

Curriculum for

Academy Profession Degree Programme in

Marketing Management

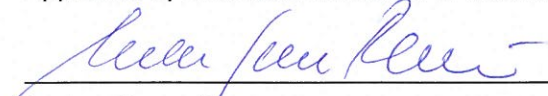
Dania Academy of Higher Education
Campus Randers
Campus Viborg



September 2017

Curriculum for
Academy Profession Degree Programme in Marketing Management at Dania Academy of Higher Education

Approved by the Rector on behalf of the Board.



Anders Graae Rasmussen

September 1st 2017

Change log:

Version	Date	Performed by	Description
2014			
2015			
2016			
2017	1/9-2017	JJU	Oprettelse af engelsk version
2017	4/9-2017	MAAR	Correcting the institution specific description of the exams
2017	18/9-2017	MAAR	Ændring i bekendtgørelse om tekniske og mercantile erhvervsakademi og professionsbachelorudannelser

Subject to any printing errors and changes

Table of contents

1. Introduction	4
1.1. Start date	4
1.2. Transitional schemes	4
1.3. Legislation	7
1.4. The duration of the programme	7
1.5. Graduate's title	7
1.6. Admission requirements	7
1.7. Criteria for the selection of applicants	8
2. The national part	8
2.1. The programme's objectives for the learning outcome	8
2.2. National course elements	9
2.3. Internship	31
2.4. Final exam project	31
2.5. Credit transfer rules	32
3. The institutional part:	33
3.1. Local course elements	33
3.2. Overview of the course elements of the study programme	34
3.3. Exams	35
3.4. Study activity	45
3.5. Teaching and work methods	46
3.6. Rules for the internship	47
3.7. Internationalisation	47
3.8. Credit transfer	48
3.9. Leave of absence	49
3.10. Exemption	49

1. Introduction

This curriculum is a description of the programme in [name of programme] offered at Dania Academy of Higher Education within the context of Danish legislation.

The curriculum is designed to give the student information about the learning outcomes of the programme, its content and the requirements that apply for enrolment, completion and assessment. The rules also appear from current legislation.

The knowledge base of the programme is business, profession and development-related. This means that the programme is based on new knowledge of key trends in the trade as well as new knowledge from experimental and development work and research fields relevant to the core areas of the programme. The programme includes theory and practice.

Some elements of the curriculum were prepared jointly by Danish business academies approved as suppliers of the programme and represented by the nationwide programme network.

The curriculum is therefore divided into two parts:

A national part: The national part contains the objectives for the learning outcome defined as knowledge, skills and competencies in accordance with the type description in the Danish qualifications framework for higher education.

In addition, there is a description of the national course elements within the programme's academic areas in terms of learning objectives, ECTS, content and number of exams. The same applies to internships and the final exam project.

The rules on credit transfer as far as the national course elements are concerned.

The institutional part: The institutional part contains the programme's objectives for local course elements, their timing, exams and other local guidelines for the course of the study programme.

1.1. Start date

The curriculum comes into force as stated on the front page of the curriculum and applies to all students starting their studies on that date or later.

The curriculum from September 2016 is no longer in effect from January 1st 2019. The latest edition of the curriculum is available on www.eadania.dk under the name of the programme.

1.2. Transitional schemes

For students who started before the commencement of this curriculum, the curriculum of September 2016 will apply.

Transitional schemes from the old curriculum to the second semester with the new curriculum:

As there are significant changes in content and structure, we recommend that students who have completed the 1st or 2nd semester according to the previous curriculum, and who have since been delayed, follow the programme course as described for this curriculum.

Students who have completed the first semester on the previous curriculum:

It is recommended that students be transferred to the new curriculum.

Alternative programme course: If students admitted to one of the previous curricula, wish to complete their programme according to this, the following specially planned programme courses for the following subjects have been prepared.

	Programme course for students doing the second semester of the old curriculum	Programme course for students doing the third semester of the old curriculum
Module on the old curriculum	International marketing	International marketing
Will be met with the following learning activity on the new curriculum	Analytical methods, data collection and data processing	Parameter mix and service marketing
Will be met with the following learning activity on the new curriculum	Segmentation, positioning and target audience choice	Marketing plan, B2B and B2C

Module on the old curriculum	Organisation and SCM	Economics
Will be met with the following subject on the new curriculum	Cultural theories and methods	Budgeting and parameter optimisation

Will be met with the following subject on the new curriculum	-	Pricing strategies and pricing methods
Module on the old curriculum	Economy	Sales- and project management, and organizations development
Will be met with the following subject on the new curriculum	Investment theory and method	- Project management
Will be met with the following subject on the new curriculum	-Macro economy	- Organization
Module on the old curriculum	Business Law	-
Will be met with the following subject on the new curriculum	Legal methods	-
Will be met with the following subject on the new curriculum	Rules for the collection and processing of personal data	-
		NB! The students must not take the following subjects during the third semester:
		Investment and financing
		Trade theory and trade policy interventions
		Internationalisation

1.3. Legislation

The curriculum was prepared in accordance with the guidelines of the Ministerial Order on Professional Bachelor's Degree Programmes, Order no. 1047 of 30/06/2016 as well as the Order on Business Academy Programmes within International Marketing Management Order no. 829 of July 4th 2015.

In addition, the following special ministerial orders and laws apply:

- Ministerial order no. 1056 of 13/09/2017:
The Law on Professional Academy Programmes and Professional Bachelor's Degree Programmes, The Law on The Academies
- Ministerial Order no. 107 of 27/01/2017:
Ministerial Order on Admission to Business Academy Programmes and Professional Bachelor's Degree Programmes
- Ministerial Order no. 1500 of 02/12/2016
Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes
- Ministerial Order no. 262 of 20/03/2017:
Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes
- Ministerial Order no. 597 of 08/03/2015:
Bekendtgørelse om talentinitiativer på de videregående uddannelser på Uddannelses- og Forskningsministeriets område (talentbekendtgørelsen)

We refer to the Ministry of Higher Education and Science's website www.ufm.dk as well as the website www.retsinfo.dk (only in Danish) for additional information on applicable ministerial orders and laws on Business Academy Programmes.

