

Academy Profession Programme (AP)
in Design, Technology and Business

Curriculum Design, Technology and Business KEA 2016

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1. Curriculum framework

This is a translated version of the Danish curriculum for the education. In case of any discrepancies between the English and the Danish version, the Danish version as posted on kea.dk is valid.

The objective of the Academy Profession Programme in Design, Technology and Business is to provide students with the qualifications needed to independently plan, organise and perform tasks related to textiles, clothing, design and business in connection with design, production, business, marketing and retail.

This curriculum has been prepared in accordance with the guidelines set out in Ministerial Order no. 710 of 6 July 2009 on the Academy Profession Programme in Design, Technology and Business (*Bekendtgørelse nr. 710 af 6. juli 2009 om erhvervsakademiuddannelse inden for tekstil, beklædning, design og business (Design teknolog EAK)*).

The common provisions in the curriculum have been prepared by the educational network for the study programme, i.e. all institutions authorised to offer the programme.

The programme is a full-time programme equating to two student full-time equivalents. A student full-time equivalent corresponds to one year of full time-time study. A student full-time equivalent corresponds to 60 ECTS credits in the European Credit Transfer System (ECTS). The programme is thus equates to a total of 120 ECTS.

The programme is a level-5 programme in the Danish Qualifications Framework for Lifelong Learning.

The programme is governed by the applicable revisions of the following rules and regulations:
Act no. 1147 of 23 October 2014 on Academy Profession Programmes and Professional Bachelor Programmes (*Lov nr. 1147 af 23. oktober 2014 om erhvervsakademiuddannelser og professionsbacheloruddannelser*).

Ministerial Order on Academy Profession Programmes and Professional Bachelor Programmes (*Bekendtgørelse om erhvervsakademiuddannelser og professionsbacheloruddannelser*).

The Programme Order: Ministerial Order no. 710 of 6 July 2009 on the Academy Profession Programme in Design, Technology and Business.

Ministerial Order no. 852 of 3 July 2015 on Accreditation of Institutions of Higher Education and Approval of Higher Education Programmes (*Bekendtgørelse nr. 852 af 3. juli 2015 om akkreditering af videregående uddannelsesinstitutioner og godkendelse af videregående uddannelser*).

Ministerial Order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes (*Bekendtgørelse om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser*).

Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes (*Bekendtgørelse om prøver og eksamen i erhvervsrettede videregående uddannelser*).

Ministerial Order no. 114 of 3 February 2015 on the Grading Scale and Other Forms of Assessment of Study Programmes Offered under the Ministry of Higher Education and Science (the Grading Scale Order) (*Bekendtgørelse nr. 114 af 3. februar 2015 om karakterskala og anden bedømmelse ved uddannelser på Uddannelses- og Forskningsministeriets område*).

The acts and ministerial orders are available (in Danish) at www.retsinformation.dk

The Danish programme title is *Erhvervsakademiuddannelse inden for tekstil, beklædning, design og business (design teknolog AK)*. The English programme title is Academy Profession Degree Programme in Design, Technology and Business.

Graduates of the programme will have the Danish title of *designteknolog AK*. The English title is AP Graduate in Design, Technology and Business.

1.1. 1.1 Commencement and transitional provisions

The curriculum comes into effect on 15 August 2016 and applies to all students who have been and are enrolled on the programme, and to all exams starting on this date or later.

1.2. 1.2 Transitional arrangements (C,I)

The curriculum of August 2015 is hereby repealed with effect from 15 August 2016.

2. Admission

2.1. 2.1 Educational requirements, distribution of subjects and, if relevant, admission exam (C)

Design discipline

Programme	Programme-specific admission requirements
AP in Design, Technology and Business	<p>Admission based on upper secondary school exam: Specific admission requirements: English C and Mathematics C and passed entrance exam</p> <p>Admission based on vocational education and training: Dressmaker (with specialisation) (<i>beklædningshåndværker (med specialer)</i>) Car upholsterer (<i>boligmonteringsuddannelsen, autosadelmager</i>) Furniture upholsterer (<i>boligmonteringsuddannelsen, møbelpolstrer</i>) Retail sales assistant (<i>detailhandelsuddannelse med specialer</i>) Event coordinator (<i>eventkoordinatoruddannelsen (trin 2)</i>) Graphics technician (<i>grafisk tekniker</i>) Education in commerce (<i>handelsuddannelse med specialer</i>) Media graphic designer (<i>mediografiker (trin 2)</i>) Joiner (<i>snedker (med specialer)</i>) Theatre, exposition and event technician (<i>teater-, udstillings- og eventtekniker (med specialer)</i>) Technical designer (<i>teknisk designer</i>) Metalworker, precious metals (<i>ædelsmed (med specialer)</i>) Specific admission requirements: English C and passed entrance exam</p> <p>Admission based on relevant vocational education and training: Specific admission requirements: English C and Mathematics C and passed entrance exam</p> <p>Admission based on other qualifications: Entrance exam to engineering study programmes Specific admission requirements: English C and passed entrance exam</p>

3. Programme elements and programme modules

3.1. Overview of programme elements, internship and exams

First year of study		Second year of study	
First semester	Second semester	Third semester	Fourth semester
Common compulsory courses Design, Business, Technology (30)	Specialisation subjects (30)	Specialisation subjects (15)	Elective programme elements (15)
		Internship (15)	Final project (15)

The figures in brackets indicate the workload in ECTS

3.2. Common compulsory programme elements, prescribed lines of study (core areas):

The programme consists of:

- 1) Compulsory programme elements, equivalent to a total of 30 ECTS credits, which are common to all students.
- 2) Prescribed lines of study, each equivalent to 45 ECTS, of which students choose one line of study:
 - a) Design
 - b) Production
 - c) Business
 - d) Marketing
 - e) Retail

These are equivalent to a total of 75 ECTS

The programme contains the following other programme elements:

- 3) Elective programme elements (15 ECTS)
- 4) Internship (15 ECTS)
- 5) Final project (15 ECTS)

All in all, the programme totals 120 ECTS

Learning objectives of the common compulsory courses (30 ECTS), first semester:

The compulsory programme elements are organised under the following core areas:

- Design, including design process, value philosophy and aesthetics
- Business, including companies, commerce and communication
- Technology, including technology, people and environment

3.3.1. Design

The objective is to ensure that students acquire basic knowledge and a basic understanding of the design process, value philosophy and aesthetics.

