

CURRICULUM

BACHELOR'S DEGREE PROGRAMME IN
JEWELLERY, TECHNOLOGY AND BUSINESS



Valid from august 2018

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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.

1.01 This curriculum is provided by Copenhagen School of Design and Technology.

1.02 The following current 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
- Danish (Consolidated) Act on Academy Profession Programmes and Professional Bachelor Programmes
- Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes
- Ministerial Order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes (the Admissions Order)
- Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes Offered under the Ministry of Higher Education and Science
- Executive Order No. 776 of 04/07/2012 on the Top-up BA programme in Jewellery, technology and business (Programme Order), [Link](#).

Applicable laws and ministerial orders will be published on www.retsinfo.dk

1.03 Programme and graduate title

The programme gives the right to use the title Bachelor of Jewellery, Technology and Business. The English programme title is Bachelor of Jewellery. The programme's English graduate title is Bachelor's Degree Programme in Jewellery, Technology and Business.

1.04 ECTS

The programme is placed on level 6 in the Danish qualifications framework (bachelor's level).

The programme is organised as a full-time programme and is rated at 210 ECTS points. The programme takes 3 ½ years.

1.05 Objectives of the programme

The aim of this bachelor's degree programme in jewellery, technology and business is to qualify the student to apply theory and methodology for independent organisation, management, and execution of complex processes leading to innovative and creative solutions in the field of jewellery.

The learning objectives (final objectives) for the programme are established in Appendix 1 to the Programme Order.

1.1. Effective date

Commencement

This curriculum will be effective from 15 August 2018 and apply for students starting after this date.

1.2. Transitional arrangements

Students admitted to the programme later than 1 August 2017 will fall under this study programme from the date of commencement. Students who started earlier than 1 August 2017 will follow their original curriculum.

2. Admission

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

3. Programme elements

The programme elements make up 180 ECTS points distributed evenly with 60 ECTS points on the core areas and with the final bachelor's degree project making up 15 ECTS points. In addition, the internship makes up 30 ECTS points.

3.1. Sequencing of programme elements, internship and exams

The programme elements have been sequenced over seven semesters. Teaching is a mix of theory and practice at the educational institution and the internship company, respectively. All programme elements end with an exam. An exam may test one or more educational elements.

Semester overview of the sequencing of programme elements and exams:

1. SEMESTER	2. SEMESTER	3. SEMESTER	4. SEMESTER	5. SEMESTER	6. SEMESTER	7. SEMESTER
INTRO FOUR WHITE T- SHIRTS WORKSHOP FUNDAMENTALS TOOLS FUNDAMENTALS PITCHING ADOBE ILLUSTRATOR STYLE HISTORY MATERIALS AND TECHNIQUES MIXED MEDIA COLLECTION	COMPANY COLLABORATION CASTING PROJECT STYLE HISTORY PROJECT	COMPANY COLLABORATION PACKAGING	ENTREPRENEUR PROJECT	INTERNSHIP	WEARABLE TECHNOLOGY BUSINESS COLLABORATION INNOVATION BUSINESS COLLABORATION INNOVATION PROJECT	FROM IDEA TO PRODUCT BACHELOR PROJECT
15 ECTS	10 ECTS 10 ECTS 10 ECTS	20 ECTS 10 ECTS	30 ECTS	30 ECTS	15 ECTS 10 ECTS 10 ECTS	15 ECTS 15 ECTS
EXAM Multiple Choice Test	EXAM For Sale! Written assignment Product. Oral examination.	EXAM Portfolio I CV Design Statement Digital portfolio Oral examination.	EXAM ReDesign Written assignment Product Oral examination	EXAM Internship Written report Oral examination	EXAM Portfolio II CV Professional Statement Digital portfolio Oral examination.	EXAM BA Written assignment Product Oral examination

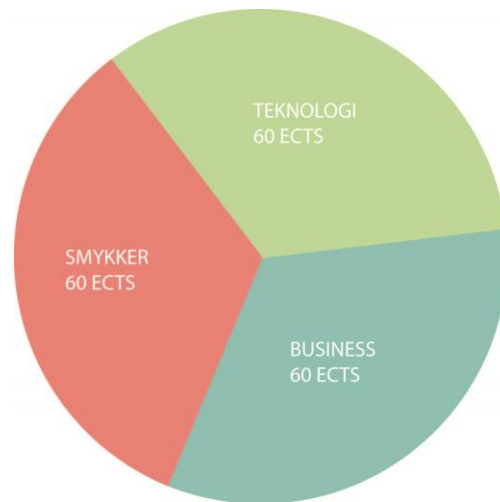
3.2. Core areas

The programme includes three core areas: jewellery, technology and business. Learning objectives have been defined for each area in terms of knowledge, skills and competencies.

Knowledge includes theoretic and practical knowledge of a subject and the student's ability to put their knowledge into a context and explain it to others.

Skills include the student's practical skills, cognitive skills, creative skills or communication skills.

Competencies are the student's ability to use knowledge and skills in a professional or educational context.



Jewellery

(60 ECTS)

This core area includes knowledge, skills and competencies related to form and aesthetics, design theory, understanding of design, design ethics, design processes in an innovative context, including the art and style history of a piece of jewellery, trendspotting and understanding of materials.

Learning objectives for core area of jewellery

Upon completion of the programme, the graduate has (knowledge goals):

- development-based knowledge, understanding and an ability to reflect on key concepts and applied theory and method in the field of jewellery design, including form and aesthetics, design theory, design understanding, design ethics, design process, trendspotting and materials.
- development-based knowledge and understanding of project planning.
- development-based knowledge, understanding of and an ability to reflect on jewellery and design traditions, epochs and important trends and the use of associated theory and methods.
- development-based knowledge, understanding and an ability to reflect on society's influence on the design of a product in a contemporary and historical perspective and the use of associated theory and methods.
- development-based knowledge, understanding and an ability to reflect on social structures, cultural and sub-cultural communities, discourses and the meaning of semiotics.

Upon completion of the programme, the graduate can (skills goals):

- independently and innovatively use, combine, assess, select, motivate and master design methods and tools in practice as well as structure design processes.
- independently and innovatively use, combine, assess, select, motivate and master methods, tools and concepts within the subject area associated with design.
- use, combine, assess, select, motivate and master practical tools to promote goal-oriented idea generation and prioritisation of innovative ideas.
- independently plan the design and product development process from an ethical and environmental perspective.
- independently communicate practical and professional issues and commercial solutions to peers, collaborators and laymen.

Upon completion of the programme, the graduate can (competency goals):

- independently plan and manage the resolution of complex and development-oriented tasks by means of design methods and tools, among others.
- independently and professionally engage in academic and interdisciplinary cooperation, utilise relevant networks and assume responsibility within the framework of a professional code of ethics.
- observe, decode and code an active or dormant customer as a starting point for targeted timing and market penetration.
- independently manage and understand the interdependence of the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing, launch and follow-up based on a resource management perspective.
- independently manage and translate complex ideas into specific, targeted and competitive jewellery and concepts.
- independently manage and perform complex and development-oriented tasks by means of tools and materials, for instance, in the design and product development of jewellery.
- independently manage and use idea generation as a development tool in connection with complex practical issues.
- independently manage material and function-related issues and respond to market demands for the expression of the jewellery in commercial jewellery production.

Technology

(60 ECTS)

The core area includes knowledge, skills and competencies related to the technological development—from a traditional trade to today's technology in an innovative context, with the inclusion of relevant techniques and digital technologies, including knowledge of materials and production.

Learning objectives for the core area of technology

Upon completion of the programme, the graduate has (knowledge goals):

- development-based knowledge and understanding of project planning.
- development-based knowledge, understanding and an ability to reflect on society's influence on the design of a product in a historical, contemporary and possibly future perspective as well as the use of associated theory and methods.
- development-based knowledge, understanding and an ability to reflect on material sourcing and the use of associated theory and methods, including quality assurance.
- development-based knowledge, understanding and an ability to reflect on the technology, high-tech and low-tech, for the design or production of jewellery as well as the use of associated theory and methods.
- development-based knowledge, understanding and an ability to reflect on materials for the production of jewellery and the use of associated theory and methods.

Upon completion of the programme, the graduate can (skills goals):

- innovatively use and master methods, tools and concepts within the subject areas related to product development and production of jewellery.
- innovatively use and master methods and tools in material use in jewellery production.
- independently communicate practical and professional issues and commercial solutions to peers, collaborators and laymen by means of prototyping.
- innovatively use and master methods and tools in tool application and material use in the production of jewellery.
- plan the production process from an ethical and environmental perspective, draw up a business plan with the inclusion of areas such as patent, design protection, royalties and applicable law.
- assess and motivate the choice of relevant solutions for a sales process and develop promotional materials including a description of the company's supply chain management and quality assurance.

Upon completion of the programme, the graduate can (competency goals):

- independently manage complex and development-oriented tasks within project planning.
- independently engage in academic and interdisciplinary cooperation, utilise relevant networks and assume responsibility within the framework of a professional code of ethics.
- identify their own learning requirements and develop their own knowledge, skills and competencies based on knowledge of theory and methods within product development and production.
- independently manage material and function-related issues and respond to market demands for the expression of the jewellery in jewellery production.
- handle production of jewellery by means of tools and materials.

- independently manage and understand the interdependence of the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing, launch and follow-up based on a resource management.

