. For a comprehensive overview of all programme exams, see XX.

5.1 Programme exams

Semester	Exam	ECTS	Internal/External
First sem.	Activity-based assessment	30	Internal
Second sem.	First-year exam	30	Internal
Third sem.	Project exam	30	External
Fourth sem.	Project exam	30	External
Fifth sem.	Exams in Electives	30	Internal
Sixth sem.	Internship exam	30	Internal
Seventh sem.	Theory of Science and Methodology	10	External

	Bachelor project	20	External
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5.1.1 Exam forms

To pass the total programme, the student must have attained the grade 02 at least in all exams in the programme. Students who have already started on a semester cannot opt out its exams.

The learning objectives for the programme elements are identical to the learning objectives for the exams.

All performance rating is individual. If an exam is based on a group effort, the student's contribution to the group process may be included in the assessment.

5.1.2 Mandatory activities - attendance and submission

To sit the exams, the student must submit an assignment for assessment. Any mandatory activities to be performed before a student can take an exam will appear from the description of the individual exam.

5.1.3 Exam organisation

First semester exams

There are 3 part-exams in the semester, each weighted 20%, 20% and 60%. The exam is with an internal examiner. When the part-exams will take place, will be published on KEA's learning platform at the start of the semester.

Part-exams that are weighted 20% need not be passed. The part-exam that is weighted 60% must be passed, and the total weighted result must be at least 02. The grade of 02 cannot be obtained by rounding up.

The part-exams that are weighted 20% are written exams.

The part-exams test whether the learning objectives for the individual semester modules have been. However, the part-exams that are weighted 20% focus mainly on the learning objectives for the knowledge and skills categories.

The part-exam that is weighted 60% is a written assignment with an individual oral defence.

It is the project submitted by the student that serves as the starting point for the oral part of the part-exam that is weighted 60%. The 60% part-exam tests the learning objectives within the categories of knowledge, skills and competencies for all the semester modules.

The oral exam lasts 30 min. incl. grading. An overall grade is given according to the 7-point grading scale.

At the start of the semester, the Head of Programme may decide that the two part-exams that are weighted 20% each can be combined into one part-exam weighted 30%. If so, the weighting of the 60% part-exam will be increased to 70%. Students will be informed about such a combination of part-exams at the start of the semester.

If part-exams weighted 20% each are combined, the resulting 30% part-exam need not be passed. The part-exam that is weighted 70% must be passed, and the total weighted result must be at least 02. The grade of 02 cannot be obtained by rounding up.

Second semester exam

There are 3 part-exams in the semester, each weighted 20%, 20% and 60%. The exams are with an internal examiner. When the part-exams will take place, will be published on KEA's learning platform at the start of the semester.

Part-exams that are weighted 20% need not be passed. The part-exam that is weighted 60% must be passed, and the total weighted result must be at least 02. The grade of 02 cannot be obtained by rounding up.

The part-exams that are weighted 20% are written exams.

The part-exams test whether the learning objectives for the individual semester modules have been. However, the part-exams that are weighted 20% focus mainly on the learning objectives for the knowledge and skills categories.

The part-exam that is weighted 60% is a written assignment with an individual oral defence.

It is the project submitted by the student that serves as the starting point for the oral part of the part-exam that is weighted 60%. The 60% part-exam tests the learning objectives within the categories of knowledge, skills and competencies for all the semester modules.

The oral exam lasts 30 min. incl. grading. An overall grade is given according to the 7-point grading scale.

At the start of the semester, the Head of Programme may decide that the two part-exams that are weighted 20% each can be combined into one part-exam weighted 30%. If so, the weighting of the 60% part-exam will be increased to 70%. Students will be informed about such a combination of part-exams at the start of the semester.

If part-exams weighted 20% each are combined, the resulting 30% part-exam need not be passed. The part-exam that is weighted 70% must be passed, and the total weighted result must be at least 02. The grade of 02 cannot be obtained by rounding up.

Third semester

There is one individual portfolio exam with external co-examiner in the third semester.

The exam consists of 2 parts:

- a) A portfolio of assignments
- b) An individual oral exam.

Portfolio of assignments

To take the exam, the student must submit all the assignments specified on KEA's learning platform.

The basis for the examination consists of selected assignments, which together constitute the portfolio of assignments. The assignments have been selected and described in the semester guide, which is available at the start of the semester. The assignments can be prepared individually or in groups.

Individual oral exam

The starting point of the oral part of the examination is the portfolio of assignments.

The oral exam lasts 30 min. incl. grading.

An overall grade is given according to the 7-point grading scale.

Fourth semester

There is one individual portfolio exam with external co-examiner in the fourth semester.

The exam consists of 2 parts:

- a) A portfolio of assignments
- b) An individual oral exam.

Portfolio of assignments

To take the exam, the student must submit all the assignments specified on KEA's learning platform.

The basis for the examination consists of selected assignments, which together constitute the portfolio of assignments. The assignments have been selected and described in the semester guide, which is available at the start of the semester. The assignments can be prepared individually or in groups.

Individual oral exam

The starting point for the oral part of the examination is the portfolio of assignments.

The oral exam lasts 30 min. incl. grading.

An overall grade is given according to the 7-point grading scale.

Fifth semester

Electives and internationalisation

Each elective is assessed by an internal exam. The exam may be oral, project-oriented or written depending on the content and working method of the electives. It may be an individual or a group exam.

Before the start of the fifth semester, KEA Copenhagen School of Design and Technology will publish a short description of each elective and its associated learning outcomes and ECTS points. The description includes information about the exam form.

The exams are held upon completion of the elective modules or at the end of the fifth semester.