Knowledge

The graduate has acquired:

- knowledge of the design process from idea to finished product
- knowledge of value philosophy in terms of value preferences, culture, idea and history of the industry
- knowledge of aesthetics in terms of understanding the interrelatedness of aesthetic, functional and technical product qualities

Skills

The graduate has acquired the skills needed to:

- sketch, design and develop products
- apply value preferences in descriptions of target group analyses
- work communicatively and innovatively
- relate to shape, colour and material, price and target group
- communicate proposed solutions to relevant parties orally and in writing, for example using relevant technical terminology

3.3.2 Business

The objective is to ensure that students acquire basic knowledge and a basic understanding of companies, commerce and communication.

Knowledge

The graduate has acquired:

- knowledge of the company as a value chain
- knowledge of company organisation and logistics
- knowledge of the marketing and sales activities of companies
- knowledge of knowledge dissemination and presentation techniques

Skills

The graduate has acquired the skills needed to:

- describe and explain a company's value chain
- communicate proposed solutions to relevant parties orally and in writing, for example using relevant technical terminology
- use key figures and calculation principles
- describe a company's marketing mix

3.3.3 Technology

The objective is to ensure that students acquire basic knowledge and a basic understanding of technology, people and the environment.

Knowledge

The graduate has acquired:

- knowledge of processes, materials and production
- knowledge of people and the environment in relation to ethics, design and production processes
- knowledge of technical communication
- knowledge of relevant IT tools

Skills

The graduate has acquired the skills needed to:

- use IT in his or her work
- select and justify the choice of materials for a production process
- write product documentation/specifications
- communicate proposed solutions to relevant parties orally and in writing, for example using relevant technical terminology

Competencies

Having completed the common programme elements, the graduate has acquired the following competencies:

The graduate has acquired the competencies needed to:

- take part in disciplinary and interdisciplinary collaboration efforts within all stages of the value chain in the development of a product or concept
- receive and process tasks from previous stages in the value chain and pass them on to the subsequent stage from his or her own position in the value chain, with due consideration being given to the company's overall objective

All compulsory programme elements and other compulsory parts are concluded with one or more exams.

3.3. Prescribed lines of study

KEA Design's specialisations under the prescribed lines of study

Design: Sustainable Fashion

Production: Pattern Design

Business: Fashion Management

Marketing: Marketing & Communication Design

3.3.1 Prescribed line of study: Design > Sustainable Fashion (45 ECTS)

At KEA, this specialisation is called Sustainable Fashion

The general objective is to provide students with the qualifications needed to independently design, plan and carry through design processes from idea to finished product.

Students must be able to participate in interdisciplinary collaboration in a company and combine innovation and creativity with commercial considerations.

Students must be able to communicate ideas and maintain a focus on product, trends and market.

The 45 ECTS credits are distributed on the following core areas:

Core area	First year of study	Second year of study
The design process	20	10
Visual communication	5	5
Trends and sociology	5	
Total ECTS	30	15

The design process	
After first year of study	After second year of study
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • key aspects of design processes • key aspects of design methods • materials • key aspects of technology • aesthetic mechanisms • sustainability <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • apply theory and method for ideation, design and product development • make aesthetic assessments in the design process • develop design with a focus on industry and user needs <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • carry through design solutions from idea to finished product 	<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • and understands design processes in practice • and understands design methods in practice • material use • and understands technology in practice <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • select and apply theory and method for ideation, design and product development • use innovative methods in relation to aesthetic assessments in the design process • assess and select materials and technology in relation to the product <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • analyse and describe a need with a view to developing a design for a specific target group • participate in development-oriented design and product development processes
Visual communication	
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • visual communication • key aspects of presentation techniques and methods • key aspects of communicative tools <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • use visual communication for design development and product communication and presentation • communicate and argue for proposed solutions in relation to the company and the target group • use communicative tools in speech and in writing <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • prepare and communicate communicative proposals targeted at the company and the target group 	<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • and understands presentation techniques and methods in practice • and understands communicative tools in practice <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • communicate and, based on theory and method, argue for process and proposed solutions tailored to the company and the target group <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • independently and reflectively prepare and communicate innovative proposed solutions targeted at the company and the target group

Trends and sociology	
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • key aspects of trends • key aspects of sociology • key aspects of market mechanisms <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • use theory and method to collect and assess trends • use sociological research methods in relation to the market and target group <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • collect, select and use trends for design development • work with the design process from a sociological perspective • use trends and sociology as documentation and inspiration for design development 	

3.3.2. Prescribed line of study: Production > Pattern Design (45 ECTS)

At KEA, this specialisation is called *Pattern Design*

The general objective is to provide students with the qualifications needed to independently plan, organise and perform tasks within the Pattern Design specialisation. The specialisation covers the core areas of technology, product development and quality management.