Business

(60 ECTS)

The core area includes knowledge, skills and competencies related to jewellery in a commercial and innovative context, including market and industry analyses, lifestyle and consumer behaviour, market understanding and value chain as well as communication theory and methods.

Learning objectives for the core area of business

Upon completion of the programme, the graduate has (knowledge goals):

- development-based knowledge and understanding of project planning.
- development-based knowledge, understanding and an ability to reflect on national and global markets as well as the use of associated theory and methods.
- development-based knowledge, understanding and an ability to reflect on social structures, cultural and sub-cultural communities/discourses and the meaning of semiotics.
- development-based knowledge, understanding and an ability to reflect on business trendspotting and the use of associated theory and methods.
- development-based knowledge, understanding and an ability to reflect on material sourcing and the application of associated theory and methods.
- development-based knowledge, understanding and an ability to reflect on key concepts and applied theory and methods in market communication, including the importance of brand equity, branding and identity for the way the product/concept is perceived and its competitiveness.

Upon completion of the programme, the graduate can (skills goals):

- assess, motivate and select relevant solution models in accordance with the product's financial framework.
- Understand business based on an understanding of social structures, cultural and sub-cultural communities/discourses and the meaning of semiotics.
- innovatively select, motivate and communicate commercial solutions.
- use and master methods and tools of communication for the dissemination of practice-oriented issues, as well as argumentation theory.
- use and master methods in market research and analysis for differentiation purposes and use knowledge of communication and presentation for the communication of issues, solutions and products to peers, collaborators and laymen.

- independently select and use relevant segmentation methods.
- plan the production process from an ethical and environmental perspective, draw up a business plan which includes areas such as patent, design protection, royalties and applicable law.
- assess and motivate the choice of relevant solutions for a sales process and develop promotional materials, including a description of the company's supply chain management and quality assurance.

Upon completion of the programme, the graduate can (competency goals):

- independently and professionally engage in academic and interdisciplinary cooperation, utilise relevant networks and assume responsibility within the framework of a professional code of ethics.
- identify their own learning requirements and develop their own knowledge, skills and competencies based on the knowledge, theory and methods in the field of business.
- independently manage complex and development-oriented tasks in project planning.
- independently manage material and function-related issues and respond to market demands for the expression of the jewellery in jewellery production.
- independently manage complex issues in the field of consumer behaviour and consumer trends on the basis of lifestyle and differentiation.
- independently develop a competitive and credible identity for each piece of jewellery, its concept and brand management.
- manage and understand the interdependence of the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing, launch and follow-up based on a resource management perspective.
- translate complex ideas into specific, targeted and competitive jewellery and concepts.
- observe, decode and code an active or dormant customer as a starting point for targeted timing and penetration of the market.
- independently manage product and concept development, sales concepts, customer care and loyalty programmes.

3.3. Compulsory programme element

Each semester is divided into 6 modules. All modules are compulsory.

First semester

Introduction to the semester

The semester begins with a short introduction to the programme, the facilities and opportunities and the educational institution; KEA's own facilities and opportunities.

Through the 6 modules, the students gain knowledge of the programme elements and core areas, with a special focus on materials, tools and techniques so as to create a foundation for the future teaching activities in the programme.

In the last semester module, the students will be examined in the teaching and syllabus of the semester by means of a multiple-choice exam.

Module 1. Innovation, production and design

(5 ECTS)

The focal point of this module is an introduction to production, business and design theory as well as innovation, both as a concept and as a method. The students gain knowledge and awareness of the programme subjects and core areas and build up a common specialised language in innovation, production, business and design.

Subject areas:

Innovation, communication, sales strategy, legislation, metallurgy, production theory and methods, production planning, basic design methods and theory.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of planning, initiation and implementation of idea generation.
- awareness and knowledge of idea generation and innovation methods.
- awareness and knowledge of colour theory, form and composition theory, both two-dimensional and three-dimensional.

- awareness and knowledge of applicable legislation in relation to precious metal control, their quality and use in mass production as well as knowledge of metallurgy with a focus on precious metals.
- awareness and knowledge of jewellery production and jewellery decoration methods.
- awareness and knowledge of the procedure in jewellery production.
- awareness and knowledge of consumer behaviour and sales strategies.

Upon completion of the module, the student can (skills goals):

- use methods for the analysis of design, composition and colour.
- use idea generation and innovation methodology as a development tool.
- use form experiments to transform 2D sketches into 3D models.
- draw up a sales strategy based on consumer behaviour.

Upon completion of the module, the student can (competency goals):

- identify tasks that are based on idea generation, jewellery production and sales strategy.
- assume responsibility for starting up a project.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 2. Methods and tools

(5 ECTS)

This module works with basic tools and techniques in jewellery production by means of analogue and digital technologies. The purpose of the teaching is to provide the students with skills in the production of jewellery.

Subject areas

Basic production techniques; low tech and high tech.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of basic production techniques.
- awareness and knowledge of basic workshop techniques.
- awareness and knowledge of digital sketching in 2D and 3D.
- awareness and knowledge of basic digital 3D drawing and the process.
- awareness and knowledge of basic production theory and methods.
- awareness and knowledge of production quality.

Upon completion of the module, the student can (skills goals):

- use tools and materials.
- use production methods in practice.

Upon completion of the module, the student can (competency goals):

- identify tasks in the implementation of production techniques.
- identify the use of the basic workshop principles.
- assume responsibility for project planning and completion.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 3. Understanding jewellery, communication and visual techniques

(5 ECTS)

This module introduces the students to jewellery theory, its art and style history as well as personal branding, communication methods and digital visual techniques.

Subject areas:

Communication and branding, image processing and graphics, art and style history of jewellery as well as written production.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of argumentation theory.
- awareness and knowledge of oral and written methods of communication.
- awareness and knowledge of jewellery theory in an ethnographic context.
- awareness and knowledge of the art and style history of the jewellery, primarily from a material and productive angle.
- awareness and knowledge of basic concepts, theory and methods of branding.
- awareness and knowledge of digital visual tools.

Upon completion of the module, the student can (skills goals):

- use oral and written methods of communication.
- use basic concepts, theories and methods of branding.
- use digital visual tools.
- identify and use communication methods and tools to disseminate practical issues and solution models to other members of the profession.

Upon completion of the module, the student can (competency goals):

- assume responsibility for establishing basic visual communication methods by means of visual argumentation theory.
- assume responsibility for the investigation of the art and style history of the jewellery.

Feedback method: Feedback is given on the presentation of process and products.

Module 4. Materials and techniques

(5 ECTS)

This module works with jewellery materials, surface treatments, machining methods and joining techniques. The students compile a material index based on samples of materials which will serve as a communication and decision-making tool in a design and production phase in a sustainable context.

Subject areas:

Materials, techniques, environmental concerns and sustainability.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of jewellery materials.
- awareness and knowledge of sustainability in relation to jewellery materials and production.
- awareness and knowledge of the safe use of tools, machinery and chemistry.
- awareness and knowledge of machining methods, surface treatments and joining techniques.
- awareness and knowledge of basic production techniques.
- awareness and knowledge of production quality.
- awareness and knowledge of the difference between analogue and digital production.
- awareness and knowledge of 3D product development and digital 3D prints.

Upon completion of the module, the student can (skills goals):

- use and combine production theory and methods in practice.
- use machining methods, surface treatments and joining techniques.
- use and combine relevant materials and tools.

Upon completion of the module, the student can (competency goals):

- identify and manage materials in a sustainable context.
- assume responsibility for the handling of material and function-related issues.
- identify tasks for 3D product development.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 5. Innovation and materials

(5 ECTS)

In this module, the teaching from the entire semester will come together in one single project for the purpose of developing jewellery based on students' acquired learning of materials and techniques in a sustainable context.

Subject areas:

Group formation and cooperation theory, design process, persona, user involvement, idea generation methods, production techniques, materials, the environment, sustainability.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of group formation methods.
- awareness and knowledge of cooperation theory and method.
- awareness and knowledge of trends and lifestyle.
- awareness and knowledge of persona development methods.
- awareness and knowledge of sustainability in relation to jewellery materials and production.
- awareness and knowledge of production quality.

Upon completion of the module, the student can (skills goals):

- use cooperation theory and method in group work.
- use and combine materials and tools.
- use persona-development methods in practice.
- use rapid prototyping as a method for idea generating and identification of material and function-related issues.
- identify and combine production methods, machining methods, surface treatment and joining techniques.

Upon completion of the module, the student can (competency goals):

- identify and manage material and function-related issues in response to market demands for the expression of the jewellery.
- assume responsibility for managing the following product development process phases: idea generation, prototyping, production.
- identify persona development methods based on user involvement and lifestyle.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 6. Digital prototypes and multiple-choice exam

(5 ECTS)

The module includes teaching and a semester exam. Teaching concerns digital prototypes and the opportunities offered by digital 3D technology. Digital 3D drawing is combined with digital 3D rendering and printing. The module concludes with an exam in the semester teaching and syllabus in the form of a multiple-choice exam.

Subject areas:

Digital 3D drawing, rendering and printing, as well as the semester teaching and syllabus.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of the semester teaching and syllabus.
- awareness and knowledge of digital 3D visualisation, through 3D printing and 2D prints.
- awareness and knowledge of digital 3D drawing programs and their use.
- awareness and knowledge of digital 3D rendering programs and their use.
- awareness and knowledge of digital 3D printing.

