

# CURRICULUM

# Design, Technology and Business

Academy Profession Degree Programme in Design, Technology and Business

August 2020

## Table of contents

August 2020	1
<b>1. Curriculum framework</b>	<b>4</b>
1.1. Effective date	4
1.2. Transitional schemes	4
1.3. The programme's goals for learning outcome	5
1.4. Learning objectives for the individual study specialisations	5
1.4.1. Learning outcome for study specialisation Marketing & Communication Design	5
<b>2. Admission to the programme</b>	<b>7</b>
<b>3. National subject elements</b>	<b>7</b>
3.1. Sequencing of subject elements, internship and exams	7
3.2. National subject elements common to all students	7
3.2.1. National objectives Design, common to all students	8
3.2.2. National objectives Business, common to all students	8
3.2.3. National objectives Technology, common to all students	9
3.3. National and local subject elements related to the field of specialisation	10
3.3.1. Study Specialisation <b>MARKETING &amp; COMMUNICATION DESIGN (MCD)</b>	10
3.3.1.1. The Subject element Concept Development, national and local	10
3.3.1.2. The Subject element Communication, national and local	11
3.3.1.3. The Subject element Management, national and local	12
3.4. Electives	13
3.5. Internship	13
3.5.1. Learning objectives for the internship	13
3.5.2. Rules for the completion of the internship	14
3.6. Teaching and learning methods	14
3.7. Differentiated teaching	15
<b>4. Internationalisation</b>	<b>15</b>
4.1. Studying abroad	15
4.2. Agreements with foreign educational institutions on parallel courses	16
<b>5. Exams in the programme</b>	<b>16</b>
5.1. Programme exams	16
5.2. Exam forms	16
5.3. Mandatory activities—participation and submission	16
5.4. Exam organisation	16
5.5. Exams with external co-examiner	20
5.6. Programme exams and their placement	20

5.7. First-year exam	20
5.8. Requirements for written assignments and projects	20
5.9. Requirements for the final exam project	20
5.10. How important are spelling and writing skills?	22
5.11. Use of materials and aids	22
5.12. Special exam conditions	22
5.13. Make-up exams	22
5.14. Examination language	22
5.15. Commencement of studies exam	23
5.16. Use of own and others' written work (plagiarism)	23
5.17. Exam cheating and disruptive behaviour during exams	23
<b>6. Other rules governing the programme</b>	<b>24</b>
6.1. Rules on compulsory attendance	24
6.2. Credit transfer	24
6.2.1. Credit transfer of subjects covered by the common part of the curriculum	24
6.2.2. Credit transfer of subjects covered by the institution-specific part of the curriculum	24
6.3. Criteria for the assessment of active enrolment	24
6.4. Exemption rules	25
6.5. Complaints	25

# 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.**

**This national part of the curriculum** for the Academy Profession Degree Programme in Design, Technology and Business has been issued pursuant to section 21 (1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes by the educational network for Design, Technology and Business.

**The name of the programme** is academy programme (degree) in Design, Technology and Business in the Fashion and Life-style Industry. The English title is Academy Profession Degree Programme in Design, Technology and Business. Graduates are entitled to use the title AP Graduate in Design, Technology and Business. The English title is AP Graduate in Design, Technology and Business.

The programme is a level-5 programme in the Danish qualifications framework for higher education prescribed for a total of 120 ECTS credits.

**Reading instructions:** Text in black applies to the institutional part, i.e. subjects offered at KEA, Copenhagen School of Design and Technology — KEA Design, Academy Profession Degree Programme in Design, Technology and Business. Other (blue) text relates to the national part, i.e. all institutions offering the programme.

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 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 (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, Academy Profession Degree Programme in Design, Technology and Business.

## 1.1. Effective date

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

## 1.2. Transitional schemes

Students enrolled before 1 August 2020 will follow the curriculum according to which they have been admitted until 1 August 2021, after which they will transfer to this curriculum.

### 1.3. The programme's goals for learning outcome

The AP Degree Programme in Design, Technology and Business qualifies the graduate to independently plan, organise and execute tasks in textile, clothing, design and business associated with design, production, business, marketing and retail.

#### Knowledge

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

- the applied practice of the profession and the subject areas as well as key theory and methods in relation to the structure and role of the industry.
- practice and key theory and methods and how they are applied by the profession.

#### Skills

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

- use the key methods and tools of the subject area and the skills associated with employment in the profession.
- assess and communicate practice-orientated solutions to the company and users.
- assess a concept's business potential based on, inter alia, trends, principles of sustainability, market analyses and business models as well as the relationship between price, quality, product and target group.

#### Competencies

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

- use an analytical and methodical approach when handling development-based situations in design and design-centred concept development, including assessing the commercial potential of the concept.
- participate in professional and interdisciplinary cooperation with a professional approach.
- acquire new knowledge, skills and competencies within the profession in a structured context.