The 45 ECTS credits are distributed on the following core areas:

Core area	First year of study	Second year of study
Technology	15	5
Product development	10	5
Quality management	5	5
Total ECTS	30	15

Technology	
After first year of study	After second year of study
<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> relevant methods for the production of simple product types the use of relevant IT tools <p>Skills The graduate has acquired the skills needed to</p> <ul style="list-style-type: none"> assess and carry through product manufacturing processes, taking into account the various production methods used for simple product types use tools and equipment in connection with product development and manufacture of simple product types <p>Competencies The graduate has acquired the competencies needed to</p> <ul style="list-style-type: none"> prepare and implement solutions for the manufacture of simple product types manage design processes for simple product types manage the creation of a simple product 	<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> relevant methods for the production of complex product types <p>Skills The graduate has acquired the skills needed to</p> <ul style="list-style-type: none"> assess and carry out product manufacturing processes, taking into account the various production methods used for complex product types use tools and equipment in connection with product development and product manufacture of complex product types <p>Competencies The graduate has acquired the competencies needed to</p> <ul style="list-style-type: none"> prepare and implement solutions for the manufacture of complex product types manage design processes for complex product types manage the creation of a complex product manage relevant IT tools
Product development	
<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> design techniques and methods for simple product types the use and limitations of materials for simple product types the product's proportional visual effects for simple product types <p>Skills</p>	<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> design techniques and methods for complex product types the use and limitations of materials for complex product types the product's proportional visual effects for complex product types <p>Skills</p>

<p><i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • assess and carry out product development processes for simple product types • assess and select materials based on the material requirement specifications for simple product types <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • prepare and implement solutions for the product development of simple product types 	<p><i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • assess and carry out product development processes for complex product types • assess product solutions based on a given target group • assess and select materials based on the material requirement specifications for complex product types <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • prepare and implement solutions for the product development of a complex product
Quality management	
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • quality assurance and communication relating to the development and/or production of a simple product • tools and equipment in connection with project management <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • prepare and communicate product documentation for simple product types <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • independently assess, analyse and prepare documentation in English on the production method used for simple product types 	<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • quality assurance and communication relating to the development and/or production of a complex product • tools and equipment in connection with project management <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • prepare and communicate product documentation for complex product types <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • participate in international disciplinary collaboration with a professional approach

3.3.3. Prescribed line of study: Business > Fashion Management (45 ECTS)

At KEA, this specialisation is called Fashion Management

The general objective is to provide students with the qualifications needed to independently plan, organise and perform tasks within the Business specialisation, including the core areas of commerce, logistics, communication and product knowledge.

The 45 ECTS credits are distributed on the following core areas:

Core area	First year of study	Second year of study
Commerce	10	5
Logistics	10	
Communication	5	5
Product knowledge	5	5
Total ECTS	30	15

Commerce	
After first year of study	After second year of study
<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> commerce theories, including tools and disciplines economic theories and issues <p>Skills The graduate has acquired the skills needed to</p> <ul style="list-style-type: none"> assess the commercial consequences of a company's object and strategy perform supplier searches, assessments and selection use relevant IT tools and management systems solve commerce assignments in national and international contexts <p>Competencies The graduate has acquired the competencies needed to</p> <ul style="list-style-type: none"> participate in disciplinary and interdisciplinary collaboration across the value chain manage the company's flows of materials and goods, taking into account the its organisational and financial circumstances 	<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> the company's legal affairs <p>Skills The graduate has acquired the skills needed to</p> <ul style="list-style-type: none"> assess the market with a view to entering into and developing partnerships assess and justify the use of alternative materials <p>Competencies The graduate has acquired the competencies needed to</p> <ul style="list-style-type: none"> conduct international negotiations and negotiations with the company's internal and external partners
Logistics	
<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> costs related to logistics logistics and supply chain management legal aspects of international trade <p>Skills</p>	

<p><i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • perform supplier searches, assessments and selection • assess the market with a view to entering into and developing partnerships • use relevant IT tools and IT management systems • solve commerce assignments having regard to national and international rules and regulations <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • participate in disciplinary and interdisciplinary collaboration across the value chain • conduct international negotiations and negotiations with the company's internal and external partners • manage the company's flows of materials and goods, taking into account its organisational and financial circumstances 	
Communication	
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • communication in the field of commerce <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • use relevant IT tools <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • participate in the management of the company's flows of materials and goods, taking into account the its organisational and financial circumstances 	<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • and understands communication in the field of commerce <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • assess the market with a view to entering into and developing partnerships • solve commerce assignments in national and international contexts <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • participate in disciplinary and interdisciplinary collaboration across the value chain • conduct international negotiations and negotiations with the company's internal and external partners • manage the company's flows of materials and goods, taking into account its organisational and financial circumstances
Product knowledge	
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • product characteristics, including materials and technologies 	<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • product liability and quality assurance under applicable standards

<p>Skills The graduate has acquired the skills needed to</p> <ul style="list-style-type: none"> • assess different material properties and applications <p>Competencies The graduate has acquired the competencies needed to</p> <ul style="list-style-type: none"> • participate in product development processes 	<p>Skills The graduate has acquired the skills needed to</p> <ul style="list-style-type: none"> • assess and analyse material properties and applications <p>Competencies The graduate has acquired the competencies needed to</p> <ul style="list-style-type: none"> • participate in and contribute to product development processes
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3.3.4. Prescribed line of study: Marketing > Marketing & Communication Design (45 ECTS)

At KEA, this specialisation is called Marketing & Communication Design

The general objective is to provide students with the qualifications needed to independently plan, organise and perform tasks within the Marketing & Communication Design specialisation. The specialisation covers the core areas of management, concept development and communication.