Upon completion of the module, the student can (skills goals):

- use a digital 3D drawing program and digital 3D rendering program.
- use a digital 3D printer to create prototypes.

Upon completion of the module, the student can (competency goals):

- identify and manage tasks involving digital 3D drawing, rendering and printing.

Feedback method:

Feedback is given on the presentation of the process and products.

Exam: multiple-choice exam.

Multiple-choice online exam:

The exam lasts two hours. It is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an internal examiner. Materials and aids are not allowed at the exam.

To take the exam, students must have handed in all the mandatory activities included in the project description for each module on time. Students who do not hand in the assignments on time and in accordance with the described requirements will have used one exam attempt. The assignments will then have to be handed in within a deadline fixed by KEA.

Second semester

Introduction to the semester

This semester focuses on specific business cooperation, a production process, and the art and style history of the jewellery, respectively.

Focus will be on product customisation, concepts and branding for a specific company and a specific market based on contemporary trends, market understanding and analysis.

Focus will be on production techniques, high-tech as well as low-tech.

Focus will be on the art and style history of the jewellery.

Commercialisation, design, branding, marketing, implementation and production techniques will be the main areas.

The semester completes with a written and oral exam.

Module 7. Concept development I, business, design and technology

(5 ECTS)

This module is based on business cooperation or a business case. Focus is on the design process and methods as well as business and brand analyses. The students will gain an understanding of markets, trends and cultures and insight into the zeitgeist and trends and tendencies as well as project planning.

Subject areas:

Cooperation theory, project planning, design process and methods, trend theory and methods, business, market, consumer, and brand analyses, the art and style history of the jewellery as well as visual communication.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of the theory and methods of cooperation and how to use them in practice.
- awareness and knowledge of project planning and how to use it in practice.
- awareness and knowledge of trends and trendspotting methods.
- awareness and knowledge of national and global markets and business trends.
- awareness and knowledge of segmentation methods and how to use them in practice.

- awareness and knowledge of market demands for the expression of the jewellery.
- awareness and knowledge of market research and analysis methods for the purpose of differentiation and how to use them in practice.

Upon completion of the module, the student can (skills goals):

- use cooperation theory and methods in practice.
- use trendspotting methods.
- use and combine idea generation methods, design methods and tools as a development tool.
- use and combine production knowledge in the design process.
- identify and manage issues in consumer behaviour and consumer trends based on lifestyle and differentiation.
- use techniques and concepts in the field of business associated with the profession.
- identify and communicate relevant practical and professional issues and solutions to peers on the basis of a current business and market analysis.

Upon completion of the module, the student can (competency goals):

- identify and manage tasks within academic cooperation, utilise relevant networks and assume responsibility within the framework of a professional code of ethics.
- identify and manage tasks within the individual phases of the product development process: idea generation, testing, prototyping and production.
- identify and manage development-oriented tasks by means of tools and materials in the design and product development of jewellery.
- identify and use idea generation as a development tool in relation to practical issues of the trade.
- identify and manage issues within consumer behaviour and consumer trends based on lifestyle and differentiation.
- identify a competitive and credible identity for each piece of jewellery and concept, as well as its branding.
- identify and perform tasks by means of visual argumentation theory.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 8. Concept development II, business, design and technology

(5 ECTS)

Taking the product and production methods as their starting point, students continue their work with project planning, digital 3D drawing and rendering, branding and communication. As students are learning to understand a piece of jewellery or concept, they will identify specific production and communication methods for a specific market.

Subject areas:

Project planning, digital 3D drawing and rendering, branding and communication.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of project planning and its practical use.
- awareness and knowledge of production and production design, as well as the ability to combine knowledge with digital 3D visualisation in the design process, including rapid prototyping.
- awareness and knowledge of essential concepts, applied theory and methods in market communication, including brand equity and branding.

Upon completion of the module, the student can (skills goals):

- use and combine basic methods in digital 3D drawing.
- use methods and tools for the production of jewellery in response to material and functionality issues.
- communicate practice-oriented and professional issues and solutions to peers and cooperation partners by means of 3D visualisation, among others.
- communicate practice-oriented and professional issues and solutions to peers and cooperation partners by means of communication methods and argumentation theory, among others.

Upon completion of the module, the student can (competency goals):

- identify and manage tasks in project planning.
- identify and manage tasks in project development and production.
- identify their own learning requirements and develop their own knowledge, skills and competencies.
- identify and manage tasks in response to material and function-related issues and market demands for the jewellery's expression in jewellery production.
- identify and manage tasks in the production of jewellery by means of tools and materials.
- identify and manage issues within consumer behaviour and consumer trends.
- identify and develop a competitive and credible identity for each piece of jewellery and concept, as well as its branding.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 9. Production

(5 ECTS)

This module focuses on casting as a production method. Students will work with all phases of the casting process.

Subject areas:

Production, casting, production planning, pricing and production calculation, renovation.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of issues and requirements within this production method.
- awareness and knowledge of production within the jewellery industry.
- awareness and knowledge of wax moulds versus 3D print.
- awareness and knowledge of quality check and product finish.
- awareness and knowledge of production planning and how to use it to prepare a production plan.

Upon completion of the module, the student can (skills goals):

- communicate practice-oriented and professional issues and solutions in relation to the choice of production design to peers.
- plan, prepare and carry out a cast sequence.

Upon completion of the module, the student can (competency goals):

- identify and manage tasks in project development and production.
- identify their own learning requirements and develop their own knowledge, skills and competencies.
- identify and manage tasks in response to material and function-related issues and market demands for the expression of the jewellery in jewellery production.
- identify and manage tasks in the production of jewellery by working with tools and materials.
- identify issues regarding the pricing of the jewellery in the market for the sales of jewellery.

Feedback method:

Feedback is given on the basis of the presentation of the process and products.

Module 10. Jewellery concept I - The art and style history of the jewellery

(5 ECTS)

The module deals with jewellery and design traditions, epochs and significant trends; how these are repeated over time, and how they influence the idiom of the jewellery. The students will work with shape, aesthetics, materials and production as the foundation for design and product development.

Subject areas:

The material of the jewellery, its production, art and style history, design process and methods, as well as production planning of the jewellery.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of jewellery and design traditions, epochs and significant trends.
- awareness and knowledge of project planning and how to use it in practice.
- knowledge and understanding of the surrounding community's influence on the design of a product in contemporary and historical perspectives including materials and production designs.
-

Upon completion of the module, the student can (skills goals):

- identify trends and assess and explain how they are repeated over time and in contemporary trends.
-

Upon completion of the module, the student can (competency goals):

- identify design elements from previous epochs as well as carry out a process where these design elements are interpreted.
- identify their own learning requirements and develop their own knowledge, skills and competencies.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 11. Jewellery concept II - The art and style history of the jewellery

(5 ECTS)

This module focuses on semiotics as a communication and analysis tool as well as on production methods.

Subject areas:

Visual semiotics, design semiotics, jewellery production, low and high technology, self-assessment.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- awareness and knowledge of self-assessment and how to use such self-assessment methods.
- awareness and knowledge of semiotics and methods of semiotics and their use as an analytical tool.
- awareness and knowledge of quality check and product finish.
- awareness and knowledge of production in the jewellery industry and use of such knowledge to identify and carry out low-tech and high-tech production.
- awareness and knowledge of social structures, cultural and sub-cultural communities and discourses.

Upon completion of the module, the student can (skills goals):

- use and combine production knowledge in the design process with rapid prototyping.
- use and combine production methods and digital visualisation in communication as well as plan and develop production.
- communicate practice-oriented and professional issues on the choice of production design to peers.
- use and combine semiotics as an analytical tool in relation to practical issues in the profession.

Upon completion of the module, the student can (competency goals):

- assume responsibility for identifying their own learning requirements and developing their own knowledge, skills and competencies.
- identify and manage semiotic meanings and terms and use them as an analytical tool.
- identify and manage production methods and digital visualisation in communication.
- Identify and manage production.

Feedback method:

Feedback is given on the basis of the presentation of the process and products.

Module 12. Jewellery concept III, exam

(5 ECTS)

This exam completes the whole semester and will be based on the teaching and syllabus of the semester.

The exam consists of a written part and a practical part with the inclusion of a product both of which are defended at an individual oral exam, by a presentation of the main points, the conclusion and the product itself. The written part, in the form of a synopsis, must make up 3-5 standard pages of 2,400 characters each. The written and the oral performance with a product are weighted equally.

The presentation cannot take more than 10 minutes. In addition to the presentation, there will be questions relating to the syllabus and the product. The exam has a duration of 30 minutes including grading.

The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an external co-examiner.

To take the exam, students must have handed in all the mandatory activities included in the project description for each module on time. Students who do not hand in the assignments on time and in accordance with the described requirements will have used one exam attempt. The assignments will then have to be handed in within a new deadline set by KEA.

Third semester

Introduction to the semester

This semester focuses on trend and market analysis as a method of product development as well as on concepts and branding for national and global markets.

Students learn to manage complex issues in the production of jewellery in response to material and function-related issues and market demands for the expression of the jewellery.

Commercialisation, design, innovation, consumer behaviour, branding, marketing, production and their implementation are central concepts throughout the semester.

The projects will be based on business cooperation or case work.

The semester ends with the development of branding material for a portfolio.