### 1.4. Learning objectives for the individual study specialisations

The programme consists of 5 study specialisations: Design, Production, Business, Marketing and Retail.

KEA, Copenhagen School of design and Technology offers one study specialisation in English:

- Study specialisation Marketing offers a specialisation in: **Marketing & Communication Design**

The other study specialisations are therefore not mentioned in the local part of the curriculum. See the Danish curriculum to find out which programmes KEA offers in Danish.

#### 1.4.1. Learning outcome for study specialisation Marketing & Communication Design

Study specialisation Marketing also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- the profession as well as the practice of the branding and marketing area.
- practice and key applied branding and marketing theory and methods.

#### Skills

The graduate will have the skills to:

- use branding and marketing methods, tools and skills in the profession.
- assess practice-orientated issues and propose and select possible solutions.
- communicate practice-orientated issues and solutions to stakeholders.

### **Competencies**

The graduate will be able to:

- handle development-orientated situations in the development of solutions in branding and marketing.
- participate in academic and interdisciplinary cooperation based on a professional approach.

## 2. Admission to the programme

Admission to the programme is in accordance with the rules of the Ministerial Order on Admission to and Enrolment on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes.

## 3. National subject elements

### 3.1. Sequencing of subject elements, internship and exams

The programme consists of

- National subject elements:
  - Common to all students and totalling 30 ECTS credits distributed on the following elements: Design (10 ECTS), Technology (10 ECTS) and Business (10 ECTS).
  - Subject elements related to the field of specialisation totalling 30 ECTS credits. The subject elements differ from specialisation to specialisation.
- Local subject elements
  - Subject elements related to the field of specialisation totalling 30 ECTS. Minimum 5 ECTS of the local subject elements.
  - Electives. The subject elements differ from specialisation to specialisation.
- In addition, the programme includes an internship of 15 ECTS and a final project of 15 ECTS.

Study Year	Subject elements and modules on the programme	ECTS	National or local subject elements	Exams
2nd Year	Final Project	15	National	<b>Final Project</b>
	internship	15	National	<b>Internship exam</b>
	Elective module (5 ECTS)	5	Local	<b>Elective module exam</b>
	Specialisation module 7. (10 ECTS)	10	Local	<b>Specialisation Exam 10 ECTS</b>
	Specialisation module 6. (15 ECTS)	15	Local	<b>Specialisation Exam 15 ECTS</b>
1st Year	Specialisation module 5 + 2nd semester exam	30	National	(mandatory second-semester activities) <b>2nd semester exam</b>
	Specialisation modules 1- 4 (20 ECTS)			
	Design, Business and Technology - Part one. DBT (15 ECTS) - Part Two. DBT (15 ECTS)	30	National	<b>Commencement of studies exam and 1st semester exam</b>
<b>Total ECTS</b>		<b>120</b>		

### 3.2. National subject elements common to all students

National subject elements are common to all students, regardless choice of study specialisation

The subject elements make up 30 ECTS of the programme's total of 120 ECTS credits.

The three Subject Elements, Design, Technology and Business, are weighted equally.

At KEA, the national subject elements are common to all students. They take place during the first semester and are divided into two parts:

- Part 1 (15 ECTS):  
Design, Business and Technology—containing four “Tools and Skills Modules” and one project assignment.
- Part 2 (15 ECTS):  
Design, Business and Technology—containing three “Tools and Skills Modules” and the first-semester exam.

Please see KEA's subjects and modules catalogue for the placement of the learning objectives under the individual Tools and Skills Modules. <https://katalog.kea.dk/>

### **3.2.1. National objectives Design, common to all students**

#### **Learning objectives for Design**

The subject element Design provides basic understanding of the design process and methods, from idea to finished product, with the aim of developing a consciousness of design. Also included are trends, design culture and a focus on sustainable solutions.

#### **Knowledge**

The student will gain knowledge about:

- practice and key applied theories and methods in a design process for the purpose of developing sustainable solutions.
- key applied theory and methods in aesthetics, design culture and trends.
- key applied theory and methods in relation to target groups and the importance of the market in a design process.

#### **Skills**

The student will get the skills to:

- use visualisation and idea generation methods associated with the profession and the industry.
- assess practical issues as well as define and select sustainable solutions as part of the design process.
- communicate practice-orientated issues and solutions, including the use of industry-specific terms and terminology.

#### **Competencies**

The student will learn to:

- participate in interdisciplinary cooperation in all stages of the value chain in the development of a product or concept.
- handle basic issues by means of design methods.
- acquire new knowledge, skills and competencies within design in a structured context.

#### **Number of ECTS credits**

The subject element Design is worth 10 ECTS credits.

### **3.2.2. National objectives Business, common to all students**

#### **Learning objectives for Business**

The subject element Business consists of business models and economics, innovative problem solving, a company's value chain and its basis of existence. Focus is on business understanding, which includes collaboration, relation building and communication

#### **Knowledge**

The student will gain knowledge about:

- practice and key applied theory and methods in business understanding, business models and communication.
- practice and key applied theory and methods in the subject area of business.