The 45 ECTS credits are distributed on the following core areas:

Core area	First year of study	Second year of study
Management	10	
Concept development	10	10
Communication	10	5
Total ECTS	30	15

Management	
After first year of study	After second year of study
<p>Knowledge The graduate has acquired knowledge of</p> <ul style="list-style-type: none"> • marketing disciplines and tools • organisation and management • the market • communication <p>Skills The graduate has acquired the skills needed to</p> <ul style="list-style-type: none"> • assess and use theory of relevance to the field • collect and process relevant market data • assess the market potential of a product or concept <p>Competencies The graduate has acquired the competencies needed to</p> <ul style="list-style-type: none"> • optimise the company's supply in relation to demand • manage the market introduction of new 	

<p>products and concepts</p> <ul style="list-style-type: none"> • undertake project management and project coordination • plan and implement a marketing plan in practice, nationally and internationally 	
Concept development	
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • key aspects of marketing tools • key aspects of the market • key aspects of trends, fashion and lifestyle • key aspects of communication <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • assess and use theory of relevance to the field • collect and process relevant market data • assess fundamental corporate values in relation to customer needs • assess the market potential of a product or concept <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • contribute to optimising the company's supply in view of market demand • participate in the product development process from idea to launch • undertake project management and coordination 	<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • international market perspectives • and understands communication in practice <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • collect, process and assess relevant market data • work under market conditions based on fundamental corporate values and in relation to customer needs • assess the market potential of a product or concept • communicate marketing processes both nationally and internationally <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • contribute to optimising the company's supply in relation to market demand • contribute to the product development process from idea to launch
Communication	
<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <ul style="list-style-type: none"> • marketing tools • organisation and management • trends, fashion and lifestyle <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • assess and use theory of relevance to the field • assess fundamental corporate values in relation to customer needs <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • contribute to optimising the company's supply in view of market demand • participate in the product development process from idea to launch • manage the market introduction of new 	<p>Knowledge <i>The graduate has acquired knowledge of</i></p> <p>communication and communication tools</p> <p>Skills <i>The graduate has acquired the skills needed to</i></p> <ul style="list-style-type: none"> • understand and use theory of relevance to the field • work under market conditions based on fundamental corporate values and in relation to customer needs • communicate marketing processes, nationally and internationally <p>Competencies <i>The graduate has acquired the competencies needed to</i></p> <ul style="list-style-type: none"> • contribute to optimising the company's supply in relation to market demand • manage the product development process from idea to launch

products and concepts <ul style="list-style-type: none"> • undertake project management and coordination 	<ul style="list-style-type: none"> • plan and implement a marketing plan in practice, nationally and internationally
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3.3.4. Prescribed line of study: Retail (45 ECTS)

Not offered at KEA

The general objective is to provide students with the qualifications needed to independently plan, organise and perform tasks within the Retail specialisation, including the core areas of retail trends and consumer behaviour, retail management, retail marketing mix and international retail.

The 45 ECTS credits are distributed on the following core areas:

Core area	First year of study	Second year of study
Visual merchandising	10	
Retail management	5	10
Retail marketing	15	5
Total ECTS	30	15

Visual merchandising	
After first year of study	After second year of study
Knowledge of: <ul style="list-style-type: none"> • the marketplace • trends, fashion and lifestyle • analytical methods Skills <ul style="list-style-type: none"> • organise and set up product range at the retail level • prepare guidelines for use in retail operations • communicate and present proposals for projects and ideas in a concept Competencies <ul style="list-style-type: none"> • perform relevant analyses and subsequently conceive specific proposals • participate in concept development 	
Retail management	
Knowledge <ul style="list-style-type: none"> • The student has acquired: • knowledge of the marketplace • knowledge of basic commercial subject areas Skills <ul style="list-style-type: none"> • The student has acquired the competencies needed to: • prepare guidelines for use in retail operations • use practical governance and 	Knowledge <p>The student has acquired:</p> <ul style="list-style-type: none"> • knowledge and an understanding of the marketplace • knowledge and an understanding of basic commercial subject areas • analytical methods • relevant legislation Skills <ul style="list-style-type: none"> • apply practical governance and management tools in relation to day-to-day retail operations at an advanced level

<p>management tools in relation to day-to-day retail operations</p> <p>Competencies</p> <ul style="list-style-type: none"> participate in disciplinary and interdisciplinary collaboration in the development and maintenance of a retail concept 	<ul style="list-style-type: none"> communicate and present proposals for projects and ideas in a concept <p>Competencies</p> <ul style="list-style-type: none"> perform relevant analyses and subsequently conceive specific proposals participate in concept development
<p>Retail marketing</p>	
<p>Knowledge of:</p> <ul style="list-style-type: none"> the marketplace trends, fashion and lifestyle basic commercial subject areas analytical methods relevant legislation <p>Skills</p> <ul style="list-style-type: none"> prepare guidelines for use in retail operations use theories and tools of relevance to retail marketing communicate and present proposals for projects and ideas in a concept <p>Competencies</p> <ul style="list-style-type: none"> participate in disciplinary and interdisciplinary collaboration in the development and maintenance of a retail concept communicate visually, orally and in writing in connection with retail marketing perform relevant analyses and subsequently conceive specific proposals 	<p>Knowledge of</p> <ul style="list-style-type: none"> material properties and an understanding of analytical methods <p>Skills</p> <ul style="list-style-type: none"> use theories and tools of relevance to retail marketing at an advanced level communicate and present proposals for projects and ideas in a concept digitally and at an advanced level <p>Competencies</p> <ul style="list-style-type: none"> participate in concept development

3.4. Elective programme elements (15 ECTS)

The elective programme elements allow students to enhance their study and professional skills within areas broadly related to the core areas of the programme, including the core areas covered by the specialisations. For a more detailed description of the elective programme elements, or elective subjects, please see KEA's electives catalogue.

3.4.1 Elective subjects

A varying number of elective subjects are offered at KEA Design. The elective subjects allow students to enhance their study and professional skills through further specialisation and by gaining new perspectives on subjects of relevance to the fashion and lifestyle industry.

The elective subjects are offered as 5 ECTS modules.

The elective subject modules are offered to Danish and international students. Modules offered in English are thus aimed at both Danish and international students. Danish students may choose to take their exam in the elective

subject in Danish, provided that the examiner understands and reads Danish. Students on the international study programme must take the exam in the elective subject in English. Danish elective subject modules are not open to international students.

3.4.2 Overview of elective subject modules

Elective subjects are taken at the start of the fourth semester.