1.4. The duration of the programme

The programme is a short-term, further-education business academy programme with a duration of 2 years. It is a full-time programme weighted 120 ECTS in accordance with the European Credit Transfer System. ECTS are used for the standard length of the full study time and for distribution on the individual programme elements. 60 ECTS is equivalent to one year of full-time study. The programme is step 5 in the qualifications framework for lifelong learning.

The programme must be completed within a number of years equivalent to the standard duration plus two years.

1.5. Graduate's title

The Academy Profession Degree Programme in Marketing Management gives the graduate the right to use the title AP Graduate in Marketing Management.

1.6. Admission requirements

Admission to the programme is in accordance with the current rules and regulations set out in the ministerial order on admission and enrolment referred to in 1.3.

An applicant with another background than stipulated in the admission requirements may be admitted to the programme if they are estimated to have professional skills equivalent to the standard admission requirements, and if they are likely to complete the programme. Admission may be conditional on an applicant passing a qualifying exam or documentation of qualifications through another type of individual assessment no later than at the start of study.

1.7. Criteria for the selection of applicants

If admission to the programme is limited, please refer to Dania Academy of Higher Education's website www.eadania.dk, where the current criteria have been described.

2. The national part

The purpose of the Business Academy Programme in international trade and marketing is to qualify the graduate to be able to carry out work independently within analysing, planning and implementing solutions that broadly relate to marketing in trade, production and service companies nationally and internationally.

2.1. The programme's objectives for the learning outcome

Knowledge

The student will gain knowledge about

- 1) the strategic and financial foundation of the company,
- 2) the basic socio-economic conditions,
- 3) concluding the sale,
- 4) legal business matters, including legislation on marketing and competition and
- 5) methods for solving complex and real-life issues in marketing

Skills

The student will get the skills to

- 1) conduct an international market assessment,
- 2) evaluate problem statements and implement problem-orientated projects within marketing related topics,
- 3) communicate real-life problem statements and solutions in English,

- 4) on an analytical basis present relevant solutions within marketing-related problems,
- 5) assess business and socio-economic conditions,
- 6) assess legal business problem statements in relation to trade and
- 7) assess organisational and supply chain management issues and use project and innovation tools.

Competencies

The student will learn to

- 1) participate in professional and interdisciplinary collaboration in the development of the company's marketing strategy and internationalisation,
- 2) manage development-orientated situations nationally and internationally in sales and marketing,
- 3) manage the planning of marketing and sales for the company and participate in the execution thereof,
- 4) acquire new skills and new knowledge within the profession,
- 5) analyse a company's economic development taking the socio-economic conditions into account in order to act and
- 6) participate in academic and interdisciplinary collaboration with a professional approach in English, both written and orally.

2.2. National course elements

2.2.1 Core areas

The programme includes five core areas comprising 70 ECTS

Core area 1: International marketing
Weight: 25 ECTS
<p>Content:</p> <p>The core area 'International Marketing' covers three semesters and enables the student to understand a company's internal and external situation as well as to act operationally on a strategic foundation on both the B2B and B2C markets.</p> <p>By applying existing data and theory as well as their own qualitative and quantitative analyses, the student will gain the skills to do segmentation, identify target audiences and apply positioning for both the Danish and the export markets.</p> <p>Based on the above, and with an understanding of sound business practices and skills in applying marketing related trade parameters, the student will be able to prepare and implement marketing plans on an operational level.</p>

Learning objectives:**Knowledge and understanding**

The student will gain knowledge about:

- various types of business models for B2C and B2B as well as both analogue and digital models
- theories and models for data collection and processing and statistical calculations
- practical theories and models for analysing the company's strategic situation with focus on both internal and external conditions
- theories and models about buying behaviour for B2C and B2B
- trade parameters in different business models
- the company's strategic opportunities for growth with particular focus on growth via internationalisation

Skills

The student will get the skills to:

- assess theoretical and real-life marketing issues in regard to the company's strategic platform, competency and resources
- implement qualitative and quantitative market analysis methods in specific marketing connections – both B2B and B2C including the use of relevant statistical analysis as well as establish and disseminate results in professional way
- apply models and theories for segmentation and target group choice and positioning
- apply models and theories for preparing proposals for business parameters based on knowledge of the company and the market
- apply models and theories to identify growth potential nationally and internationally

Competencies

The student will learn to:

- demonstrate good business sense in a development-orientated context for a company
- find professional and interdisciplinary solutions for real-life and marketing issues on the national and international market
- manage marketing planning for the company, including the economic implications of this

Core area 2: Economics

Weight: 20 ECTS

Content:

The core area of 'Economics' covers three semesters and enables the student to contribute to the understanding of the company's internal and external situation by implementing economic analyses.

By applying analytical tools for economics, the student gains the competencies to support strategic analysis, investment in the company, price setting and budgeting.

Based on the above understanding of the company's economical foundation, the student will be able to prepare the economic consequences of the marketing plan on an operational level.

Learning objectives:**Knowledge and understanding**

The student will gain knowledge and understanding about:

- the company's accounting matters, the Annual Report and the financial reporting forms
- the basis for the company's profits, income and expenses
- the company's market including micro- and macroeconomic conditions affecting the company's decisions
- different types of markets and trade theories
- knowledge of the company's capital needs
- price as a trade parameter

Skills

The student will get the skills to:

- assess contribution margins in order to perform break even analyses and economic governance
- assess a company's accounts in terms of profitability, earnings, capital adjustment, solvency, liquidity and cash flow
- assess pricing under different market forms and make a simple cost optimisation based on known market and cost expectations
- assess and establish prerequisites for investments and make calculations as a basis for investment decisions
- assess, describe and analyse the main national economic indicators for the purpose of market assessment
- assess activity budgets, cash flow forecasts and balance budgets
- assess and determine the optimal price and quantity fixing for various market forms
- assess and manage the effects of various market interventions
- assess pricing strategies and pricing methods

Competencies

The student will learn to:

- participate in structuring the company's earning quality on core activities, including understanding the costs, assets and liabilities
- manage the accounts, and will be able to understand the importance of special posts for development
- participate in the preparation of activity budgets, including sales forecasts and marketing budgets as well as structuring and managing a budget control and analysing the possibility for change for changed income objectives
- participate in the assessment of the effect of macroeconomic policies.