### **Skills**

The student will get the skills to:

- apply key methods, tools and skills of the subject area and to apply the skills associated with employment in the profession.
- assess practice-orientated, business-related issues as well as identify and choose innovative solutions.
- communicate practice-orientated issues and solutions to partners and users.

### **Competencies**

The student will learn to:

- handle development-orientated and practical business-related tasks.
- participate in professional and interdisciplinary collaboration within the business area with a professional approach.
- acquire new knowledge, skills and competencies within the business area in a structured context.

### **Number of ECTS credits**

The subject element Business is worth 10 ECTS credits.

## **3.2.3. National objectives Technology, common to all students**

### **Learning objectives for Technology**

The subject element Technology consists of innovative industry-relevant technology that contributes to process and product development with a focus on material technology and sustainability. The subject area also contains prototyping, digital tools and data analysis.

### **Knowledge**

The student will gain knowledge about:

- practice and key applied theory and methods in processes, materials and production in a sustainable context.
- practice and key applied theory and methods in technology, including data handling and analysis.

### **Skills**

The student will get the skills to:

- apply key methods, tools and skills of the subject area and apply the technological skills associated with employment in the industry.
- assess practice-orientated issues and propose and select sustainable solutions.
- communicate practice-orientated issues and solutions to partners and users.

### **Competencies**

The student will be able to:

- handle development-orientated and practical business-orientated tasks.
- participate in professional and interdisciplinary collaboration within the technological area with a professional approach.
- acquire new knowledge, skills and competencies within technology in a structured context.

### **Number of ECTS credits**

The subject element Technology is worth 10 ECTS credits.

### **3.3. National and local subject elements related to the field of specialisation**

This section describes the national and local subject elements related to the field of specialisation. For all specialisations, the national learning objectives are placed in the second semester and the local learning objectives, in the second year of study.

#### **3.3.1. Study Specialisation MARKETING & COMMUNICATION DESIGN (MCD)**

The study specialisation Marketing & Communication Design contains three subject elements: Concept Development, Communication and Management.

The following is a description of the three subject elements. First, there is a description of the national learning objectives for the subject element followed by a description of the local learning objectives for the subject element.

*Please see the semester descriptions on KEA's learning platform and KEA's subjects and modules catalogue for the placement of the learning objectives under the individual specialisation modules. <https://katalog.kea.dk/>*

##### **3.3.1.1. The subject element Concept Development, national and local**

#### **Learning objectives for Concept Development (National)**

The subject element **Concept Development** deals with the development and design of concepts and solutions for a target group. A value-orientated approach is applied to work with practice-orientated, user-orientated problems for the purpose of designing solutions.

#### **Knowledge**

The student will gain knowledge about:

- theory and methods in the development and design of concepts in relation to the practice of the profession and the subject area.
- key applied theories and methods in concept development.

#### **Skills**

The student will get the skills to:

- design solutions for partners and users.
- assess practice-orientated issues and propose and select possible concepts.
- communicate solutions and make use of industry-related specialised terminology.

#### **Competencies**

The student will learn to:

- participate in cooperation with a professional approach.
- handle development-orientated situations by means of concept development.
- acquire new knowledge, skills and competencies in relation to concept development in a structured context.

#### **Number of ECTS credits**

The subject element Concept development is worth 15 ECTS credits.

### **Learning objectives for Concept Development (Local)**

The subject element Concept Development deals with development and design of concepts and solutions for the target group and companies/organisations. A value-orientated and evidence-based approach is applied to work with practical, user-orientated problems for the purpose of designing solutions.

#### **Knowledge**

The student will gain knowledge about:

- the design of a value-orientated brand identity in a postmodern world.
- the role of semiotics in market communication.

#### **Skills**

The student will get the skills to:

- use semiotics for the preparation of corporate concepts of communication.
- assess and select communication approaches relevant to practice-orientated and user-related issues.
- develop brand concepts that create and communicate user experiences and add value to the target group.
- assess and determine consumer behaviour and user experiences to ensure a relevant customer journey.

#### **Competencies**

The student will learn to:

- plan and prepare a communication strategy for a campaign which focuses on integrated market communication and which is true to the company's value base and user profiles.
- innovatively develop a creative strategy that supports the message of the market communication and promotes the overall purpose of market communication.
- innovatively develop and be in charge of a brand's graphical and linguistic profile so as to ensure the creation of a strong synergy.

#### **ECTS credits**

The local subject element Concept Development is worth 15 ECTS credits.

### **3.3.1.2. The subject element Communication, national and local**

#### **Learning objectives for Communication (national)**

The subject element Communication deals with the development and design of practical and user-orientated cross-media communication products. Work is based on a company's strategy, values and user perspective.

#### **Knowledge**

The student will gain knowledge about:

- theory and methods in the development and design of communication products in relation to the practice of the profession and the subject area.
- key applied theories and methods in communication.