The electives catalogue is published before the start of the third semester, and students must register for elective subjects in the beginning of that semester. If students do not register for elective subjects by the specified deadline, KEA Design reserves the right to allocate them to an elective subject with vacant places.

KEA Design reserves the right to cancel electives if not enough students sign up. The number of places on the individual elective subjects is shown in the electives catalogue. Students apply for elective subjects in order of priority, but in case of oversubscription or undersubscription of electives, KEA Design reserves the right to allocate students to lower-ranked elective subjects.

The electives are aimed at both Danish and international students, which means that some elective subjects are only offered in English. The choice of elective subject is binding.

3.4.3 General learning objectives of elective subjects

Elective subjects are taken at the start of the fourth semester.

Learning objectives

The learning objectives of the individual elective subjects are described in the electives catalogue, which is available on Fronter.

3.5. Internship (15 ECTS)

The internship is placed in the third semester and runs for a consecutive period of at least 10 weeks, excluding the internship exam. The internship is unpaid, but state education grants are available according to the applicable rules.

Students may do their internship abroad and may apply for Erasmus grants and funding. Guidance is available via KEA Global.

3.5.1 Objectives

The objective of the internship is for students to acquaint themselves with and acquire knowledge of the industry as well as an understanding of the application of theories and methods within different corporate functions.

Students must be able to relate the theories and methods taught on the study programme to business practice.

The internship must provide students with the qualifications needed to analyse, assess, plan and perform tasks/projects relating to practice-oriented issues.

3.5.2 Learning objectives

Learning objectives of the internship are:

Knowledge

The student has acquired:

- basic knowledge of the industry and its working methods as well as company organisation
- an understanding of the relationship between all the different parts of the value chain
- an understanding of the company's competitive situation

- an understanding of the company's position in a global context

Skills

The student has acquired the competencies needed to:

- use tools and theories to solve specific problems
- communicate concrete problems and issues and proposed solutions to relevant business partners
- relate theory to business practice

Competencies

The student has acquired the competencies needed to:

- participate in disciplinary and interdisciplinary collaboration to solve a specific problem
- establish disciplinary and interdisciplinary networks
- reflect on his or her own qualifications and competencies and identify his or her own needs for additional learning

3.5.2 Internship rules – internships at KEA Design

The internship is placed in the second year of study and runs for a consecutive period of at least 10 weeks, excluding the writing of an assignment and exam (15 ECTS).

Students will be assigned a supervisor for the internship, who will advise on relevant tasks that students can take on during their internship considering the objectives of the programme.

It is expected that students actively try to find relevant host companies.

Initial guidance

Students will be assigned a supervisor, who will provide advice on applications and relevant tasks, approve the internship contract, approve the problem statement for the internship report and visit the host company.

Mid-term evaluation

Approx. one month into the internship, students will meet for a mid-term evaluation at the school, where they will talk about their experiences and discuss any problems.

3.6. Teaching and working methods (I)

Various teaching and working methods are used, including:

- Traditional classroom-based teaching
- Group work
- Individual work
- Cases
- Excursions
- Interdisciplinary project-based teaching
- Problem-based learning
- Knowledge-sharing

Teaching model:

New students are required to have a laptop when they begin their studies at KEA Design. The teaching activities are planned on the assumption that students have their own computer.

Courses are organised so as to ensure that students are exposed to a variety of different teaching and working methods as a way of developing their independence, collaborative and innovative skills.

For KEA Design, it is particularly important that students are actively engaged in their studies and share in the responsibility for the progression of their learning.

The organisation of the teaching activities is semester-based, with the independent overall learning objectives defined for each semester ensuring progression of learning. The teaching varies between lectures, disciplinary and interdisciplinary projects, classroom-based teaching and problem-oriented tasks.

Students work both individually and in teams.

However, KEA Design recommends that students form study groups to support their individual learning and in connection with assignments.

The variation in working and teaching methods allows students to engage in in-depth study and reflection and to work independently, while at the same time strengthening their collaborative skills and ability to see connections.

The programme comprises a combination of theory and practice. Company visits may be organised, provided that a sufficient number of students wish to participate in such visits.

KEA Design aims for all courses to include workshop-based activities. The workshops may be based at KEA or at other venues with which KEA collaborates or has concluded a cooperation agreement. Examples of workshops include: material labs, writing labs, photo labs, sewing rooms, printing workshops, technology labs, CAD-CAM, textile printing or the like.

Courses are primarily taught in Danish. However, English may be used for lectures, teaching and project work in case of external lectures/lecturers, elective course modules, company projects as well as collaboration with international companies, institutions and students.

3.7. Differentiated teaching

Differentiated teaching may be organised if the need arises, but as a general rule, everyone is taught at the same level.

3.8. Texts in foreign languages

Textbooks and texts may be in languages other than Danish, primarily English. As stated in the specific admission requirements for the programme, students are expected to have passed English at C level.

4. Internationalisation

4.1 Studying abroad

It is possible for students to do their internship and elective course modules in the second year of study abroad. KEA Design must approve the educational institution and the disciplinary content of the courses. KEA Design must approve a foreign host company. See the internship guide on Fronter for further information.

4.1. Agreements on parallel programmes with foreign educational institutions

KEA currently has no agreements on joint degrees or double degrees for the programme; however, if such agreements are made, information will be provided at KEA GLOBAL: [//www.KEA.dk/en/contact/KEA-global/](http://www.KEA.dk/en/contact/KEA-global/)

5. Programme-specific exams

When starting a semester, students are automatically registered for the exams held in the course of that semester. It is not possible to withdraw registration for exams or exam attempts on the programme.