Core area 3: Sales and Marketing Communication

Weight: 10 ECTS

Content:

The core area Sales and Marketing Communication covers two semesters and enables the student to communicate and negotiate with the company's stakeholders, in respectively the B2C and B2B markets. There is a focus on professionalism for both the physical client meeting as well as for digital and analogue mass communication.

Based on the company's business model and other strategic considerations, the student will be able to choose the correct communication channel and approach; the student will also get the competencies at an operational level so that a sale or a campaign will be carried out professionally.

Based on cultural understanding, the student will have the competencies to implement their customer relations in international markets.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- marketing communication theory and models
- sales phases and sales processes
- salesmanship and sales psychology
- communication strategy and campaign planning
- the analogue and digital media landscape
- different negotiating strategies
- cultural theory and analysis

Skills

The student will get the skills to:

- develop and communicate a communication strategy and sales plan based on a company's marketing strategy
- use sales and negotiating techniques for the implementation of personal sales
- use the different phases of sales processes
- assess analogue and digital media choices, their synergy and the media selection's pros and cons
- use operational tools within selected areas of analogue and digital marketing, including social media
- develop a media strategy and plan
- assess the influence of culture on marketing communication Competencies

The student will learn to:

- manage the preparation of a communication strategy and sales plan based on a company's marketing strategy
- participate in the preparation of and operationalise a campaign plan with a strategic starting point, including analogue and digital media
- in a structured way, implement sales and marketing communication in international markets, taking account of cultural barriers and differences

- keep up to date with current developments especially within the digital area, including identifying the need to develop own competencies

Core area 4: Business Law

Weight: 5 ECTS

Content:

The core area Business Law covers two semesters. The aim is that the student gets knowledge of the overall legal framework for good business. They should also achieve skills to independently select the appropriate legal basis and remain critical to usability. Additionally, they should have the competencies to assess when the company needs to involve specialist legal knowledge.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- legal methods, information retrieval and legal sources including their interrelationship hierarchy
- the rules for marketing, including e-commerce and trademark protection
- the rules for the collection and processing of personal data in relation to customers
- the rules for the formation of contracts, including digital contracts, intermediaries and invalidity
- the rules for commercial and consumer sales
- the Consumer Contracts Act's rules on consumer sales, including the right of withdrawal
- company forms, including liability
- basic liability conditions, employer liability, the Product Liability Act and product liability developed through case law

Skills

The student will get the skills to:

- assess legal business problems in relation to:
 - marketing law
 - contract law
 - sale of goods, including
 - passing of risk
 - delivery
 - retention of title
 - non-compliance of commercial and consumer sales
 - E-commerce
 - liability for various company forms

Competencies

The student will learn to:

- assess whether or not the marketing plan is in compliance with relevant legislation and determine when it is necessary to involve legal specialists.



Core area 5: Organisation and Supply Chain Management

Weight: 10 ECTS

Content:

The core area Organisation and Management is spread over two semesters. The core area makes sure the students get a basic understanding of a company's organisation, resources and competencies. The core area also makes sure that the student is competent to act professionally in collaborative relationships at work - both internally with superiors, coworkers and colleagues and externally with customers and suppliers.

The core area enables the student, through the use of personal leadership and project management tools, to manage and coordinate projects.

Through this core area, the student gains an understanding of the organisation as a basis for the company's value creation, including the company's innovation abilities and methods.

Based on the understanding of a company's business model, there is a focus on working innovatively with the optimisation of supply chains and distribution channels.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- the organisation's culture and structure - theories and concepts
- personal leadership and professional identity

- supply chain management and distribution channels including omnichannels on B2B and B2C
- theories and methods for implementing innovative projects in an organisation

Skills

The student will get the skills to:

- analyse how the company's organisation and culture can form the basis for the company's core competencies
- use essential tools in a project process
- develop a professional written report and present the major conclusions with focus on the receiver
□ identify: o essential resources and competencies in the company and its supply chain o personal leadership roles in the development of own standpoint and professional identity
- apply innovation processes and tools in practice
- use essential tools in a project process
- communicate a professionally written report and present the major conclusions with focus on the receiver

Competencies

The student will learn to:

- participate in the management and coordination of projects through the use of project management tools and knowledge of human mechanisms in a project team
- participate in the company's innovation processes so that ideas are developed in practice
- participate in the company's selection of distribution channels in the B2B and B2C markets
- participate in a collaboration for the development of the range and relationship management as well as principles of planning
- participate in the planning of the company's flow of goods
- in a structured context, prepare cultural analyses and compare cultural differences

2.2.2 Compulsory programme elements

The following describes content, ECTS weight, learning objectives and the exams for each of the six compulsory elements included in the course of study.

Table: The distribution of ECTS for the compulsory programme elements

Compulsory programme elements							
Core areas	1st semester			2nd semester		3rd semester	Total ECTS
	Understanding of business	Methodology	Market understanding	Tactical operational marketing B2C	Tactical operational marketing B2B	Internationalisation	
Int. Marketing	1	6	6	5	2	5	25
Economics	1	2	2	6	4	5	20
Sales and Marketing Communication			2	5	3		10
Business Law			2	3			5
Organisation and Supply Chain Management	3	2	3	1	1		10
ECTS in total	5	10	15	20	10	10	
Exams	1 exam			1 exam		1 exam	70

Compulsory programme element: Understanding of business

Weight: 5 ECTS - 1st semester

Content:

The programme element ensures that the students will have an understanding of good business sense and will be able to analyse a company's business model and on the basis of this, develop innovative alternatives

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- different types of business models and concepts - offline and online.
- theories and models about the company's value creation
- the company's accounting matters, including the Annual Report and the financial reporting forms, as well as additional reports
- the company's revenue base and costs, including fixed costs and variable costs
- concepts and theories in organisational structure and organisational culture
- concepts and theories of supply chain structure
- theory of innovation, sources of innovation and the innovative organisation
- how the company's competencies originate and develop through many different activities, functions, processes, relationships, etc.