#### **Skills**

The student will get the skills to:

- design solutions for partners and users.
- assess practice-orientated issues and propose and select possible communication solutions.
- communicate solutions and make use of industry-related specialised terminology.

#### **Competencies**

The student will learn to:

- participate in interdisciplinary cooperation with a professional approach.

- handle development-orientated situations through communication.
- acquire new knowledge, skills and competencies in relation to communication in a structured context.

### **Number of ECTS credits**

The subject element Communication is worth 10 ECTS credits.

### **Learning objectives for Communication (Local)**

The subject element involves communication tools and techniques for the development of practice-orientated and user-related cross-media company communication. Work is based on a company's strategy and values.

#### **Knowledge**

The student will gain knowledge about:

- different modes of communication, the effective communication mix, and how to organise a campaign plan from a user perspective.
- the role of semiotics in relevant communication theory based on the company's values and users.

#### **Skills**

The student will get the skills to:

- plan cross-media communication products in a campaign context verbally and visually.
- assess and establish solutions, including technological solutions which, when combined, support and communicate brand equity and enhance the user experience.

#### **Competencies**

The student will learn to:

- set up a tactical campaign plan and prepare a creative brief based on the company's strategy, value base and user perspective.
- identify, develop and execute communication products online and offline based on key brand touch points and a user perspective.

### **ECTS credits**

The local subject element Communication is worth 10 ECTS credits.

### **3.3.1.3. The subject element Management, national and local**

#### **Learning objectives for Management (national)**

The subject element **Management** deals with project management and coordination of marketing activities based on the collection and processing of market data.

#### **Knowledge**

The student will gain knowledge about:

- theory and methods of project management and coordination in relation to the practice of the profession and the subject area.
- key theories and methods in project management, coordination and data collection and processing and how to apply them.

#### **Skills**

The student will get the skills to:

- apply management and coordination tools to marketing.

- assess practice-related issues as well as set up and select management and coordination tools in marketing.
- communicate solutions and make use of industry-related specialised terminology.

### **Competencies**

- The student will learn to:
- participate in interdisciplinary cooperation with a professional approach.
- handle development-orientated situations by means of relevant marketing management and coordination tools.
- acquire new knowledge, skills and competencies in relation to management in a structured context.

### **Number of ECTS credits**

The subject element Management is worth 5 ECTS credits.

### **Learning objectives for Management (local)**

The subject element Management deals with project management and co-ordination of practice-orientated marketing activities based on the collection and processing of market data.

### **Knowledge**

The student will gain knowledge about:

- brand-strategy and how to use it to identify a brand's stakeholders and ensure co-ordination in practice of internal and external anchorage in various market contexts.

### **Skills**

The student will get the skills to:

- identify and assess the impact on marketing planning and marketing activities in practice based on relevant market data.

- **Competencies**

The student will learn to:

- plan and use online marketing as an integral part of a campaign by means of technological solutions.
- assess and attend to project management of branding and marketing efforts through the processing of relevant market data.

### **ECTS credits**

The local subject element Management is worth 15 ECTS credits.

## **3.4. Electives**

Electives, as well as their learning objectives, are described in an electives catalogue and make up 5 ECTS. Please see KEA's learning platform and KEA's subjects and modules catalogue. <https://katalog.kea.dk/>

## **3.5. Internship**

### **3.5.1. Learning objectives for the 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 understand and communicate practice-orientated issues.

### **Knowledge**

The student will gain knowledge about:

- the practice of the profession and the subject area as well as key applied theory and methods.
- practice and key applied theory and methods as well as their own role and professional identity in relation to the internship company.

### **Skills**

The student will get the skills to:

- use key methods and tools as well as acquire skills associated with the profession.
- assess practice-orientated issues and propose and select possible solutions.
- assess and communicate practice-orientated solutions to the company and users.
- 

### **Competencies**

The student will learn to:

- handle development-orientated situations related to daily tasks in a company.
- participate in academic and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the company in a structured context.

### **Number of ECTS credits**

The internship is worth 15 ECTS credits.

### **Number of exams**

The internship concludes with an exam.

#### **3.5.2. Rules for the completion of the internship**

As a minimum, the student must have completed 10 weeks of internship.

The internship is unpaid.

During an unpaid internship in a public or private company, the student cannot form part of the workforce or be subject to the powers of direction of the company. Cf. s. 5 (4) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes.

During an unpaid internship, the student may receive a gratuity in the form of a minor financial appreciation from a company, etc. The amount cannot exceed DKK 3,000 per month and must not be granted as pre-determined income similar to a salary. Cf. s. 5 (5) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes.

Together with the internship company, the student defines their individual learning objectives for the internship based on the overall learning objectives for the internship period. The assigned supervisor approves the learning objectives. Before and during the internship, the student is assigned a supervisor from the programme in Design, Technology and Business. The student may also contact KEA's internship coordinator. The internship completes with a written exam.