The semester completes with a written and oral portfolio exam.

Module 13. Business cooperation or Business case I

(5 ECTS)

This module focuses on trends and lifestyles, market understanding and analysis.

Students work with processes and tools to promote and structure competitive user-oriented concept and product development for a specific company.

Subject areas:

Business analysis, segmentation, CSR, brand analysis, user involvement, product development, concept development, trend theory and trendspotting.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of trend theory, trend methods and trendspotting.
- knowledge and understanding of national and global markets.
- awareness and knowledge of society's influence on the design of a product.
- knowledge and understanding of segmentation and consumer behaviour for the purpose of differentiation.

Upon completion of the module, the student can (skills goals):

- use trend theory, trend methods and trendspotting in practice.
- identify, combine and use qualitative and quantitative user involvement methods.
- use, combine and select relevant solution models in accordance with the product's financial framework.
- use and combine business techniques and concepts associated with the profession.
- use and combine relevant segmentation methods.
- identify, use and combine methods in relation to market research, consumer behaviour and analysis.
- identify and use trend and market analysis as a product development method.

Upon completion of the module, the student can (competency goals):

- independently manage practice-oriented and theoretical issues in business and market analysis.
- assume responsibility for the identification of their own learning requirements and development of their own knowledge, skills and competencies.
- identify and manage the solution of development-oriented tasks by means of design methods and tools, among others.
- identify and manage material and function-related issues and market demands for the expression of the jewellery in commercial jewellery production.
- identify their own learning requirements and develop their own knowledge, skills and competencies based on the knowledge, theory and methods in the field of business.
- independently manage complex issues in the field of consumer behaviour and consumer trends based on lifestyle and differentiation.
- observe and decode an active or dormant customer as the starting point for targeted timing and market penetration.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 14. Business cooperation or Business case II

(5 ECTS)

Based on a business and market analysis as well as trend research carried out in the previous module, this module focuses on design and product development for a specific company. The development process of a jewellery collection must be adapted to the requirements of this business and oriented towards the wearer (user).

Subject areas:

Design process, methods of idea generation, building of a collection, sourcing, product development, low-tech as well as high-tech, digital 3D drawing and production planning.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of methods and tools for idea generation.
- knowledge and understanding of the sourcing of materials.

Upon completion of the module, the student can (skills goals):

- select, use, and explain user involvement methods and tools.
- select, combine and use methods and tools for idea generation.

- communicate practice-oriented and professional issues and solutions to peers and cooperation partners by means of visual idea generation and communication methods.
- use and combine prototypes as part of a design process.
- use and combine digital 3D as part of a design process.

Upon completion of the module, the student can (competency goals):

- independently manage tasks related to practice-oriented and theoretical issues in design and production.
- identify and manage material and function-related issues and market demands for the expression of the jewellery in jewellery production.
- identify and manage development-oriented tasks by means of for instance tools and materials for the design and product development of jewellery.
- identify and use idea generation as a development tool in relation to complex practical issues in the profession.
- Identify, manage and understand the interdependence of the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing, launch and follow-up from a resource perspective.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 15. Business cooperation or Business case III

(5 ECTS)

This module focuses on the production of a jewellery collection and branding adapted to the requirements of a specific company and market.

Subject areas:

Digital 3D visualisation, branding, storytelling, building a collection, production and pitching.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of production costs and production planning in relation to supply chain management.
- knowledge and understanding of product quality.

- knowledge and understanding of essential concepts, applied theory and methods in market communication, including brand equity and branding.
- knowledge and understanding of national and global markets.
- knowledge and understanding of the importance of brand identity for the product, its concept and competitiveness.

Upon completion of the module, the student can (skills goals):

- identify, assess and select relevant instruments and communication methods for the communication of issues, solutions and products by means of 3D and 2D visualisation methods.
- use methods for the rendering of 3D digital drawings.
- communicate solution models and products by means of digital 3D drawings and renderings to peers and partners.
- prepare and plan production in relation to supply chain management.
- use communication and presentation methods to disseminate practice-oriented and professional issues and solutions to production designs to peers and cooperation partners.
- identify, select, combine and use methods in visual communication to support a product/concept's storytelling.

Upon completion of the module, the student can (competency goals):

- identify their own learning requirements and develop their own knowledge, skills and competencies.
- identify and manage the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing and launch.
- assume responsibility for project planning and manage complex, development-oriented tasks.
- engage in interdisciplinary cooperation, utilise relevant networks and assume responsibility within the framework of a professional code of ethics.
- identify and manage material and function-related issues and market demands for the expression of the jewellery in jewellery production.
- identify and manage production of jewellery by working with materials and digital and analogue tools.
- identify, manage and understand the interdependence of the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing, launch and follow-up from a resource perspective.
- identify and manage ideas for specific, goal-oriented and competitive jewellery and concepts.
- assume responsibility for the theory and methods in market communication, including brand equity and branding.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 16. Brand identity I - business cooperation or business case

(5 ECTS)

This module focuses on branding, visual identity and communication. Students work with the development of relevant brand touchpoints in a contemporary context in relation to the market and target group based on branding materials relevant for the jewellery industry. Students obtain an awareness of how to develop brand identity and communicate significant trends, products and strategies in brand development.

Subject areas:

Visual identity, brand touchpoints, principles of design, colour theory, complex 3D digital visualisation, prototyping and presentation.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of design principles and colour theory.
- knowledge and understanding of key concepts and applied theory and methods in market communication, including the importance of brand equity, branding and identity for the product /concept and its competitiveness.

Upon completion of the module, the student can (skills goals):

- identify, use, combine, select and motivate 3D and 2D visualisation and communication.
- use and combine design principles and colour theory as part of a design process.
- use and combine prototypes and digital 3D drawings as part of a design process.
- assess and explain methods and tools of communication in relation to the communication of practice-oriented issues as well as argumentation theory.
- communicate practice-oriented and professional issues and solutions to partners and cooperation partners.

Upon completion of the module, the student can (competency goals):

- identify their own learning requirements and develop their own knowledge, skills and competencies.
- individually identify and manage solutions to development-oriented tasks by means of design methods and tools.
- individually identify and manage the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing and launch.

- individually identify and manage ideas for specific, goal-oriented and competitive jewellery and concepts.
- individually identify and manage development-oriented tasks by means of tools and materials for the design and product development of jewellery, among others.
- individually identify and use idea generation as a development tool in relation to complex practical issues in the profession.
- independently manage and develop a competitive and credible identity for each piece of jewellery, its concept and brand management.
- individually manage, identify, select, combine and use methods in visual communication to support a product/concept's storytelling.
- independently manage and communicate professional issues and solutions through communication and presentation to business partners and peers.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 17. **Brand identity II - portfolio**

(5 ECTS)

This module provides students with knowledge of how to develop brand identity and communicate significant trends, products and strategies in a portfolio, using design elements and brand touchpoints.

Subject areas:

Personal branding, design principles, colour theory, digital portfolio, structure, use and implementation of brand identity.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of the importance of brand identity, branding and identity for a product/concept and its competitiveness.
- knowledge and understanding of visual presentation in the form of portfolio design, including design elements and brand touchpoints.
- knowledge and understanding of communicative methods and tools for the communication of idea, concept, product and process, in writing and visually.

Upon completion of the module, the student can (skills goals):

- identify, select and use methods to develop and prepare a well-structured and user-friendly portfolio.

- identify personal and academic skills as well as an individual professional identity in relation to jewellery concepts and the jewellery industry.
- communicate concepts, solution models and products to peers and partners through a portfolio, including design process, business and market researches as well as technology and production methods, among other things, by means of design elements and brand touchpoints.

Upon completion of the module, the student can (competencies):

- independently identify and assume responsibility for the identification of their own learning requirements and development of their own knowledge, skills and competencies.
- independently manage project planning as well as development-oriented tasks.
- individually engage in interdisciplinary cooperation, utilise relevant networks and assume responsibility within the framework of a professional code of ethics.
- individually identify own learning requirements and develop own learning, skills and competencies based on knowledge of theory and method in product development and production.
- independently identify and manage material and function-related issues in response to market demands for the expression of the jewellery in jewellery production.
- independently identify and manage production of jewellery based on work with tools and materials.
- independently manage, implement and understand the interdependence of the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing, launch and follow-up based on a resource management perspective.
- independently identify and translate ideas into specific, goal-oriented and competitive jewellery and concepts.
-

Feedback method:

Feedback is given on the presentation of the process and products.

Module 18. Brand identity III - evaluation and portfolio exam

(5 ECTS)

This module consists of an evaluation of the entire semester and an exam based on the teaching and syllabus of the semester.

The exam consists of a written and a practical part, which must be defended at an individual oral exam.

The written part, which consists of a CV and a design statement, must be handed in prior to the oral exam.

The practical part, which consists of a digital portfolio, must be brought along for the oral exam. The portfolio must be personally branded and reflect the student's professional profile and be structured in a way that allows for the inclusion of more projects from the programme. The exam involves a presentation of the business cooperation or casework of the semester and subsequent elaboration based on the three core areas of the programme: jewellery, technology and business.

The presentation cannot take more than 10 minutes. In addition to the presentation, there will be questions relating to the syllabus. The exam has a duration of 30 minutes including grading.

The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an internal examiner. The written paper and the portfolio will be assessed as one.