Skills

The student will get the skills to:

- analyse the company's strategic platform
- assess the company's competencies and resources focussing on their efficiency in value creation
- evaluate the company's internal strategic situation and its ability to deliver added value
- be able to assess the basic financial reporting in the annual report
- assess the company's structure and organisation as the company's competency base
- identify significant resources in the company's supply chain and assess how the supply chain relationships are included in the company's competency base
- participate in innovation processes and use innovation tools both in product innovation and in organisational innovation

Competencies

The student will learn to:

- participate in the company's innovation processes in interaction with others
- manage the structuring and analysis of significant economic posts in the annual report.

Compulsory programme element: Methodology

Weight: 10 ECTS - 1st semester

Content:

The programme element ensures that the students can methodically apply the relevant analysis tools and on this basis, draw up and disseminate the basis of decisions within sales, marketing and economics.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- various marketing analysis methods - including desk and field research.
- economic analysis tools to assess the company's internal economic situation
- concepts, theories and practical problems within team cooperation ☒ methods for project management and control

Skills

The student will get the skills to:

- use various marketing analysis methods in order to collect and process information, both desk and field research
- use both qualitative and quantitative methods and combinations of these to strengthen the quality of marketing analysis (method triangulation)
- evaluate the quality of the marketing analysis based on qualitative criteria within quantitative and qualitative analyses
- use qualitative analysis methods and be able to identify and present the main conclusions
- identify and present the results of quantitative data analysis using statistical tools (descriptive statistics)
- determine statistical relationships between variables in connection with surveys (cross-tabulation)
- assess and analyse company accounts in terms of profitability, earnings, capital adjustment, solvency, liquidity and cash flow and equity-related ratios
- compare the company's or the industry's economic situation based on external information including the Annual Report
- evaluate the different types of costs and their impact on the company's accounting, including analyses of contribution margin and break-even
- use appropriate tools and models for project management - including IT tools
- draw up reports with a thesis statement, reasoned methods, as well as analyses that comply with formalities and are adapted to the recipient. This includes the use of digital tools.

Competencies

The student will learn to:

- to participate in the company's data-gathering and-analysis

- in a structured context, relate and reflect on their own and other others' perspectives in order to achieve results in cooperation with others

- manage the planning, implementation and evaluation of a project
- produce a professional report according to the given framework (formalities)

Compulsory programme element: Market understanding

Weight: 15 ECTS - 1st semester

Content:

This programme element ensures that the student will be able to develop, implement and apply analyses to gain an overall understanding of marketing.

In this programme element, law is included as an important component to understand the regulations the company will meet in the market.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- relevant theories and models concerning the company's external situation
- the company's market conditions including micro- and macroeconomic conditions affecting the company's business decisions.
- different types of markets and their impact on efficiency
- population development, the labour market and income
- legal methods, information retrieval and legal sources including their interrelationship hierarchy
- rules for the formation of contracts, including digital contracts, intermediaries and invalidity
- basic liability conditions, employer liability, the Product Liability Act and product liability developed through case law
- company forms, including liability
- knowledge of relational types and SCM collaboration
- cultural theories and models
- cultural values and cultural behaviour, including cultural barriers
- trend analysis

Skills

The student will get the skills to:

- assess the company's strategic position:
- assess the company's product/market portfolio in relation to customers and competitors.
- identify the company's customers and be able to assess the company's customer relations and the customer's buying behaviour – both B2B and B2C.
- assess the main national key performance indicators in relation to the company's market situation
- assess population trends, labour market and income in relation to the market situation
- assess the importance of culture in a commercial and communicative context
- assess the effect of various market interventions, including commercial policy interventions on the company's activities

- use legal methods, information retrieval and legal sources including their interrelationship hierarchy
- assess legal business problems in relation to contract law
- use market segmentation, select target groups and position the company and its products or services
- analyse and evaluate the company's relation types and SCM collaboration according to strengths and weaknesses

Competencies

The student will learn to:

- participate in the planning of the selection of relevant markets for the company on the basis of competitive conditions
- manage development-orientated situations for the organisation's verbal and non-verbal communication to other cultures
- manage the optimisation of the company's supply chain relationships
- in a structured context, acquire new knowledge about legislation in relation to the market
- manage the societal effects of various market interventions in relation to the company's activities

Compulsory programme element: Tactical and operational marketing B2C

Weight: 20 ECTS - 2nd semester

Content:

This programme element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2C market.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- the company's parameter mix, for both service and manufacturing companies
- service marketing
- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- the company's market communication and marketing objectives in a national and international perspective
- the impact of the marketing mix on market communication
- various media platforms/genre - offline and online
- effect measurements
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy and basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product
- pricing strategies and pricing methods
- regulations for marketing, including e-commerce and trademark protection
- sale of goods
- rules for the collection and processing of personal data in relation to customers

- the Product Liability Act and product liability developed through case law
- instruments in omnichannels including space management, range management, distribution and partner management

Skills

The student will get the skills to:

- assess the company's parameter mix according to the company's target market/s - online and offline
- prepare proposals for adapting the company's parameter mix and assess its profitability
- assess the economic impact of different parameter efforts
- prepare a marketing budget including estimates of revenues and expenses and their impact on the profit budget
- prepare a profit budget and a cash budget for a company
- assess the marketing plan's liquidity effect
- prepare a break even calculation for the marketing plan
- assess and explain the consequences of any changes in budget assumptions to the profit and cash flow budgets, as well as basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess price formation for different market forms
- assess pricing strategies and pricing methods
- assess legal business problems in relation to:
 - marketing law, including
 - e-commerce
 - contract law
 - sale of goods, including
 - passing of risk
 - delivery
 - securing the purchase sum through retention of title
 - non-compliance of commercial and consumer sales
- apply rules for the collection and processing of personal data in relation to customers
- establish marketing and communication objectives in relation to the chosen target group
- establish a brand positioning statement
- run analyses and evaluations of media plans and creative presentations
- apply updated techniques and tools for designing the company's internal and external communication
- assess the importance of appropriate values in a marketing context
- apply theoretical and practical tools for planning and implementation of marketing communication tasks
- assess and optimise the organisation's use of promotional resources
- evaluate and use rhetorical strategies based on brand positioning, target audience and applied media
- analyse and evaluate the company's opportunities within omnichannels including space management, range management, distribution