The requirements for internships are described in more detail on KEA's learning platform for the AP Degree Programme in Design, Technology and Business.

### **3.6. Teaching and learning methods**

The AP Degree Programme in Design, Technology and Business takes a subject and project-based approach to teaching. It involves activities related to the field of specialisation as well as across the different study specialisations of the programme. Teaching is organised in semester courses. The semesters are divided into modules and based on relevant commercial practice and applied theory, method and tools.

Various methods of teaching help develop student autonomy, interpersonal skills and the ability to foster innovation in Design, Technology and Business with a particular focus on 360<sup>0</sup> sustainability, environmental issues, interaction of cultural patterns and entrepreneurship. In addition, the student gains an understanding of the entire value chain and their own professional standpoint.

Teaching is a combination of classroom instruction, lectures, workshops, teamwork and individual work with exercises, assignments and major project work involving lab work.

Guidance and feedback are provided by the profession, the teachers and fellow students (peer to peer).

The programme involves work with the individual student's learning and academic and professional development as well as their ability to take part in shared professional environments (groups/teams) within and across disciplines.

### **Practice-orientated learning**

During their study, the student is in close contact with the industry—through business co-operation, company visits, study tours, trade fairs and the internship. With Design, Technology and Business as the underlying basis, programme cohesion is achieved by combining theoretical and practical working methods. This ensures that graduates from KEA have a strong, professional identity and that they are equipped for the labour market.

### **3.7. Differentiated teaching**

The programme has been organised to accommodate student learning and motivation.

In the first semester, which is common to all students, students are divided into teams. Each team is assigned a mentor, who will offer guidance and feedback in relation to students' progression during the first semester. Furthermore, if and when required, students will have access to extra-curricular syllabus. Academic guidance and feedback will also be offered in the other specialisation modules based on the academic content as well as the varying prerequisites and needs of the students.

## **4. Internationalisation**

KEA supports the student in finding programme elements/modules with foreign programme providers whose learning objectives are equivalent to those of the Academy Profession Degree Programme in Design, Technology and Business. The 10 weeks of internship may also take place in a company abroad.

### **4.1. Studying abroad**

Studies abroad can be organised for the 10-ECTS specialisation module as well as the 5-ECTS elective module if, according to KEA, there is consistency between the learning objectives and the ECTS. If the module in question was assessed according to the 7-point grading scale at the institution where the exam was held and equivalent to a full module under this curriculum, the grade will be transferred to the diploma. KEA may approve that modules successfully completed at another Danish or foreign institution of higher education should replace modules under this curriculum. KEA will consider a module 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

KEA offers a number of internationalisation options, including the internship in the third or fourth semester. Information on partner institutions, international internships, credit transfer and procedures will be published on KEA's learning platform.

### 5. Exams in the programme

Exams are held in accordance with the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (the examination order) and the Grading Scale Order. The general examination regulations are described in this curriculum. The examination framework for the individual exams contains a more detailed description of holding exams and what the examination regulations translate into. It is available on KEA's learning platform.

#### 5.1. Programme exams

All subject elements end with an exam assessed according to the 7-point grading scale. Placement and scope of exams appear below.

#### Overview of the placement of exams

Placement	Exams	ECTS	Assessment	Internal/External
2 <sup>nd</sup> year	Final Project	15	Individual assessment 7-point grading scale	External
	Internal exam	15	Individual assessment 7-point grading scale	Internal
	Elective module exam	5	Individual assessment 7-point grading scale	Internal
	10-ECTS Specialisation Exam	10	Individual assessment 7-point grading scale	Internal
	15-ECTS Specialisation Exam	15	Individual assessment 7-point grading scale	Internal
1 <sup>st</sup> year	2 <sup>nd</sup> semester exam	30	Individual assessment 7-point grading scale	External
	1 <sup>st</sup> semester exam	30	Individual assessment 7-point grading scale	Internal
	Commencement of study exam	X	Approved / not approved	Internal

All exams must be passed before the student can take the oral part of the final exam project.

#### 5.2. Exam forms

The programme includes various exam forms that reflect not only the content and the teaching methods, but also take into account students' academic progression and increased autonomy.

#### 5.3. Mandatory activities—participation and submission

The submission of some of the assignments may be mandatory, and failure to hand in means that the student will not be able to register for the exam. Mandatory activities help demonstrate active enrolment. KEA may require that more of the first, second and third semester submissions should be mandatory activities which the student must submit in order to sit the exams in the first, second and third semesters. The detailed requirements for submissions and a description of which submissions are mandatory activities can be found on KEA's learning platform for the Academy Profession Degree Programme in Design, Technology and Business at the beginning of the semester. They will be specified at the beginning of the module. A submission which does not meet the formal requirements will be rejected.

#### 5.4. Exam organisation



## **The first-semester exam**

**Scope:** 30 ECTS.

### **Requirements for the first-semester exam**

The student must demonstrate that they have achieved the learning objectives for the first semester—equivalent to 30 ECTS.