5.1.4 Exams with external co-examiner

See the overview in XX.

5.2 Programme exams and their placement

See the overview in XX.

5.3 First-year exam

Students must pass the first-year exam in order to continue with their second year of study.

5.4 Requirements for written assignments and projects

See XX

5.5 Requirements for the final exam project

The learning objectives for the bachelor project are identical to the learning objectives for the programme listed under XX.

The bachelor project must document the student's understanding of and ability to reflect on the practice of the profession as well as their application of theories and methods in relation to a practice-oriented problem. The identified problem, which must be central to the programme and the profession, is formulated by the student, possibly in cooperation with a private or public company. The problem is subject to the institution's approval.

Formal requirements for the project, which constitutes the written part of the exam:

- Table of Contents, bibliography and appendices are not included in the number of pages
- It must be possible to read the entire text without having to refer to appendices (appendices are not part of the assessment).
- The number of characters must be specified in the assignment
- The project must be written with 1 line spacing
- Make sure to use a readable font and size.

All quotes must be referenced.

The project must have a referencing system which ensures that the reader knows the source of statements, tables or model and can consult them if need be.

Quotes without a source reference are perceived as copying and may lead to rejection of the project

A detailed list of literature and documents must be drawn up. In particular, documentation of any field research carried out is extremely important.

If the project is confidential, this must appear clearly from the cover page and be registered in the system by digital submission.

The project can either be prepared individually or in groups of maximum two students.

If more students write as a group

If two students write together as a group, the problem formulation and the paper must provide a deeper and more thorough treatment of the subject.

Scope of the bachelor project

- For students writing alone, max. 40 standard pages
- For students writing as a group, max. 55 standard pages

A standard page is 2,400 characters including spaces and footnotes. Illustrations that support the material are not included.

The bachelor project exam

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

Exam form

The exam consists of an oral and a written exam with an external co-examiner. The student is awarded an individual overall grade according to the 7-point grading scale for the written project and the oral performance.

Number of ECTS points

The bachelor project is worth 20 ECTS points.

5.5.1 How important are writing and spelling skills in terms of the assessment?

Spelling and writing are assessed as part of the overall impression of the bachelor project. The grade reflects the overall assessment of the academic content, as well as the student's ability to write and spell correctly, however, with the emphasis on the professional content.

Students who can document a relevant condition that affects their ability to comply with this requirement may apply for exemption. This request must be sent to the study administration for the programme and be addressed to the Head of Programme, at least four weeks before the exam.

5.6 Use of materials and aids

All materials and aids are allowed unless otherwise expressly specified for each exam.

5.7 Special exam conditions

For examinees with physical or mental impairment and examinees with similar difficulties, an agreement can be made with the educational institution on special examination conditions if deemed necessary in order to provide the students concerned with equal opportunities in the exam situation.

5.8 Make-up exams

Make-up exams

The illness must be documented by a medical certificate. KEA must receive the medical certificate no later than three working days after the exam. Students who become acutely ill during an exam must prove that they have been ill on that day.

If the illness is not documented according to the above rules, the student will have used an examination attempt. The student bears the cost of the medical certificate.

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 it is the opinion of KEA that the student has more or less participated in a group project to the full extent, the re-exam will be held as an individual exam based on the group's project work.

If it is the opinion of KEA that the student has in no way participated in a group project to the full extent, the re-exam will be held as an individual project exam.

The re-exam is held immediately before or at the beginning of the following semester.

Re-exam

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 student is registered for the next exam immediately before or at the beginning of the following semester. The re-examination may be the same as the next regular exam.

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

Exams are based on the student's improvement of material described under the individual requirements for the exam. Alternatively, a student may choose to write an entirely new assignment.

The Bachelor project can either be based on the same problem as the project work that was the basis of the ordinary exam or a new problem.

5.9 Examination language

The exam is in English.

5.10 Commencement of studies exam

The programme includes a commencement of studies exam, cf. section 11 of the Danish Examination Order. The commencement of studies exam is a simple academic exam based on the

teaching completed before the exam. The commencement of studies exam will be held within the first two months of the programme.

Students have two attempts at passing the commencement of studies exam. Students who fail the exam will be disenrolled from the programme.

As the commencement of studies exam is not covered by Part 10 of the Examination Order (examination appeals), students cannot complaint about KEA's academic assessment of the exam.

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 may 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 5.11
- Using own previously assessed work without references, see also section 5.11
- 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

There is no compulsory attendance on the programme. Instead the rules and criteria for student activity apply - see XX

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 common part of the curriculum

No credit transfer agreements have been entered into.

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

No credit transfer agreements have been entered into.

6.5 Criteria for the assessment of active enrolment

Students are expected to actively participate in their study. This means active participation in the teaching and project work as well as submission of assignments on time. Students are expected to keep updated via their personal KEA mail and KEA's IT platforms. All study-relevant communication is via these platforms.

To take the exams, students must submit all assignments announced at the start of the semester, or at the start of the programme element in question and which are identified as mandatory activities.

6.6 Disenrolment due to insufficient study activity

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.

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 institution 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).

What may the complaint result in?

If your complaint is successful, you will be offered a new assessment (for written exams) or a re-exam (for oral exam). A grade cannot be changed administratively. A grade will only be changed if the new examiners award a different grade according to their professional assessment. The new grade may be higher or lower than the original grade.

Who handles the complaint?

Complaints are normally handled by KEA Quality Assessment. This does not, however, apply to complaints concerning the basis for examination if the exam is organised by the Danish Agency for Higher Education. In such cases, the complaint is forwarded to the Danish Agency for Higher Education together with KEA's opinion.