Competencies

The student will learn to:

- manage marketing and sales planning for the company, as well as disseminate the marketing plan to business partners and users

- participate in the organisation, and implement and monitor marketing and sales initiatives
- participate in the company's pricing of a product
- participate in the preparation of the company's marketing campaign plans online and offline
- be part of the company's work with various partners, such as advertising and media agencies
- participate in an assessment of whether or not the marketing plan complies with relevant legislation and determine when it is necessary to involve legal specialists
- manage the company's range and distribution

Compulsory programme element: Tactical and operational marketing B2B

Weight: 10 ECTS - 2nd semester

Content:

This programme element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2B market

Learning objectives:
Knowledge and understanding

The student will gain knowledge and understanding about:

- the company's parameter mix on the B2B market
- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- sales strategies B2B - online and offline
- sales cycle stages, challenges and opportunities
- personal sales - identification of customer needs
- sales psychology - different types of customers
- CRM - systems for managing customer relationships
- various sales and negotiation theories and strategies
- various negotiation theories and models
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy
- basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product

Skills

The student will get the skills to:

- apply different negotiation theories and models to implement concrete negotiations in a B2B context
- assess the strategy options in connection with the implementation of sales, from subject selection to sales closure and follow-up
- do a basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess pricing strategies and pricing methods
- assess the company's position in the supply chain and apply this in sales and communication contexts

Competencies

The student will learn to:

- carry out B2B marketing and sales planning for the company - including: implementing the organisation of, execution of and monitoring of marketing sales on the operational level to the company's clients
- manage development-orientated situations in connection with the company's sales planning, organisation, implementation and follow-up
- On the operational level, the students will get the competencies to implement sales for the company's customers.
- participate in negotiations with a professional and personal impact
- participate in controlling the marketing plan's financial consequences

Compulsory programme element: Internationalisation

Weight: 10 ECTS - 3rd semester

Content:

This programme element ensures that the student can participate in professional and interdisciplinary collaboration in the development of the company's growth and internationalisation.

Learning objectives:

Knowledge and understanding

The student will gain knowledge and understanding about:

- different growth strategies
- internationalisation theories, market selection, as well as establishment forms
- international parameter strategies
- terminology concerning the programme's compulsory element subjects
- correlation between growth and investment
- investment theory and methods
- financing options including equity as well as debt capital
- classical and recent commerce theories
- the development of international trade and knowledge of the most important international organisations
- causes of inflation and the consequences of these
- exchange-rate formation
- cyclical theory

Skills

The student will get the skills to:

- propose possible solutions for the company's internationalisation, including market screening, market selection and entry strategies into international markets
- use international parameter strategies
- assess and establish prerequisites for investment and make calculations as a basis for investment decisions
- set relevant multi-period cash flows, based on, for example, estimated budgets of planned marketing initiatives
- assess and compare the measures envisaged on the basis of a calculation of the net present value, internal rate of return and sensitivity. Calculate and evaluate effective interest rates
- describe and analyse the main national economic indicators for the purpose of export market assessment
- analyse and assess the impact of trade policy interventions on export markets

Competencies

The student will learn to:

- participate in the preparation of the company's international growth and marketing strategies, taking into account the economic consequences of macroeconomic measures and the company's economy

2.3. Internship

Internship
<p>Content</p> <p>The internship must ensure real-life competencies and the independent development of professional and personal vocational competencies. The student must be able to solve practical problems on a methodical basis with the inclusion of relevant theories and models and thus contribute to the implementation of value-adding activities in the company.</p>
<p>Weight: 15 ECTS - 4th semester</p>
<p>Learning objectives:</p> <p>Knowledge</p> <p>The student will get:</p> <ul style="list-style-type: none"> • in depth knowledge about the industry/profession • experience from participating in practical work within the business economics field <p>Skills</p> <p>The student will get the skills to:</p> <ul style="list-style-type: none"> • apply a comprehensive range of technical, creative and analytical skills related to employment within the profession • use collected information to independently solve a task • apply the programme's methods and theories in participation in the resolution of the company's tasks • communicate professionally with colleagues, customers and/or other stakeholders <p>Competencies</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> • in a structured context, reflect on and independently relate the application of theory and methods in practice • manage their own professional and personal roles in relation to the concrete tasks and participate in disciplinary and interdisciplinary cooperation • in a structured context, acquire new knowledge, skills and competencies in relation to the profession
<p>Exams</p> <p>1 exam</p>

2.4. Final exam project

Final exam project
<p>Content: The purpose of the final exam project is that the student methodologically prepares an independent, interdisciplinary and practice-orientated assignment that demonstrates knowledge, skills and competencies that are based on the general learning objectives for the programme given in the introduction to this curriculum. The project is prepared in cooperation with a specific company and takes as its starting point any current issues for this company.</p>
<p>Weight: 15 ECTS - 4th semester</p>
<p>Learning objectives:</p> <p>Knowledge The student will gain knowledge about:</p> <ul style="list-style-type: none"> • methods for the identification and solution of complex and real-life issues within the profession on the basis of business economics <p>Skills The student will get the skills to:</p> <ul style="list-style-type: none"> • identify developmental needs and potential for a company • assess theoretical and practical issues and justify the selected methods for the solution of the problem • apply methods and tools for the systematic collection and analysis of both primary and secondary data • apply value-adding activities and draw up proposals, on the basis of the chosen problem • establish and communicate proposals which include economic impact calculations and implementation plans • apply and disseminate new perspectives on the basis of a concrete problem <p>Competencies The student will learn to:</p> <ul style="list-style-type: none"> • participate in disciplinary and interdisciplinary, holistic and practice-based teamwork • disseminate and justify the practice-based issues and proposed solutions to relevant stakeholders • manage development-orientated situations nationally and internationally within sales and marketing • participate in academic and interdisciplinary collaboration with a professional approach
<p>Exam 1 exam</p>

2.5. Credit transfer rules

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

The student is required to disclose completed programme elements from any other Danish or foreign higher education institution if they are likely to give credit. The educational institution approves credit for each case based on the completed programme elements and activities that meet the goals for the subjects, programme elements and the internship. The decision is made based on an academic assessment.