### **Learning objectives**

The learning objectives for the first-semester exam are the national subject elements, which are common to all students. Cf. *Ch. 3, s. 3.2*.

*Please see also <https://katalog.kea.dk/>, where the learning objectives have been described in more detail in part 1 and 2.*

### **Exam**

The exam is individual and takes place at the end of the semester.

The basis of the exam is a portfolio which must be submitted electronically in WISEflow. It consists of selected assignments and projects from the various T&S Modules, as well as a syllabus-related question that the student will draw at the oral exam.

### **The oral exam**

Duration: 30 minutes and consisting of the following elements:

- Presentation of the uploaded portfolio.
- Questions from examiner(s) and dialogue.
- Answering a question related to the syllabus.
- Grading.

*See also the framework for the first-semester exam and “Requirements to contents” on KEA’s learning platform.*

### **Assessment**

The exam is with internal assessment by one or more internal examiners and according to the 7-point grading scale. The assessment is an overall assessment. The exam must be passed. Cf. *Ch. 5, s. 5.7*.

## **The second-semester exam**

**Scope:** 30 ECTS.

### **Requirements for the second-semester exam**

The student must demonstrate that they have achieved the learning objectives for the national subject elements of the specialisation—equivalent to 30 ECTS.

### **Learning objectives**

The learning objectives for the second-semester exam are the national subject elements related to the field of specialisation. Cf. *Ch. 3, ss. 3.3.1, 3.3.2 and 3.3.3*.

*Please see also <https://katalog.kea.dk/>, where the learning objectives for specialisation modules 1, 2, 3, 4 and 5 have been described in more detail.*

### **Exam**

The exam is individual and takes place at the end of the semester.

The exam is based on the student's ability to apply the knowledge, skills and competencies gained in specialisation modules 1 to 5. The student performs research and analysis for the design of a solution/prototype using a problem-orientated approach.

As an introduction to the second-semester exam, one of the modules will involve teaching related to the field of specialisation. The student is then presented with two topical themes. The student chooses one of the themes. A written part is drawn up using a problem-orientated approach and uploaded. Subsequently, a solution/prototype is prepared which is to be presented and contextualised at an oral exam with an external examiner. Groups of 3 to 4 students are offered two sessions of guidance before submitting the written part.

The exam consists of three elements:

- A written part
- Solution/prototype creation
- Oral presentation and questions from examiner and co-examiner—a total of 30 minutes.

*See also the framework for the second-semester exam on KEA's learning platform.*

### **Assessment**

The exam is assessed by an internal examiner and an external co-examiner according to the 7-point grading scale. The assessment is an overall assessment. The exam must be passed. Cf. *Ch. 5, s. 5.7.*

### **Spelling and writing skills**

The student's spelling and writing skills will form part of the assessment. Cf. *Ch. 5, s. 5.10.*

## **15-ECTS Specialisation Exam**

**Scope:** 15 ECTS.

### **Requirements for the 15-ECTS Specialisation Exam**

The student must demonstrate that they have achieved the learning objectives for the local subject elements of the specialisation—equivalent to 15 ECTS.

### **Learning objectives**

The learning objectives for the 15-ECTS specialisation exam consist of selected local subject elements related to the field of specialisation. Cf. *Ch. 3, ss. 3.3.1, 3.3.2 and 3.3.3.*

*Please see also <https://katalog.kea.dk/>, where the learning objectives for specialisation module 6 have been described in more detail.*

### **Exam**

This individual exam takes place at the end of the 15-ECTS specialisation module.

The basis of the exam is the project work developed in the specialisation module and which is to be presented at an oral exam.

The exam consists of one or more of the elements below:

- Submission of a project/product.
- Oral presentation and contextualisation of the project work.
- Oral or written feedback.

*See also the framework for the 15-ECTS Specialisation Exam on KEA's learning platform.*

## **Assessment**

The exam is assessed by an internal examiner according to the 7-point grading scale. The assessment is an overall assessment. The exam must be passed.

## **The Internship Exam**

**Scope:** 15 ECTS.

### **Requirements for the Internship Exam**

The student must demonstrate that they have achieved the learning objectives for the internship—equivalent to 15 ECTS.

### **Learning objectives:**

Learning objectives for the internship: Cf. *Ch. 3, s. 3.5.1*.

### **Exam**

This individual exam takes place at the end of the internship.

The internship exam is a written exam intended to reflect the student's professional experience and learning during the internship based on the student's specialisation.

The basis of the exam is a problem area defined by the student and based on one of the following areas:

- **General:** This is intended as a course in which the student becomes familiar with various functions and tasks.
- **Specific:** The company gives the intern a defined task/project, i.e. the task is the focal point of the student's internship.
- **Development—Cooperation between company and student:** The student and the company draw up a joint project. The project may be based on subjects that the student would like to explore.
- **Development—Preliminary to the exam project:** As a preliminary study to the student's final exam project in the fourth semester. During the internship, the student may be given the opportunity to prepare a company profile and assignment which may be used for the final exam project.