To take the exam, students must have handed in all the mandatory activities included in the project description for each module on time.

Students who do not hand in the assignments on time and in accordance with the described requirements will have used one exam attempt. The assignments will then have to be handed in within a new deadline fixed by KEA.

Fourth semester

Introduction to the semester

Entrepreneurship is the setting for this semester, which consists of 5 modules as well as an exam module.

During the five modules, companies are established and developed— from business plan, concept, product idea to production and sale.

Upon completion of the semester, the students will be able to manage and understand the interdependence of the individual phases of the product development process: market analyses, idea generation,

prototyping, production, testing, financial framework, launch and follow-up based on a resource perspective.

The students must be able to reflect, analyse, conclude and provide a broader perspective for their own work.

The semester completes with a written and oral exam.

Module 19. Entrepreneurship I

(5 ECTS)

This module is based on value-based business strategy, consumer behaviour and consumer behaviour analyses, fieldwork, contemporary trends, semiotics and the development of a business plan in an entrepreneurial context.

Through an understanding of the company's value chain, strategy and business planning, the students will gain knowledge of how to start up and run their own company as well as project management.

Subject areas:

Business plan, market research, commercial concept development, experience economy, user involvement, innovation and change management theory as well as project management.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of change and innovation theory.
- knowledge, understanding and an ability to reflect on national and global markets.
- knowledge and understanding of society's influence on the design of a product in a contemporary perspective as well as contemporary trends.
- knowledge of design ethics, patents, design protection, royalties and applicable law.

Upon completion of the module, the student can (skills goals):

- identify, combine and apply user involvement.
- organise and prepare a product development and project management plan.
- identify, combine and assess methods in the field of business associated with the profession.

- assess, select and motivate methods in relation to market research and analysis for the purpose of differentiation.
- identify and communicate relevant issues on the basis of a current market analysis.
- identify, assess and select relevant segmentation methods.
- organise and prepare a business plan.

Upon completion of the module, the student can (competency goals):

- independently manage issues in consumer behaviour and consumer trends on the basis of lifestyle and differentiation.
- independently engage in interdisciplinary cooperation and utilise relevant networks.
- independently manage material and function-related issues in response to market demands for the expression of the jewellery in jewellery production.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 20. Entrepreneurship II

(5 ECTS)

In this module, students develop a sellable commercial jewellery concept and design a jewellery collection based on a market analysis and user involvement.

Subject areas:

User involvement, innovation and change management theory, design process, idea generation, pricing, value chain.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of contexts that influence the jewellery's idiom, concept and competitiveness.
- knowledge and understanding of innovation and transformation theory.
- knowledge and understanding of the design process, design methods and design tools.
- knowledge and understanding of user involvement.
- knowledge and understanding of the individual phases of the product development process, including rapid prototyping as a development tool.
- knowledge and understanding of the planning of mass production in relation to supply chain management.

Upon completion of the module, the student can (skills goals):

- identify, use, select and motivate the design process, design methods and design tools and user involvement methods as innovative development tools.
- organise, prepare and further develop the planning of the production process from an ethical and environmental perspective.
- manage and transform consumer and market analyses into a specific concept.

Upon completion of the module, the student can (competency goals):

- independently engage in interdisciplinary cooperation
- utilise relevant networks.
- independently manage production tasks in the fields of design and business.
- independently manage product and concept development as well as sales concepts, customer care and loyalty programmes.
- independently observe, decode and code an active or dormant customer as a starting point for targeted timing and market penetration.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 21. Entrepreneurship III

(5 ECTS)

This module focuses on the value chain, strategy, business plan and the operations of the company. The jewellery collection will be tested and perfected, production will be scheduled, and the collection will be produced and branded.

Subject areas:

Design process, design semiotics, design testing, production techniques, product optimisation, production plan, pricing, time management, production management and scaling.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of methods to test the design proposals and solutions and make changes based on the test result.
- knowledge and understanding of design semiotics.
- knowledge and understanding of the sourcing of materials.
 - knowledge, understanding and an ability to reflect on the influence of the surrounding society on the design of a brand in a contemporary perspective.

Upon completion of the module, the student can (skills goals):

- evaluate, motivate and select relevant solution models in accordance with the product's financial framework.
- plan and develop the company's supply chain management and quality assurance from an ethical perspective.
- select, explain and communicate commercial solutions.

Upon completion of the module, the student can (competency goals):

- independently identify and translate complex ideas into specific, goal-oriented and competitive jewellery and concepts.
- independently manage complex solutions to development-oriented tasks by means of design methods and tools, among others.
 - independently select and assess production techniques and production costs as well as develop production plans.
 - independently manage production tasks in relation to design and business.
 - independently assess and combine relevant solution models for a marketable product and develop sales strategies.
 - independently translate complex ideas into specific, targeted and competitive jewellery and concepts.
 - independently engage in interdisciplinary cooperation and utilise relevant networks.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 22. Entrepreneurship IV

(5 ECTS)

This module focuses on production and development of branding and marketing materials and strategies in relation to sales channels for the company's products. The students will work with incorporating experience economy into the concept.

Subject areas:

Event planning, visual semiotics, experience economy, branding and marketing materials and strategies, low-tech and high-tech production.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge, understanding and an ability to reflect on the importance of brand equity, branding and identity for a product/concept and its competitiveness.
- knowledge and understanding of design semiotics.

Upon completion of the module, the student can (skills goals):

- organise, prepare and further develop the planning of the production process from an ethical and environmental perspective.
- plan and prepare a sales process, as well as develop promotional materials.
- identify, assess, select, motivate and communicate commercial solutions through an understanding of social structures, cultural and sub-cultural communities, discourses and the meaning of semiotics.
- maintain and manage a competitive and credible identity for each piece of jewellery, its concept and brand management.
- plan, prepare and incorporate experience economy as part of the concept.

Upon completion of the module, the student can (competency goals):

- independently manage and use knowledge of planning and development in mass production and pricing.
- independently engage in interdisciplinary cooperation and utilise relevant networks.
- individually manage the individual phases of the product development process: idea generation, screening, prototyping, production, pilot testing and launch.
- individually identify and manage development-oriented tasks by means of tools and materials for the design and product development of jewellery, among others.
- independently use idea generation as a development tool in relation to complex practical issues.
- independently manage and develop a complex, competitive and credible identity for each piece of jewellery, its concept and brand management.
- individually manage, identify, select, combine and use methods in visual communication to support a product/concept's marketing strategy.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 23. Entrepreneurship V

(5 ECTS)

This module takes the form of a sales period in which the concept, product and branding developed in the four previous modules are analysed, reflected upon and iterated with a view to the exam at the end of the semester.

Subject areas:

Event planning, sales and sales strategies, pitching, customer observations and surveys.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge and understanding of observation methods.
- knowledge and understanding of scaling.

Upon completion of the module, the student can (skills goals):

- identify, use, combine and explain observation methods.
- identify, observe and decode the consumer as the basis for targeted timing and penetration of the market; product and concept development; establishment, development and management of sales concepts, customer care and loyalty programmes.

Upon completion of the module, the student can (competency goals):

- independently engage in interdisciplinary cooperation and utilise relevant networks.
- independently manage observations of what happens in the encounter between the consumer/customer and the concept, the product and its branding.
- independently manage, observe, decode and code an active or dormant customer as a starting point for targeted timing and penetration of the market.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 24. Entrepreneurship IV - entrepreneurship exam

(5 ECTS)

On the basis of the observations and surveys conducted during the sales period of the entrepreneurship project, concept, product and branding will be analysed and reflected upon with a view to further development in the form of a re-designed product/s to be brought along for the oral exam.

This exam marks the end of the preceding 5 modules of the semester and will be based on the teaching and syllabus of the semester.

The exam consists of a written assignment to be handed in prior to an individual oral exam with a re-designed product(s).

The written paper cannot make up more than 8-10 standard pages of 2,400 characters each.

The written paper is defended at an individual oral examination. The presentation can take no more than 10 minutes. In addition to the presentation, there will be questions relating to the syllabus. The exam has a duration of 30 minutes including grading.

The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an external co-examiner. The written and the oral performance are weighted equally.

To take the exam, students must have handed in all the mandatory activities included in the project description for each module on time. Students who do not hand in the assignments on time and in accordance with the described requirements will have used one exam attempt. The assignments will then have to be handed in within a new deadline set by KEA.

Fifth semester - internship (Modules 25-29)

(30 ECTS)

Introduction to the semester

This semester consists of an internship period of 20 weeks' duration (modules 25-29) followed by an internship exam.

The internship is very important for the programme's professional and practice-oriented nature and contributes to the student's developing professional skills that enable them to apply methods and tools from the programme's three core areas to the solution of specific and practical tasks in a given company, national or international.

The internship ends with an exam in the form of a written report of 10-15 pages without an oral defence. Feedback is provided by the teacher in a feedback form.

Read about internship forms, learning objectives and exams under 3.5. Internship

Module 30. Internship exam

(5 ECTS)

The exam consists of a written report of max. 15 pages of 2,400 characters each. The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an internal examiner.

At the exam, the students will reflect on, analyse and provide a broader perspective for the internship and the associated tasks and learning objectives formulated prior to the commencement of the internship.

Sixth semester

Introduction to the semester

The overall theme of this semester is innovation.