5.1. Overview of exams

No.	Semester	Exam	ECTS	Assessment	Internal/External
1	Two months into the first semester	Commencement of studies exam		Pass/Fail	Internal
2.	At the end of the first semester	First-semester exam Portfolio exam	30 ECTS	Individual assessment 7-point grading scale	Internal
3.	At the end of the second semester	Second-semester exam Synopsis exam	30 ECTS	Individual assessment 7-point grading scale	External
4.	Third semester	Specialisation exam Third-semester exam Portfolio exam	15 ECTS	Individual assessment 7-point grading scale	Internal
5	Third semester	Internship exam	15 ECTS	Individual assessment 7-point grading scale	Internal
5.	Fourth semester	Exam in elective subject 1 – 5 ECTS Exam in elective subject 2 – 5 ECTS Exam in elective subject 3 – 5 ECTS	15 ECTS	Individual assessment 7-point grading scale	Internal
6.	Fourth semester	Final project	15 ECTS	Individual assessment 7-point grading scale	External

All exams must be passed for students to be able to do the final project.

5.2. Prerequisites

On the second semester, four module assignments – one for each module – must be handed in and approved. The assignments must be submitted and approved for students to sit the second-semester synopsis exam.

During the third semester, KEA organises an Innovation Week. Attendance during the Innovation Week is compulsory. Students must attend the Innovation Week to be able to sit the third-semester exam. However, third-semester students on Design, Technology and Business are exempt from attending the Innovation Week if the week coincides with their internship.

5.3. Exams in the first year of study

5.3.1. COMMENCEMENT OF STUDIES EXAM

At the start of the semester, students are told about the commencement of studies exam which is scheduled two months into the first semester. For this exam, an assignment in the Tools & Skills 5 module must be uploaded to WISEflow. The assignment must be uploaded and approved.

See clause 5.12 in the curriculum.

5.3.2. First-year exam at KEA Design (I)

60 ECTS. After the first year of study, students are tested in two individual exams.

The first-year exam consists of two separate exams. The first part of the first-year exam is the first-semester portfolio exam (30 ECTS) and the second is the second-semester synopsis exam (30 ECTS).

These make up the first-year exam, and both grades will appear on the diploma.

To pass the exam, a minimum grade of 02 must be awarded in both exams.

5.3.2.1. FIRST-SEMESTER PORTFOLIO EXAM

30 ECTS.

The portfolio exam takes place at the end of the first semester. The exam outline is uploaded to Fronter at the beginning of the semester

Purpose

The purpose of the first-semester portfolio exam is to assess the extent to which students have achieved the learning objectives of the compulsory common programme elements within design, business and technology.

Exam form – first-semester portfolio exam

For this exam, students must upload a portfolio to WISEflow and answer a question based on the syllabus.

- The portfolio must contain a presentation of the first-semester module assignments. All the assignments done for the module must be represented, of which the student must have chosen three assignments which he or she has worked on in more depth based on the assignment description. See the portfolio exam outline.
- At the exam, the student picks a question based on the syllabus for the first semester.

At the oral exam, 30 minutes are allocated per student, including grading.

The grade awarded is based on the following weighting:

- Portfolio 75%
- Oral exam question 25%

Only the combined grade is announced.

Grade requirements

The exam must be passed with a minimum grade of 02 for students to continue on the programme.

Distribution and submission of written assignment

The exam outline is made available electronically, and the portfolio must be uploaded to WISEflow. The portfolio must be uploaded within the time period specified.

Late submission

The submission/upload of the portfolio is blocked after the stated time. Late submission is not accepted; instead, a new submission date is provided by the Study Administration. Students must upload a portfolio with the required content as described in the exam outline. Students will have used one exam attempt

5.3.2.2. SECOND-SEMESTER SYNOPSIS EXAM

30 ECTS

The synopsis exam takes place at the end of the second semester. The exam outline is uploaded to Fronter at the beginning of the semester.

Purpose

The purpose of the second-semester synopsis exam is for students to demonstrate that they have achieved the learning objectives described in clause 3.3. Prescribed lines of study, corresponding to 30 ECTS.

Exam form – second-semester synopsis exam

The synopsis exam is an individual exam.

At the beginning of the synopsis project period, two to three problem-oriented topics of relevance to the specialisation are distributed.

Students choose one of the three topics. The selected topic is examined and analysed using the methods and theory taught on the second semester, leading to the preparation of a synopsis and an oral presentation, where product solutions are presented.

Required content of the written part/synopsis

Front page, table of contents, problem area, problem statement, method/theory, delimitation, analysis, conclusion/perspectives, any appendices.

Scope

The written part must be no more than 12,000 characters with spaces, excluding front page, table of contents and appendices.

Oral presentation

At the oral presentation, students must present their conclusions in the form of a solution to the problem-oriented topic supported by one or more products.

The oral exam takes 30 minutes, including:

- 10 minutes for the student's presentation
- 10 minutes for questions from the examiner and the external examiner
- 10 minutes for assessment and grading

Grade requirements

The exam must be passed with a minimum grade of 02 for students to continue on the programme.

Distribution and submission of written assignments

The exam outline is made available electronically, and the synopsis must be uploaded to WISEflow. The assignments must be uploaded within the time period specified.

Late submission

The submission/upload of the assignment is blocked after the stated time. Late submissions are not accepted; instead, a new assignment must be prepared before the next exam period. Students will have used one exam attempt.

Supervision

Supervision for the written part of the synopsis is offered.

5.4. THIRD-SEMESTER PORTFOLIO EXAM

15 ECTS. The exam outline is uploaded to Fronter at the beginning of the semester.

Purpose

The purpose of the third-semester portfolio exam is for students to demonstrate that they have achieved the learning objectives described in clause 3.3. Prescribed lines of study, corresponding to 15 ECTS.

Exam form

The exam is taken individually.

The exam is a portfolio exam, where the portfolio to be uploaded must contain the following:

- A presentation of all third-semester module assignments
- An independent reflection on the progression of the student's learning within his or her line of specialisation of no more than 7,200 characters with spaces
- A CV

Students choose one of the module assignments done within their field of specialisation to be the main focus of the oral presentation.