Based on the above, as well as the work tasks in the internship company, the student defines a problem area of max. 15 lines. The problem area must be brought along for the midway evaluation. The midway evaluation is in the form of group guidance, where the student can get oral feedback from the supervisor and fellow students. For internships abroad, the student must send the problem area to the supervisor no later than on the day of the midway evaluation.

The scope of the assignment /report is between 19,200 (min.) and 24,000 (max.) characters (including spaces), not including the front page, table of contents, footnotes, list of references and appendices, if any.

**The exam consists of the elements below:**

- a written internship report.

*See also the framework for the Internship Exam on KEA's learning platform.*

## **Assessment**

The exam is assessed by an internal examiner according to the 7-point grading scale. The exam must be passed.

## Spelling and writing skills

The student's spelling and writing skills will form part of the assessment. Cf. *Ch. 5, s. 5.10.*

## **10-ECTS Specialisation Exam**

**Scope:** 10 ECTS.

### **Requirements for the 10-ECTS Specialisation Exam**

The student must demonstrate that they have achieved the learning objectives for the local subject elements of the specialisation—equivalent to 10 ECTS.

### **Learning objectives:**

The learning objectives for the 10-ECTS specialisation exam consist of selected local subject elements related to the field of specialisation. Cf. *Ch. 3, ss. 3.3.1, 3.3.2 and 3.3.3.*

Please see <https://katalog.kea.dk/>, where the learning objectives for specialisation module 7 have been described in more detail.

### **Exam**

This individual exam takes place at the end of the 10-ECTS specialisation module.

The basis of the exam is the project work developed in the module and which will be presented at an oral exam.

The exam consists of one or more of the elements below:

- Submission of a project/product.
- Oral presentation and contextualisation of the project work.
- Oral or written feedback.

*See also the framework for the 10-ECTS Specialisation Exam on KEA's learning platform.*

### **Assessment**

The exam is assessed by an internal examiner according to the 7-point grading scale. The assessment is an overall assessment. The exam must be passed.

### **5.5. Exams with external co-examiner**

It appears from the description of the individual exam whether it is with internal or external assessment. See overview under ss. 5.1., 5.3. and 5.4 and under the individual exam.

### **5.6. Programme exams and their placement**

Programme exams and their placement, see s. 5.1 for an overview.

### **5.7. First-year exam**

The first-year exam consists of the first- and second-semester exams. Students must pass both exams before the end of the first year of study in order to continue on their second year of study. The exams appear on the diploma as individual exams, each with its own grade.

### **5.8. Requirements for written assignments and projects**

See the exams in question.

### **5.9. Requirements for the final exam project**

The final exam project must document the student's understanding of practice and key applied theories and methods in relation to a practice-orientated issue based on a specific assignment within the area of the

programme. The problem statement, which must be central to the AP Degree Programme in Design, Technology and Business and the profession, must be prepared by the student, possibly in cooperation with a public or private company. The educational institution must approve the problem statement.

**Scope:** 15 ECTS

### **Learning objectives**

The final examination project, together with the other programme exams and the internship exam, documents that the programme's goals for learning outcome and the end objectives related to the field of specialisation, cf. Ch. 1, ss. 1.4.1., 1.4.2. and 1.4.3, have been obtained.

### **The exam in the final project**

The final exam project completes the last semester of the degree programme after the student has passed all previous exams.

### **Examination form**

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

### **Business cooperation and problem statement**

At KEA, the problem statement must be directly related to a private or public company. It is the responsibility of the student to find a company to work with. The project must be based on one of the three methods listed below:

Business cooperation: The company presents the student with a relevant problem to work with. Alternatively, the student may identify a relevant problem. Work with the final project can be done in the company or outside the company.

Business contact: The student establishes contact to a company and identifies a relevant, topical problem. Qualitative and quantitative empirical data are collected in the form of various interviews, questionnaire surveys, observations or similar.

Case study: The student is not in contact with the company but identifies a relevant issue by looking at the company from the outside. Qualitative and quantitative empirical data are collected in the form of various interviews, questionnaire surveys, observations or similar.

The problem must be submitted to KEA before the start of the project period, and the student's course of specialisation must be included in the identified issue. The problem statement is discussed with the supervisor at the first session of guidance.

The Head of Programme may exempt from the business cooperation method in case the student would like to prepare entrepreneurial projects, start their own business or similar. The deadline for applying for exemption appears from the framework for the final exam project.

### **Completion of the exam**

The exam is an individual project which includes a written assignment and an oral presentation with any related products.

### Scope of the assignment

The scope of the assignment is between 48,000 (min.) and 60,000 (max.) characters (including spaces), excluding the front page, table of contents and appendices, if any.

## **Oral exam**

To take the oral exam, students must have submitted the written report on time.