Focus is on interdisciplinary cooperation and innovative approaches to the development of a jewellery concept by using the latest technologies and materials.

The students will explore the area of innovative jewellery, among other things, through the involvement of the latest knowledge in design, technology and business.

They will identify new user segments, themes and innovative design solutions for the future commercial market and develop design solutions and marketing strategies for stakeholders.

They present their research and findings to peers, collaborators and laymen through an academic article.

Then the students will develop the branding material for a digital portfolio. The semester completes with a written and oral portfolio exam.

Module 31. Innovation I - business cooperation or business case

(5 ECTS)

This module focuses on innovation, innovative experimentation with the latest technologies, innovative user involvement and research. The students will identify new user segments, new themes and new user requirements.

Subject areas:

Innovation, user involvement, design research, business analysis, interdisciplinary cooperation, research design, high-tech product development methods and materials, as well as project management.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge, understanding and an ability to reflect on the influence of the surrounding society on the design of a brand in a contemporary and historical perspective.
- knowledge, understanding and an ability to reflect on processes and tools for the furtherance and structuring of idea generation.
- knowledge, understanding and an ability to reflect upon innovative and competitive product and concept development.
- knowledge, understanding and an ability to reflect on research in the field of design, technology and business, as well as plan, develop and conduct research on the basis of the same.

Upon completion of the module, the student can (skills goals):

- innovatively master methods in the field of business associated with the profession.
- innovatively combine, assess, select, motivate and master relevant solution models in accordance with the product's financial framework.
- innovatively use, combine, assess and master methods in relation to market research for the purpose of differentiation.
- innovatively combine, assess, select, motivate and master relevant issues based on a current business and market analysis.
- identify, assess, select and motivate relevant segmentation methods as well as innovatively select, combine, use and master methods to uncover new user demands.
- innovatively select, combine, use and master innovative materials and techniques to perform experiments.
- identify, select, assess, combine and use theories and methods in design, production and business.

Upon completion of the module, the student can (competency goals):

- independently and professionally engage in interdisciplinary cooperation, assume responsibility and independently utilise relevant networks to develop field research, innovative products and concepts.
- independently manage complex tasks in the development of innovative products/concepts.
- independently and professionally develop their own knowledge, skills and competencies.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 32. Innovation II - business cooperation or business case

(5 ECTS)

This module focuses on innovative design methods and design processes. Based on previously identified user segments and themes, the students will identify innovative design solutions for the future commercial market and include innovative production solutions and materials.

Subject areas:

Interdisciplinary cooperation, design process, idea generation and design experimentation and aesthetic experimentation, user involvement, as well as testing of prototypes.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge, understanding and an ability to reflect on complex design methods, including user involvement and idea generation methods.
- knowledge, understanding and an ability to reflect on different types of prototyping.

Upon completion of the module, the student can (skills goals):

- innovatively use, combine, select and master complex design methods, including user involvement and innovative idea generation methods.
- innovatively assess, select, combine, and master methods for various types of prototyping.
- communicate practice-oriented and professional issues and solutions through prototyping to peers, cooperation partners and laymen.
- communicate practice-oriented and professional issues and solutions in production to peers, cooperation partners and laymen.
- plan, prepare, develop and structure mechanical and technical design solutions within established or set parameters.

Upon completion of the module, the student can (competency goals):

- independently and professionally manage and understand the interdependence of the individual phases of the product development process: idea generation, screening and prototyping.
- independently and professionally utilise relevant networks as well as professional and interdisciplinary cooperations to develop innovative products and concepts.
- independently and professionally develop their own knowledge, skills and competencies.
- independently and professionally manage complex issues in the field of consumer behaviour and consumer trends based on lifestyle and differentiation.
- independently and professionally manage complex ideas for specific, targeted and competitive jewellery and concepts.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 33. Innovation III - business cooperation or business case

(5 ECTS)

This module focuses on the production and testing of prototypes on the selected user segment.

Subject areas:

High-tech and low-tech production methods in relation to material, functionality testing, design testing and user involvement.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge, understanding and an ability to reflect on complex design methods, including user involvement and idea generation methods.

Upon completion of the module, the student can (skills goals):

- innovatively use, combine, select and master complex design methods, including innovative user involvement and innovative idea generation methods in product testing.
- innovatively assess, select, combine, and master low-tech and high-tech production designs.
- plan, prepare, develop and structure mechanical and technical design solutions within established or set parameters.

Upon completion of the module, the student can (competency goals):

- independently and professionally utilise relevant networks as well as professional and interdisciplinary cooperation to develop innovative products and concepts.
- independently and professionally manage and understand the interdependence of the individual phases of the product development process: idea generation, screening, prototyping, production and pilot testing.
- independently and professionally develop their own knowledge, skills and competencies.
- independently and professionally use, combine, assess, select, motivate and master the production choices.
- independently and professionally manage complex tasks in the field of production.
- independently and professionally use and master methods, tools and concepts within the subject areas associated with business, design, technology, production and branding in the profession.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 34. Innovation IV - business cooperation or business case

(5 ECTS)

This module focuses on branding and communication. The students will work with communication of complex issues and concepts by means of argumentation theory and branding. They will also work with planning, preparation and execution of visual communication strategies in relation to the pitching of products and concepts to stakeholders.

Subject areas:

Implementation, branding, pitching as well as argumentation theory and storytelling.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- development-based knowledge, understanding and an ability to reflect on methods in the field of market communication, including brand equity, the importance of branding and identity for the way the product /concept is experienced and its competitiveness.
- knowledge, understanding and an ability to reflect on social structures, cultural and sub-cultural communities, discourses and the meaning of semiotics.

Upon completion of the module, the student can (skills goals):

- innovatively master methods and tools in communication and argumentation theory to communicate practice-oriented issues, solution models and products to peers, collaborators and laymen.
- communicate practice-oriented and professional issues and solutions in production to peers, cooperation partners and laymen.
- innovatively use and master methods, tools and concepts within the subject areas associated with production in the profession.
- innovatively use, combine, select and master branding and PR methods.
- identify, assess, select, motivate and communicate commercial solutions based on an understanding of social structures, cultural and sub-cultural communities, discourses and the meaning of semiotics.

Upon completion of the module, the student can (competency goals):

- independently and professionally manage complex issues in the field of consumer behaviour and consumer trends based on lifestyle and differentiation.
- independently and professionally develop their own knowledge, skills and competencies.
- independently and professionally manage and understand the interdependence of the individual phases of the product development process: prototyping, production, pilot testing, launch and follow-up based on a resource management perspective.
- independently and professionally use, master and manage complex tasks within business, design, production and branding.

- independently and professionally observe, decode and code an active or dormant customer as a starting point for targeted timing and penetration of the market.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 35. Innovation V, academic writing

(5 ECTS)

This module focuses on academic writing within innovation, design, business and technology. Through academic writing, the students will achieve improved writing skills at bachelor level.

Subject areas:

Innovation, research, academic writing, argumentation theory, evaluation methods.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge, understanding and an ability to reflect on argumentation theory.
- knowledge, understanding and an ability to reflect on formalities, methods and tools for academic writing.
- knowledge, understanding and an ability to reflect on qualitative and quantitative research methods.
- knowledge, understanding and an ability to reflect on methods and tools for academic writing, including communication and argumentation theory, among others.

Upon completion of the module, the student can (skills goals):

- innovatively select and master method and theory, including argumentation theory.
- select, assess and use academic theory within a subject.
- apply, select, justify and master the methods and tools for academic writing, including footnotes and references.
- communicate practice-oriented and professional issues and solutions to peers, cooperation partners and laymen in a written article using professional language.
- give and receive productive feedback from peers, cooperation partners and laymen.

Upon completion of the module, the student can (competency goals):

- innovatively assess, select, combine, and master self-assessment methods.
- independently and professionally develop their own knowledge, skills and competencies.
- independently and professionally argue for solutions and strategies.

Feedback method:

Feedback is given on the presentation of the process and products.

Module 36. Innovation VI, assessment and exam

(5 ECTS)

This module consists of an evaluation of the entire semester and an exam based on the teaching and syllabus of the semester.

The exam consists of a written and a practical part, which must be defended at an individual oral exam. The written part, which consists of a CV and a professional profile, must be handed in prior to the oral exam.

The practical part, which consists of a digital portfolio, must be brought along for the oral exam.

The portfolio must be personally branded in relation to the student's professional profile and structured in a way that allows for the inclusion of more projects from the programme.

The exam involves a presentation of the innovation project and process of the semester and subsequent elaboration based on the three core areas of the programme: jewellery, technology and business.

The presentation can take no more than 10 minutes; in addition to the presentation, there will be questions in relation to the syllabus. The exam has a duration of 30 minutes including grading.

The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an external co-examiner.

To take the exam, students must have handed in all the mandatory activities included in the project description for each module on time. Students who do not hand in the assignments on time and in accordance with the described requirements will have used one exam attempt. The assignments will then have to be handed in within a new deadline set by KEA.

Seventh semester

Introduction to the semester

This semester is the final semester of the programme.

The first three modules focus on achieving the learning objectives in terms of knowledge, skills and competences.

The headline of the three modules is Business cooperation and entrepreneurship I, II and III.

The last three modules are bachelor-degree modules. Under guidance, students work independently with the three core areas of programme in a written and oral exam.