Oral presentation

At the oral exam, students must present their portfolios.

The oral exam takes 30 minutes, including:

- 10 minutes for the student's presentation
- 10 minutes for questions from the examiner and the external examiner
- 10 minutes for assessment and grading

Late submission

The submission/upload of assignments is blocked after the stated time. Late submissions are not accepted; instead, a new assignment must be prepared before the next exam period. Students will have used one exam attempt.

5.5. INTERNSHIP EXAM

15 ECTS. The exam outline is made available on Fronter at the beginning of the semester.

Purpose

The purpose of the internship exam is for students to document their ability to engage in a practical business context and demonstrate the competencies needed to combine the theories and methods taught on the programme with this practice.

Exam form – internship exam

The internship report is an individual written exam, which must reflect the students' personal experiences and learning during the internship. Students are given a written grade for the exam.

Students work with a host company during their internship.

The internship must be based on the student's specialisation and involve the company's particular functions/value chain in order for the student to acquire an understanding of the importance of cooperation between functions.

Students prepare a problem formulation based on one of the following concepts:

- An all-round programme, where students become familiar with different functions and tasks.
- The company specifies a task/project which will be the focus of the internship.

- The student and the company prepare a joint project. This may be based on topics that the student wishes to investigate further.
- Preliminary study for the student's fourth-semester final project. During the internship, the student creates a company profile and assignment to be used later in connection with the final project.

The problem statement must be approved by the supervisor and may be adapted during the internship, if necessary, subject to the supervisor's approval. A proposed problem statement must be submitted to the supervisor during the first week of the internship.

Required content of the internship report

- The problem statement must be documented in the form of a report and any products prepared during the internship.
- Reflection on and self-assessment of the internship.

Scope of the report

The report must be at least 19,200 and no more than 24,000 characters (with spaces), excluding front page, table of contents and any appendices.

Late submission

The submission/upload of assignments is blocked after the stated time. Late submissions are not accepted; instead, a new assignment must be prepared before the next exam period. Students will have used one exam attempt.

5.6. ELECTIVE SUBJECT EXAMS

15 ECTS in total. Students will be informed of the exam form at the start of the elective subject, and the exam form will also appear from the elective subject module description.

The grade for each elective subject will appear on the diploma.

5.7. FINAL PROJECT

15 ECTS. The exam outline is made available on Fronter at the beginning of the semester.

The learning objectives of the final project are provided in Appendix 1 of the Programme Order.

The final project covers all core areas. In their final projects, students must document their understanding of practice and key theories and methods based on a practice-oriented problem statement. The problem statement, which is prepared by the student, must be of central relevance to the professional careers of graduates in design, technology and business, revolving around either a public or private company. KEA Design approves the problem statement. The project concludes with a report and, if relevant, a product.

In combination with the other exams, the final project is intended to demonstrate that the student has attained the level of achievement expected at the end of the programme.

For exam form and structure etc., reference is made to the institution-specific part of the curriculum section 5.7.3.

The exam consists of a project and an oral part. One aggregate grade is awarded. To sit the exam, students must have passed their internship exam and all other exams on the programme.

5.7.1 Spelling and writing skills

Spelling and writing skills are included in the assessment of the final project. The assessment should be regarded as an overall evaluation of the disciplinary content and the student's spelling and writing skills; however, with the greatest emphasis being placed on the disciplinary content.

Students who are able to document a relevant, specific impairment or disability may apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be submitted to the head of education no later than four weeks prior to the exam.

5.7.2 Assessment criteria

The assessment is based on the general requirements for the final project and any requirements set out in the exam outline. The assessment consists of:

Assessment of the submitted assignment (60%) based on:

- the coherence between the problem statement/project basis and the project/product presented
- reasons for the chosen solutions
- relevance of applied theory and method in relation to the programme's subject areas
- overall impression of the project/product
- layout, communication and knowledge dissemination skills

Assessment of the oral presentation (40%) based on:

- planning and knowledge dissemination
- structuring and clarification of the selected solutions
- ability to answer questions and demonstrate broadly based knowledge about the subject areas covered by the programme.

5.7.3 Exam form – final project

The final project is an individual project followed by an oral exam.

In the final exam project, students must document their understanding of practice and central applied theory and methodology in relation to a practice-centred issue based on a specific assignment within the area of the programme.

Practical implementation

Students must be able to justify their choice of a particular problem statement. The problem statement, which must be of key relevance to the programme and the profession, is drawn up by the student, possibly in collaboration with a private or public company.

The head of education may grant an exemption from this requirement, for example in connection with entrepreneurial projects, students starting up their own business etc.

Students are responsible for finding a company with which to work. The problem statement for the project must be approved by the supervisor before the start of the project period and must incorporate the student's specialisation. The problem statement must be approved in connection with the first supervisory session at the latest.

The final project must result in a written report and an oral presentation with any products.
To sit the exam, students must have passed their internship exam and all other exams on the programme.

Scope

The final project must be at least 48,000 characters and no more than 60,000 characters (with spaces), excluding front page, table of contents and any appendices.

For further information, see the exam outline.

Project period

The total duration of the project period is 7-8 weeks, excluding the oral presentation. The exam period includes the writing of the project, preparation and, if relevant, prototype development.

5.8. Use of materials and aids

As a general rule, all materials and aids are permitted. Any restrictions of the use of materials and aids are stated in the description of the individual exam.

5.9. Special exam arrangements (I)

Students with physical or mental impairment may apply for special exam arrangements. The application must be submitted no later than four weeks before the exam. Exemptions from the deadline may be granted in the case of sudden health problems. The application must be accompanied by a medical certificate, an opinion from a speech, hearing or dyslexia therapist or an institute for the blind or the like or other documentation for health issues or a specific impairment.