2.5.1 Prior credit approval

Students may apply for prior credit approval. With prior credit approval for study in Denmark or abroad, students are required to document each approved and completed programme element when they have completed each programme element. In connection with applying for prior credit approval, the students give permission that the institution can obtain the necessary information after the completion of their study.

Upon approval of the prior credit approval, the programme element is considered completed if it is passed according to the rules of the programme.

2.5.2 Rules of exemption

The educational institution can deviate from what the institution or the institutions themselves have stated in the curriculum if this is justified by exceptional circumstances. Institutions that provide the Marketing Management programme collaborate on a uniform exemption practice.

EA Dania bases the decision about a possible credit transfer on an assessment of the element's content, level, etc.

A transferable educational element from a stay abroad will be regarded as successfully completed, if the student has passed the element in accordance with the rules and regulations in effect at the educational institution at which the element was taken. Students are obliged to notify [the institution] of any previously passed educational elements at a higher educational level, which includes both Danish and foreign higher educations, presumed to be transferable. EAL handles all applications for credit transfer according to these rules.

3. The institutional part:

The institutional part describes the local course elements and provides a comprehensive overview of the programme, the exams as well as other frameworks for the study programme.

3.1. Local course elements

The programme also includes local course elements on the 3rd semester, weighted a total 20 ECTS. The local course elements offer the student an opportunity to qualify their academic and professional competence through specialisation and from the perspective of topics broadly related to the area of the programme.

3.2. Overview of the course elements of the study programme

Below is an overview of the programme, with an indication of national and institutional (local) course elements and their timing.

In this degree we offer a specific electives, described with name, ECTS, place of study, content, learning objectives and exam in an electives catalog on www.eadania.dk.

In Randers the following electives are offered:

Advertizing and online Promotion	20 ECTS
Business Management	
Statistics	7,5 ECTS (obl.)
Business Economics	7,5 ECTS (obl.)
Project management	5 ECTS
Corporate Law	5 ECTS
Summerschool	5 ECTS

In Viborg the following electives are offered:

Executive	Specialization	
	Business Economics	5 ECTS
	Statistics	5 ECTS
	Big Data	2,5 ECTS
	Management	7,5 ECTS
Promotion	Specialization	20 ECTS
Development	Specialization	20 ECTS

Please note, that the electives will only be offered, if there is a sufficient amount of students, electing the course.

Core areas	International Marketing (25 ECTS)	20 ECTS	5 ECTS
	Economics (20 ECTS)	15 ECTS	5 ECTS
	Sales and Marketing Communication (10 ECTS)	10 ECTS	
	Organisation and Supply Chain Management (10 ECTS)	10 ECTS	
	Business Law (10 ECTS)	5 ECTS	
Elective programme elements			20 ECTS
Internship			15 ECTS
Final exam project			15 ECTS
Total ECTS	(70 ECTS)	60 ECTS	60 ECTS

3.3. Exams

The purpose of the exams is to assess the extent to which students meet the academic objectives set for the programme and its elements. The curriculum distinguishes between two different examination forms:

- **External examination:** Assessed by an examiner and one or more appointed co-examiners
- **Internal examination:** Assessed by an examiner and, where the oral exams are concerned, a co-examiner appointed by the business academy

We refer to the section on student activity for information on the requirements for participation, submission of assignments, projects, etc. that must be met in order to register for exams in the study programme.

The student must acquaint themselves and comply with the academy's rules for organising exams. When the requirements for active participation have been fulfilled and assignments/projects, etc. have been submitted, the student will automatically register for the exams in the study programme. If students can opt out of an exam, the relevant time limits for doing so will appear in the description of the individual exam.

If a student at Dania Academy of Higher Education fails one of the ordinary exams, they will automatically register for a new examination, unless otherwise agreed. For further information, see the study programme's rules and regulations for examinations.

Non-participation in an exam means that the student will have used one examination attempt. This does not apply, however, if the student was unable to attend due to documented illness. The student is entitled to three examination attempts for each exam.

All exams must be passed. Passed exams cannot be retaken.

Sick and re-examination

A student who has been prevented from taking part in an exam, due to documented illness or another unforeseeable reason, will be given the opportunity to attend a second exam as soon as possible. Illness must

be documented by means of a doctor's note. The doctor's note must have been received by the academy no later than three days after the exam. If a student gets ill during an exam, the academy may ask them for a doctor's note.

If such documentation cannot be obtained, the student will have used one examination attempt. The student will pay the cost of obtaining a doctor's note.

Special exam conditions

Students may, where this is justified by physical or mental disabilities, apply for additional examination time or special exam conditions. This application must be submitted to the academy no later than four weeks before the exam. This deadline can be dispensed with in case of sudden health problems.

The application must be documented by means of a doctor's note, statements from e.g. speech, hearing, dyslexic or blind institutions or other evidence of a medical condition or relevant specific disability.

Special exam conditions may be agreed for the entire course of the programme.

Complaints

Students may complain about an exam in relation to:

1. The basis of the exam, including exam questions, assignments and similar
2. The exam procedure
3. The assessment

In accordance with the ministerial order on examinations in professional programmes, the complaint must be in writing, reasoned and submitted no later than two weeks after assessment at the examination in question was communicated.

Exemption

In accordance with the existing order on examination in professional programmes, the academy may give an individual student exemption from meeting the deadlines for passing an exam if this is due to illness, maternity leave or unusual circumstances.

Cheating and disruptive behaviour during exams

Documented cheating, providing or obtaining improper assistance in completing an assignment or the use of assistance which is not allowed will cause the student to be expelled from the exam. Under particularly aggravated circumstances, the academy may decide to expel the student for a shorter or longer period of time. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme. Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

If a student exhibits disruptive behaviour during an exam, the business academy can expel the student from the exam. In less severe cases, the academy will only give a warning.