Modules 37, 38 and 39. Business cooperation and entrepreneurship

(15 ECTS)

For this project, which stretches three modules, the students choose between business cooperation, a business case or entrepreneurship. The students must independently choose and explain the methods for the development of one or more of the following products: a physical jewellery collection, a brand catalogue, a marketing strategy, a marketing plan and subsequent production optimisation/scaling.

Subject areas:

Project planning and management, design research, user involvement, qualitative/quantitative research, argumentation theory, scaling, design, business, technology, and academic writing.

Learning objectives:

Upon completion of the module, the student has (knowledge goals):

- knowledge of and an ability to use and reflect on the practices of the profession and applied theory and methods within research and analysis.
- development-based knowledge and an ability to reflect on innovative user involvement, research and idea generating methods.
- development-based knowledge and an ability reflect on innovative production methods.

- development-based knowledge and an ability to reflect on methods in market communication, its importance for the way the product /concept is experienced and its competitiveness.

Upon completion of the module, the student can (skills goals):

- innovatively select, combine, assess and master the theory and methods in the field of jewellery, design, technology and business.
- innovatively combine, assess, justify and master communication and argumentation theory for the purpose of conveying practice-oriented issues, solution models and products to peers, cooperation partners and laymen.
- innovatively combine, assess and master relevant design methods to develop specific well-argued solutions.
- innovatively use and master methods, tools and concepts within the subject areas associated with product.
- organise, prepare, develop and structure a project plan, as well as independently and professionally engage in interdisciplinary cooperations and utilise relevant networks.
- innovatively use, combine, assess, select, motivate and master relevant solution models in accordance with the product's financial framework.
- identify, assess, select and motivate relevant segmentation methods.
- identify, assess and communicate relevant issues based on a current business and market analysis.

Upon completion of the module, the student can (competency goals):

- independently use and master complex theories within jewellery, design, technology and business and turn them into practice.
- independently and professionally develop their own knowledge, skills and competencies.
- independently and professionally manage complex tasks in relation to jewellery and jewellery concepts by means of innovative user involvement methods and research and idea generating methods, among others.
- independently and professionally manage complex tasks in relation to jewellery production, including scaling and production optimisation.
- independently and professionally manage complex issues in the field of consumer behaviour and consumer trends based on lifestyle and differentiation.
- identify, assess, select and motivate relevant segmentation methods.
- maintain and ensure a competitive and credible identity for each piece of jewellery, its concept and brand management.
- independently and professionally identify their own learning requirements and develop their own knowledge, skills and competencies based on knowledge of business theory and method within the profession.
- independently and professionally manage and understand the interdependence of the individual phases of the product development process—idea generation, screening,

prototyping, production, pilot testing, launch and follow-up based on a resource management perspective—and translate complex ideas into specific, goal-oriented and competitive jewellery and concepts.

- independently and professionally observe and decode an active or dormant consumer as the basis for targeted timing and penetration of the market; product and concept development; establishment, development and management of sales concepts, customer care and loyalty programmes.
- independently manage networking as well as professional and interdisciplinary cooperations for the development of innovative products and concepts.
- Independently manage professional and interdisciplinary cooperation and utilise relevant networks in connection with field research and problem solving.

Feedback method:

Feedback is given on the presentation of the process and products.

Modules 40, 41, 42 Bachelor project

(15 ECTS)

For more information about the bachelor project, its learning objectives and the exam, reference is made to 5. Requirements for the bachelor project.

Module 42. Bachelor project exam

The exam consists of a written and a practical part, which must be defended at an individual oral exam. The written part, which consists of a bachelor assignment, must be handed in prior to the oral exam.

The problem formulation must be approved by KEA before the student starts writing the bachelor assignment. The bachelor assignment may be individual or in groups of 3 students max. An individual bachelor assignment must make up 25-30 standard pages; in groups of two, it must make up 35-40 standard pages and in groups of three, it must make up 45-50 standard pages of about 2,400 characters each. For bachelor assignments prepared in groups, it must be quite clear who contributed what.

The bachelor assignment is defended at an individual oral exam. The exam has a duration of 45 minutes including grading. The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an external co-examiner. Students are given one aggregate grade for their written and oral performance. The written bachelor assignment and the oral exam are weighted the same.

3.4. Internship

(30 ECTS)

The compulsory internship ensures that the students get an insight into what it is like to work with an area for which the programme qualifies them.

Internships

The students have the option of 4 types of internship; Business internship, International internship, Entrepreneurial internship and Project-oriented internships.

1. Business internship

The relevant working content of the internship is established together with the company.

A contract is drawn up between the student, the internship company and KEA. The aim is to give the student an introduction to the company's functions and insight into relevant parts of the value chain.

2. International internship

This involves an internship at a company located outside Denmark.

The relevant working content of the internship is established together with the company.

A contract is drawn up between the student, the internship company and KEA. The aim is to give the student an introduction to the company's functions and insight into relevant parts of the value chain.

3. Entrepreneurial internship

The starting point for the entrepreneurial internship is that the student has a relevant and practical business idea for a product or concept that could potentially develop into a profitable business.

Focus is on how to professionalise the business idea through dialogues with relevant stakeholders and user groups and to integrate the collected feedback in product or concept development.

Students are expected to find at least two relevant persons who may act as mentors.

4. Project-oriented internship

Project-oriented internships are based on a project whose problem is clearly defined by the student and a company.

Although the resolution of the problem is done in close cooperation with the company, the student will not be physically present at the workplace every day.

A timetable for the project and a plan for ongoing meetings between the student and one or more persons in the company will be agreed beforehand.

Learning objectives for the internship

Upon completion of the internship, the student has (knowledge goals):

- practical knowledge and understanding of the subject area of the internship company as well as an ability to pinpoint the company's identity in relationship to jewellery, technology and business.
- knowledge and understanding of practice and an ability to create consistency between theoretical and practical knowledge and thus secure anchoring in the profession, practice-orientation and the development of professional competence.

Upon completion of the module, the student can (skills goals):

- use and master methods and tools within the subject area of the internship company and identify relevant knowledge requirements and collect knowledge when carrying out tasks in the company.
- analyse and assess the practice-oriented issues in relation to the practice of the internship company and explain and select solutions and demonstrate analytical skills in task resolution at the internship company.
- develop independence, cooperation skills, reflection and professional expertise within the profession.
- communicate practice-oriented and professional issues and solutions and select and explain various alternative solutions in relation to practice to peers, cooperation partners and laymen.

Upon completion of the module, the student can (skills goals):

- independently and professionally engage in interdisciplinary cooperation and utilise relevant networks.
- independently and professionally develop their own knowledge, skills and competencies.
- manage complex and development-oriented situations in an internship context and work innovatively.

3.5. Rules for the completion of the internship

The initiative to apply for an internship must come from the students, and the educational institution will guide them in the process (reference is also made to the General rules on internship at the educational institution's website).

The internship is organised by the student, the internship company and the institution. A contract is drawn up between the student, the internship company and KEA. The aim is to give the student an introduction to the company's functions and insight into relevant parts of the value chain.

The students are assigned an internship counsellor from KEA, who will be in contact with the students on an ongoing basis. In addition, the counsellor will visit the host company during the internship. The internship takes place in the fifth semester and has a duration of one semester.

3.6. Teaching and working methods

Teaching and working methods are adapted to the individual programme elements in order to further the opportunity to develop students' independent professional competencies in their capacity of Bachelor in jewellery, technology and business and to continue with qualifying continuing education.

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

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

The extent of the teaching is based on the fact that this is a full-time study programme. It is important that students are active during their study and take responsibility for continuous learning. It is a requirement that new students have a laptop when they start studying.

3.7. Reading texts in foreign languages

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

4. Internationalisation

It is possible to take part of the programme abroad. See rules for Exchange at the institution's website.

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

4.1. Education abroad

It is possible to complete the fourth or sixth semester abroad.

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

4.2. Agreements with foreign educational institutions on parallel courses

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

5. Exams in the programme

The programme includes 6 exams. All exams contain learning objectives from all three core areas of the programme.

Commencement of a semester is automatic registration for its associated exam(s). It is not possible to unregister programme exams, cf. Ministerial Order on Examinations on Professionally Oriented Higher Education. For more information on exams, reference is made to 5.1.3.

5.1.1. Exam forms

The exam form depends on the academic content of the programme element(s) the student is examined in. The aim is to have a variety of exam forms, and for the exam forms to reflect the teaching (for an overview, see 5.1.3).

5.1.2. Mandatory activities - attendance and hand-ins

Mandatory activities may refer to attendance or the submission of assignments and projects, etc.

Mandatory activities only concern attendance and submission, not the quality of such.

The mandatory activities must be fulfilled before the student can take the exam. Since the commencement of a programme element entails automatic registration for its exams, the student will lose an exam attempt if the mandatory activities have not been fulfilled.

The student must fulfil all mandatory activities before they can sit a re-exam.

A new exam date will be set along with a new deadline for submission of the mandatory activities (in the case of projects or assignments).

If the mandatory activity concerns active participation, this cannot be compensated ex post; instead the student must hand in a replacement assignment or similar.

5.1.3. Exam organisation

The organisation of the exams includes one or more prerequisites and always includes a set of assessment criteria and an evaluation method.

Requirements:

If an oral exam is based on a written assignment, the oral exam will only be conducted if the written assignment was handed in on time and in accordance with the prescribed formal requirements. If not, the student will have failed the exam and will have used an exam attempt.