Students whose native language is not Danish may bring dictionaries to exams where no materials and aids are permitted.

Applications for permission to bring other materials and aids must be submitted no later than four weeks before the exam.

5.10. Make-up exams and re-exams (I)

Make-up exams

Students who have been unable to complete an exam due to documented illness will be given the opportunity to take the (make-up) exam as soon as possible. If the exam in question is scheduled for the final exam period, students will be given the opportunity to take the exam in the same exam period or immediately thereafter.

The make-up exam may be identical to the next ordinary exam. Students are responsible for finding out when the (make-up) exam is held.

Information on the time and place of make-up exams is made available on Fronter, and students are informed via KEA email.

Illness must be documented with a medical certificate. The institution must have received the medical certificate no later than three working days after the date of the exam. Students who become acutely ill during an exam must document with a medical certificate they were ill on the date in question.

If illness is not documented in accordance with the above rules, the student will have used one exam attempt.

Students must pay for the required medical certificates themselves.

Re-exams

Students who do not pass an exam or fail to appear at an exam will automatically be registered for the re-exam, provided that they have any exam attempts left. The re-exam may be identical to the next ordinary exam. Students are responsible for finding out when the re-exam is held.

Information on the time and place of re-exams is made available on Fronter, and students are informed via KEA email.

In special circumstances, for example in connection with documented disabilities, the institution may grant an exemption from the automatic registration for exams.

5.11. Exam language

As a general rule, exams are held in Danish. Students may take exams in Norwegian or Swedish instead of Danish. If special reasons apply, exams may be taken in English. In such cases, students must apply to take the exam in English no later than four weeks before the exam.

5.12. Commencement of studies exam

A commencement of studies exam will be held within two months of the start of the first semester. Students who do not pass the exam must pass a re-exam no later than three months after the start of the semester. Students who pass neither the exam nor the re-exam will be expelled from the programme.

5.13. Use of own works and the works of others (I)

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

Students who unlawfully present other people's work as being their own (plagiarism) or who use their own previously assessed work without stating the source 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 <http://www.stopplagiat.nu>

5.14. Disciplinary measures in cases of cheating at exams and disruptive behavior during exams (I)

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.

In case of aggravating circumstances, students may be suspended from the institution for a long or short period of time. In such event, students must be issued with a written warning stating that repeated cheating may result in permanent expulsion.

Cheating includes:

- Obtaining unlawful help during an exam
- Providing unlawful help to other students during an exam
- Presenting other people's work as one's own (plagiarism – see www.stopplagiat.nu), see also section 5.15
- Using own previously assessed work without stating the source, see also section 5.15
- Using materials and aids not permitted for the exam in question

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

Students who exhibit **disruptive behaviour** during an exam may be ordered to leave the exam. In less serious cases, the institution will first warn the students.

6. Other rules governing the programme

6.1. Study activity rules (I)

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

Students must be actively engaged in their studies. Study activity means active participation in the teaching activities and project work, timely submission of assignments, course work and other written work, see the semester plans. If a student has not been active, he or she will be given a warning, and a follow-up interview will be held. Students who do not increase their level of study activity will be reported as not being active to the Danish Students' Grants and Loan Scheme.

Students are obliged to keep up to date via their KEA email and information on Fronter. All communication about the study programme takes place on these platforms.

6.2. Credit transfers

The student is obliged to provide information on completed programme elements from other Danish or foreign higher education programmes and on any employment for which a credit transfer may be granted. On a case-by-case basis, the educational institution approves credit transfers based on completed programme elements and employment comparable to subjects, programme components and internships. The decision is based on a disciplinary evaluation.

6.3. Pre-approved credit transfer

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

Pre-approved credit transfer

Students may apply for pre-approved credit transfers. In case of preliminary 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 preliminary approval, the student must consent to the institution requesting the necessary information after the student has completed the period of study.

In connection with the pre-approval of credit transfers, programme elements are deemed to have been completed if they have been passed in accordance with the rules applicable to the programme.

6.4. Change between specialisations (I)

Students wishing to change specialisations must do so before the end of the first semester. Students may only change specialisations if they pass the “entrance exam for changing between specialisations” with a score at least corresponding to the score awarded to the last person to be admitted to the desired specialisation, and provided that there are vacant spaces on the desired specialisation. Students wishing to change specialisations must contact the student counselling office no later than 15 December.

6.5. Criteria for assessment of study activity (I)

For KEA Design, it is important that students assume personal responsibility for their studies and for their own disciplinary and personal development by participating actively in the teaching activities in cooperation with other students.

Students must hand in all the module assignments which they have been told about at the start of the semester, and they must have made a genuine attempt to fulfil the requirements for each assignment based on the syllabus for the semester. Failing that, students will have used one exam attempt. Students must have handed in all module assignments before the next re-exam period.

Any doubts as to whether a student may be registered for an exam are decided by the management of the institution.

6.6. Disenrolment due to insufficient study activity (I)

Students may be disenrolled if they have not passed at least one exam within a consecutive period of one year.

6.7. Exemptions

In exceptional circumstances, the institution may grant exemptions from the rules in this curriculum that are laid down exclusively by the educational institution.

6.8. Complaints about assessments, exam processes or exam basis (I)

The procedure for filing a complaint about the assessment, the exam process or the exam basis, such as questions, assignments or the like, is outlined below.

The student must submit a written and reasoned complaint no later than two weeks after the exam. The complaint must be sent to kvalitet@kea.dk.

The complaint is shown to the examiner and the co-examiner, who issue an opinion. The deadline for issuing this opinion is usually two weeks. The student (the complainant) is then invited to comment on the opinion within a deadline of one week.

The institution will make its decision based on the complaint, the opinion and any comments. The outcome may be a new exam, a new assessment (in the case of written exams) or dismissal of the complaint. The student will then have two weeks to accept a possible new exam or assessment or to appeal the decision, if he or she has not been successful.