Use of own and others' work – plagiarism

Plagiarism is where a written assignment wholly or in part:

1. constitutes identical or virtually identical reproduction of someone else's formulations or work without the use of quotation marks, italics, indentation or similar clear indication and reference to the source.
2. reproduces their own already assessed material without observing the formalities of point 1

Plagiarism is also when an individual, written assignment contains a word-by-word reproduction of textual passages worded by a group of students together and appearing identically worded in several assignments.

Examinations abroad

The student may, where special circumstances justify this, get permission to sit an exam abroad, cf. the current ministerial order. The exam may be conducted via Skype, for instance, or any other approved video conferencing systems.

The academy appoints or approves an invigilator, who is to be with the student during the examination. Any costs involved will be paid by the student, who must confirm in writing and before taking the exam that they accept to pay the expenses connected with the exam.

3.3.1 Exams on the diploma

The following exams will appear from the diploma:

3.3.2 Description of exams

There are 7 exams on the programme.

Exam name	Programme element	Stated on the diploma	Evaluated	Semester
1 st Internal	Business understanding, methodology and market understanding 30 ECTS	X	7-point scale	1
1 st External	Tactical and operational marketing B2C Tactical and operational marketing B2B 30 ECTS	X	7-point scale	2
2 nd Internal	Internationalisation 10 ECTS	X	7-point scale	3
3 rd Internal	Elective element 1, 10 ECTS	X	7-point scale	3
4 th Internal	Elective element 2, 10 ECTS	X	7-point scale	3

5th Internal	Internship, 15 ECTS	X	Pass/fail	4
2 nd External	Main project, 15 ECTS	X	7-point scale	4

3.3.2.1 First internal exam

Business understanding, methodology and market understanding	30 ECTS	Internal exam
1st Semester exam		
<p>Test type: The test is a combination of a written group-project including a group presentation based on the compulsory education elements in theme 1 and theme 2 (part project 1) and an individual, oral test after theme 3 (part project 2) where students are tested in the curriculum on the semester.</p> <p>The project (part project 1 and 2) is a cross-disciplinary group project and is based on a company's situation.</p> <p>The groups consist of 3-5 students. It is a requirement that students work in groups, since project work is part of the curriculum on the semester.</p> <p>The oral testing of part project 1 takes 40-60 minutes (including assessment), depending on group size. Students make a presentation of the central elements of the project and the lecturers will test students in the curriculum of theme 1 & 2, based on the project. Finally, assessment and feedback takes place.</p> <p>The test after part project 2 consists of an individual oral examination lasting 30 minutes (including assessment) where the student presents the central elements of the project and the curriculum of the semester. Included in the examination, the student picks a random question and is asked to elaborate on this central topic of the semester. The question could be about any theoretical core area on the semester.</p> <p>The student presents for 5 minutes, the examination takes 15 minutes and the theoretical question takes 5 minutes. After testing there will be feedback and assessment taking approximately 5 minutes.</p> <p>At the beginning of the semester, the students will receive a project guide, containing more specific exam information.</p>		

<p>The grade is based on both the group test and the individual test.</p>
<p>Assessment Criteria:</p> <p>The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum.</p> <p>One grade is given, comprising the project, the oral exams and the general question picked.</p> <p>The 7 grade scale is used to assess.</p> <p>Special rules of differentiation of assessment in group exams: no</p>
<p>Prerequisite for taking the exam:</p> <p>To be eligible for this exam, all tests must have been passed. The student must have participated in lectures and handed in the theme tests on the semester.</p>
<p>Aids and language:</p> <p>All aids are available.</p> <p>The test is in English.</p>
<p>General Requirements:</p> <p>Written project – volume: maximum 25 normal pages. Part project 1 is 15 pages and part project 2 is 10 pages. 1 normal pages is 2400 characters everything included; spacing, footnotes, but excluding front page, list of contents, references and enclosures.</p> <p>Oral group exam: 40-60 minutes per group (depending on group size)</p> <p>Oral individual exam: 30 minutes</p>
<p>Consequence if failing the test:</p> <p>Re- exam. The test must be passed to take tests on the subsequent semester.</p>

3.3.2.2 First External Exam

<p>Tactical and operational marketing B – 2 – C and Tactical and operational marketing B – 2 – B</p>	<p>30 ECTS</p>	<p>Eksternal exam</p>
--	-----------------------	------------------------------

Time:

2nd semester

Test type:

The exam in the compulsory education element 4 “Tactical and Operational Marketing B2C” and the compulsory education element 5 “Tactical and Operational Marketing B2B” is a cross-disciplinary, case based exam. The exam is a combination of group based written and an oral part. The project is based on a specific company’s situation (or more companies). The group may consist of 3-5 students.

The written part of the project consists of a marketing plan for both a B2C and B2B company or a company with focus on both markets. A case description is the basis for the marketing plan. The oral part of the exam starts with a presentation of the communication product made by the group. After the presentation, the lecturer and external examiner ask questions in relation to the project and presentation as well as general questions in relation to the learning objectives of theme 4 “Tactical and Operational Marketing B2C” and 5 “Tactical and Operational Marketing B2B”.

At the beginning of the compulsory education elements, the students will get a case description that they work with throughout the period. The answers to this case will be the basis of the exam. The case description covers all the learning objectives in the compulsory education elements.

Before the oral test, students must hand in the group-marketing plan for both B2C and B2B markets.

Assessment Criteria:

The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum.

One grade is given based on the written and the oral part of the test. The written part is a general group grade while the individual grade is based on the performance at the test.

The 7 scale is used to assess. Grades are individual

Prerequisite for taking the exam:

To be eligible for this exam, all tests on 1st semester must have been passed. The student must have participated in lectures and completed the obligatory elements throughout 2nd semester.