The oral exam has a duration of:

- 20 min for the student's presentation.
- 20 min for questions from examiner and co-examiner.
- 20 min for grading.

*See also the examination framework for the Final Exam Project on KEA's learning portal.* The exam must be passed.

## **Assessment**

The assessment is based on an overall assessment of the exam project, the performance at the oral exam and any product solutions based on the learning objectives for the programme.

The exam is with external examiner, and the student is awarded an overall grade according to the 7-point grading scale.

## **Spelling and writing skills**

The student's spelling and writing skills will form part of the assessment. Cf. *Ch. 5, s. 5.10.*

### **5.10. How important are spelling and writing skills?**

Students' spelling and writing skills are assessed in written exams, including the final exam project. The assessment is an overall assessment of the academic content and students' spelling and writing skills, the academic content carrying the most weight. If there are many spelling and writing mistakes, this may result in a lower grade, for instance from grade 7 to grade 4.

*See s. 5.12 Special Exam Conditions*

### **5.11. Use of materials and aids**

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

### **5.12. 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.

### **5.13. Make-up exams**

Students who fail an exam have another two attempts. The re-exam will be held immediately after the first exam attempt. A student is entitled to sit a re-exam based on the same project, a reworked project or a completely new project. KEA offers advice on the pros and cons of the three methods in relation to the individual student's assignment. The re-exam has the same purpose as the ordinary exam and will be held as soon as possible.

### **5.14. Examination language**

The exams are conducted in Danish for Designteknolog DK and in English for Design, Technology and Business INT. For students on the Danish programme, Designteknolog DK, the exam may also be conducted in Swedish or Norwegian. In exceptional cases, say, in connection with the internship or the final exam project,

where the assignment/project is prepared together with an international company or in a company whose corporate language is English, the student may apply for the assignment/project to be written in English. The application must be submitted no later than four weeks before the start of the project.

### **5.15. Commencement of studies exam**

At KEA there is a written commencement of studies exam for students on the Academy Profession Degree Programme in Design, Technology and Business. Students on the Academy Profession Degree Programme in Design, Technology and Business must pass the commencement of studies exam in order to be able to continue their studies.

The commencement of studies exam aims to clarify whether the student has actually started on the programme. The exam is a minor academic exam in the basic elements from the first three to five weeks of study. The commencement of studies exam is held no later than two months after the commencement of study, and students will get the result within two weeks after the exam.

The commencement of studies exam is assessed internally as "Pass" or "Fail". If a student does not pass the exam, they have the option of sitting one (and only one) re-exam to be held within three months after the commencement of study. The commencement of studies exam is not governed by the rules of the examinations order regarding complaints about the exams.

Students who do not pass the commencement of studies exam will be disenrolled from the programme.

### **5.16. 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](http://www.stopplagiat.nu).

### **5.17. Exam cheating and disruptive behaviour during exams**

Cheating and disruptive behaviour during 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](http://www.stopplagiat.nu)).

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 active enrolment apply—see s. 6.5.

### **6.2. Credit transfer**

#### **6.2.1. Credit transfer of subjects covered by the common part of the curriculum**

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.

#### **6.2.2. Credit transfer of subjects covered by the institution-specific part of the curriculum**

Currently, there are no credit transfer agreements.

### **6.3. Criteria for the assessment of active enrolment**

The student is obliged to take active part in study activities, projects, assignments and exams in accordance with the conditions described in this curriculum and in applicable laws and regulations.

Copenhagen School of Design and Technology expects active student participation in teaching, projects and other study activities. Students are required to take responsibility for their own academic and personal development. This means taking active part in the teaching sessions and cooperation with fellow students. A high degree of active enrolment is a prerequisite for the development of the individual student's professional skills. The prescribed period of active enrolment is approx. 43 hours per week.

During the internship period, students are required to show up for work. As a starting point, the intern works 37 hours per week. However, at peak demand, extra work time must be expected if this is also expected of the other staff.

NB! If students do not satisfy the demand for active enrolment, it may have an impact on whether or not they are eligible for the Danish students' grants and loans scheme.

Copenhagen School of Design and Technology evaluates active enrolment on an ongoing basis.

Active enrolment requires that the student participates in:

- All the teaching
- Project start-up meetings



- Mandatory meetings with supervisor/teacher
- Assignment and project work—individually and in groups/teams, including submissions on KEA’s learning platform and through WISEflow
- Project presentations and assessments
- Exams as described in this curriculum
- A number of mandatory assignments each semester, including the second-semester mandatory activities.

Students who cannot participate in study activities due to documented illness or other acceptable reasons should immediately contact the Study Administration at: studieGBG@kea.dk. The Study Administration will inform the student about the necessary procedures, including the provision of a medical certificate.

#### 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.

#### **6.4. 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.

#### **6.5. 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).

**What may the complaint result in?** If a complaint is successful, the student 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 academic assessment. The new grade may be higher or lower than the original grade.

**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. 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.