Assessment criteria:

For all exams, the assessment criteria are identical with the learning objectives for the compulsory elements.

All exams, with the exception of the commencement of studies exam, are assessed according to the Danish 7-point scale.

5.2. Programme exams and their placement

First semester - Multiple choice

The exam lasts two hours. It is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an internal examiner. Materials and aids are not allowed at the exam.

Second semester - Jewellery concept exam

The exam consists of a written part and a practical part which includes a product, both of which are defended at an individual oral exam by a presentation of the main points, the conclusion and the product itself. The written part, in the form of a synopsis, must make up 3-5 standard pages of 2,400 characters each. The synopsis and the oral performance with a product are weighted equally.

The presentation cannot take more than 10 minutes. In addition to the presentation, there will be questions relating to the syllabus and the product. The exam has a duration of 30 minutes including grading.

The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an external co-examiner.

Third semester - Portfolio exam

The exam consists of a written and a practical part, which must be defended at an individual oral exam. The written part, which consists of a CV and a design statement, must be handed in prior to the oral exam. The practical part, which consists of a digital portfolio, must be brought along for the oral exam.

The portfolio must be personally branded in relation to the student's professional profile and be structured in a way that allows for the inclusion of more projects from the programme.

The semester's business cooperation or business case will be presented at the exam; with an elaboration of the student's work with the three core areas: jewellery, technology and business.

The presentation cannot take more than 10 minutes. There will also be questions relating to the syllabus. The exam has a duration of 30 minutes including grading.

The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an internal examiner. The written paper and the portfolio will be assessed as one.

Fourth semester - Entrepreneurial exam

The exam consists of a written and a practical part, which must be defended at an individual oral exam.

The written paper is an individual assignment. The assignment must make up 8-10 pages of 2,400 characters each.

The written and the oral performance are weighted equally.

Observations and surveys made during the sales period of the entrepreneurship project must be analysed and reflected upon in relation to concept, product and branding with a view to the further development in the form of a re-designed product(s) and brought along for the oral exam.

The written paper is defended at an individual oral exam. The presentation can take no more than 10 minutes. In addition to the presentation, there will be questions relating to the syllabus.

The exam has a duration of 30 minutes including grading. The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an external co-examiner.

Fifth semester - Internship exam

The exam consists of a written report of max. 15 pages of 2,400 characters each. The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an internal examiner.

At the exam, the student will reflect on, analyse and provide a broader perspective for the internship and the associated tasks and learning objectives formulated prior to the commencement of the internship.

Sixth semester - Portfolio exam

The exam consists of a written and a practical part, which must be defended at an individual oral exam. The written part, which consists of a CV and an academic profile, must be handed in prior to

the oral exam. The practical part, which consists of a digital portfolio, must be brought along for the oral exam.

The portfolio must be personally branded in relation to the student's professional profile and be structured in a way that allows for the inclusion of more projects from the programme.

The exam involves a presentation of the innovation project and process of the semester and subsequent elaboration based on the three core areas of the programme: jewellery, technology and business.

The presentation can take no more than 10 minutes. There will also be questions relating to the syllabus. The exam has a duration of 30 minutes including grading.

The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an internal examiner.

Seventh semester - Bachelor exam

The exam consists of a written and a practical part, which must be defended at an individual oral exam. The written part, which consists of a bachelor assignment, must be handed in prior to the oral exam.

The problem formulation must be approved by KEA before the student starts writing the bachelor assignment. The bachelor assignment may be individual or in groups of 3 students max. An individual bachelor assignment must make up 25-30 standard pages; in groups of two, it must make up 35-40 standard pages; and in groups of three, it must make up 45-50 standard pages of about 2,400 characters each. For bachelor assignments prepared in groups, it must be quite clear who contributed what.

The bachelor assignment is defended at an individual oral exam. The exam has a duration of 45 minutes including grading. The exam is assessed according to the Danish 7-point scale and must be passed with a minimum grade of 02. The exam is assessed by an external co-examiner.

Students are given one aggregate grade for their written and oral performance. The written bachelor assignment and the oral exam are weighted the same.

5.3. Requirements for written assignments and projects

The programme is taught in English and all assignments and exams are written and conducted in English.

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

5.4. First-year exam

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

5.5. Final exam project requirements

(15 ECTS points)

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

Together with the programme's other exams, the bachelor project must demonstrate that the learning objectives for the programme have been achieved. The learning objectives for the programme can be found in Appendix 1 to Executive Order No. 776 of 04/07/2012 on the PBA programme in Jewellery, technology and business. The executive order can be found here (in Danish): <https://www.retsinformation.dk/Forms/R0710.aspx?id=142783>.

The bachelor project must document the student's understanding of and ability to reflect on the practice of the profession as well as their application of theories and methods in relation to a practice-oriented problem.

The problem, which must be central to the programme and the profession, will be formulated by the student, possibly in cooperation with a private or public company. KEA approves the problem formulation before the bachelor assignment can be written.

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

5.5.1 The importance of spelling and writing skills

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

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

5.6. Use of materials and aids

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

5.7. Special exam conditions

Examinees with physical or mental impairments may be granted specific exam conditions where this is necessary to give equal status to other examinees in the same exam situation. Special examination conditions must, however, not change the standard of the exam.

Examinees with a non-Danish background are allowed to bring a dictionary to exams where materials and aids are not allowed. The granting of special exam conditions, including extra time, will be decided by the Head of Programme on the basis of a specific assessment. An application for the granting of special exam conditions must be in writing and submitted to the Head of Programme no later than three months before the exam is to be held. Documentation of impairment must be attached to the application.

5.8. Make-up exams

Students can sit the same exam three times. In exceptional situations, a student may, however, submit a request for exemption.

Passed exams cannot be retaken.

A make-up exam will be held as soon as possible and no later than when the exam in question will be held again; alternatively the student may sit a sick exam. A student who has been prevented from taking an exam due to a documented illness or another unforeseen circumstance will be given the opportunity to take the exam. If the exam is in the final exam period of the programme, the student must be allowed to take the exam in the same period or in continuation of this period. Where a student failed, did not show up for, or was expelled from an exam which included a project or product to be submitted prior to the actual exam, they must hand in a product that has not yet been assessed in connection with a new exam attempt. The institution may grant an exemption from the time for when an exam must be held on the grounds of leave or exceptional circumstances.

5.9. Examination language

The exams are held in English, unless part of the purpose of individual exam is to document skills in foreign languages. If a student would like to take an exam in a different language, a written application must be submitted to the Head of Programme no later than 3 months before the exam is to be held, and there must be very good grounds for wanting this.

5.10. Commencement of studies exam

The purpose of the commencement of studies exam is to uncover whether the student has begun their study, and whether their participation will allow them to pass the commencement of studies exam, whose academic content is less demanding.

The commencement of studies exam is a written exam consisting of one or more subjects from the syllabus of the first two months of study. The commencement of studies exam is assessed as pass/fail.

Students have two attempts at passing the commencement of studies exam. If a student does not pass the commencement of studies exam, they will automatically be disenrolled.

Whether a commencement of studies exam should be held or not, is entirely at the discretion of the Head of Programme.

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

Projects and other material in connection with exams must be drawn up by the students themselves. If students unlawfully use other people's work as their own (plagiarism) or use their own previously assessed work without references, they will be expelled from the exam.

Students may also be expelled after the exam.

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

For information about plagiarism, see www.stopplagiat.nu

5.12. Exam cheating and disruptive behaviour during exams

Exam cheating will be handled in accordance with the rules of the examinations order.

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

If cheating occurs under aggravating circumstances, the student can be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to permanent expulsion from the programme.

Cheating includes:

- Obtaining unlawful help during the exam
- Providing unlawful help to other students during the exam
- Using other people's work as one's own (plagiarism – see www.stopplagiat.nu), see also 5.9
- Using own previously assessed work without references, see also 5.9
- Using materials and aids not permitted for the exam in question

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

If students exhibit **disruptive behaviour** during an exam, the institution may expel them from the exam.

In less serious cases, the institution will give the student a warning.

6. Other rules for the programme

6.1. Rules on compulsory attendance

The students are required to participate in the programme elements in accordance with the rules laid down in the curriculum, including rules on any compulsory attendance for parts of the programme.

6.2. Credit transfer

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

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

The decision is based on an academic evaluation.

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

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

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

6.3. Credit agreements - national part

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

6.4. Credit transfer agreements - institutional part

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

6.5. Criteria for the assessment of active student participation

Students are expected to participate actively in their study. This means active participation in the teaching and project work as well as submission of assignments on time.

If a student does not appear to be actively participating, they will be given a warning and called in for a follow-up meeting.

If, subsequently, the student still does not show any signs of active participation, they will be enrolled from the programme and, if relevant, reported to the Danish Students' Grants and Loan Scheme.

Students are expected to keep updated via their personal KEA mail and Fronter.

All study-relevant communication is via these platforms.

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

6.6. Disenrollment due to insufficient study activity

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

6.7. Exemption rules

KEA may, due to exceptional circumstances, grant exemptions from the rules in this curriculum laid down solely by KEA.

6.8. Complaints

Complaints will be handled in accordance with the rules of Part 10 of the Ministerial Order on Examinations.

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

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

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

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

Who handles the complaint? Complaints are normally handled by KEA Kvalitet. 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.