<p>Aids and language:</p> <p>All aids are available</p> <p>The test is in English</p>
<p>General Requirements:</p> <p><i>The written part:</i></p> <p>The volume of the written part of the test must be 20 normal pages for the B2C marketing plan and 10 normal pages for the B2B marketing plan, excluding appendixes. One normal pages is 2400 characters everything included; spacing, footnotes, but excluding front page, list of contents, References and enclosures.</p> <p>The marketing plan may be rejected if it does not meet the established requirements. If the marketing plan is rejected, no grade is given and a try has been used by all group members.</p> <p><i>The oral part:</i></p> <p>15 minutes per student has been allotted to this test including assessment and grading. A minimum of 45 minutes and a maximum of 75 minutes is used per group. The oral group presentation takes 20 minutes (maximum) and must be based on the written part. It is the group's responsibility that all group members participate actively in the test.</p>
<p>Consequence if failing the test:</p> <p>Re- exam. The test must be passed to take tests on the subsequent semester.</p>

3.3.2.3 2nd Internal exam

Internationalization	10 ECTS	Internal exam
<p>Time: 3rd semester</p>		
<p>Test type:</p> <p>This 2nd internal exam is divided in two 2-hours monodisciplinary individual written tests in the compulsory educational element Internationalization on the 3rd semester.</p> <p>The written test in internationalization is divided in two part tests economics and international marketing respectively, is based on a case about a specific company where the student work with internationalization. The case is available on 24 hours before the written test. The</p>		

first part test is in economics and subsequently international marketing. There is a one-hour's break between the two tests.

The case is a scenario about a company/line of business, which contains information about:

- Company and product areas
- Various sources

Assessment criteria:

The exam is assessed according to the Danish 7-point with an internal examiner. Both exams must be passed individually with a minimum grade of 02. The overall grade for 2nd internal exam is an average of the grade in the two part tests, with each part test weighting 50%. The diploma will show the partial grades and the overall grade.

Prerequisite for taking the exam:

To be eligible for this exam, all tests on 1st and 2nd semester must have been passed. The student must have participated in lectures and completed the obligatory elements throughout 3rd semester.

Aids and language:

All aids are available

The test is in English

Duration of test:

The case is available on 24 hours before the written test. The first part test is in economics and subsequently international marketing. There is a one-hour's break between the two tests.

The written part must be a maximum of 24,000 characters including; spacing, footnotes, but excluding front page, list of contents, references and enclosures.

Consequence if failing the test:

Both exams must be passed individually with a minimum grade of 02. If the grade 02 or above is not obtained in one or both, the student must re-enroll in the part(s) where the minimum grade 02 was not obtained. For sickness and re-examination refer to the Dania's exam regulations.

3.3.2.4 3rd Internal exam – Elective 1

Please consult the electives catalog on eadania.dk, for further description

3.3.2.5 4th Internal exam – Elective 2

Please consult the electives catalog on eadania.dk, for further description

3.3.2.6 Internship exam

Traineeship test	15 ECTS	Internal test
Time: 4 th Semester		
Test type: The student's learning from the company traineeship is tested at an internal written test The test assesses: <ul style="list-style-type: none"> • The student's reflection on and achievement of the specific learning objectives for professional and personal development during the traineeship as stated in the traineeship agreement. • The student's ability to relate the traineeship to the final report. The traineeship must be passed before the students can take the exam in the final report.		
Assessment criteria: The assessment criteria are identical with the learning objectives for the compulsory education element tested in the exam. The learning objectives may be found in the common part of the curriculum. The grade is given on the basis of an oral presentation of a written report. 7 scale is used to assess. <i>All trainee reports must be made individually and never in groups or pairs.</i>		
Prerequisite for taking the exam: The student must have concluded 2/3 of the traineeship to take this exam. To be eligible for this exam, all tests on 1 st and 2 nd and 3 rd semester must have been passed.		
Aids and language: All aids are available The test is in English		
Duration of the test: 25 minutes - oral test of written report		
Consequence if failing the test: Improve the traineeship report and/or re-exam in oral presentation. The traineeship must be passed before the students can take the exam in the final report.		

3.3.2.7 Exam for the final exam project

Final exam project
<p>Content:</p> <p>The purpose of the final exam project is that the student methodologically prepares an independent, interdisciplinary and practice-orientated assignment that demonstrates knowledge, skills and competencies that are based on the general learning objectives for the programme given in the introduction to this curriculum. The project is prepared in cooperation with a specific company and takes as its starting point any current issues for this company.</p>
<p>Weight: 15 ECTS - 4th semester</p>
<p>Learning objectives:</p> <p>Knowledge</p> <p>The student will gain knowledge about:</p> <ul style="list-style-type: none"> • methods for the identification and solution of complex and real-life issues within the profession on the basis of business economics <p>Skills</p> <p>The student will get the skills to:</p> <ul style="list-style-type: none"> • identify developmental needs and potential for a company • assess theoretical and practical issues and justify the selected methods for the solution of the problem • apply methods and tools for the systematic collection and analysis of both primary and secondary data • apply value-adding activities and draw up proposals, on the basis of the chosen problem • establish and communicate proposals which include economic impact calculations and implementation plans • apply and disseminate new perspectives on the basis of a concrete problem <p>Competencies</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> • participate in disciplinary and interdisciplinary, holistic and practice-based teamwork • disseminate and justify the practice-based issues and proposed solutions to relevant stakeholders • manage development-orientated situations nationally and internationally within sales and marketing • participate in academic and interdisciplinary collaboration with a professional approach
<p>Exam</p> <p>1 exam</p>

3.3.3 Study start test

Students in the 1st semester of the programme must attend and pass a study start test in order to continue their studies. The purpose of the study start test is to establish that the student has in fact started on the programme.

The study start test is held no later than two months after the start of study, and the result will be communicated to the student as pass/fail within two weeks after the test.

The test consists of

- a test at the level of knowledge within the framework of the subjects covered since the start of study
- an assessment of student activity, including both presence and completion of assignments]

If a student fails the study start test, they may opt for a re-test, which is held no later than three months after the start of study. The student has two attempts at passing the study start test. The test is not covered by the rules of the examination order regarding student complaints about exams.

If a student fails the study start test, they will no longer be enrolled on the programme.

3.4. Study activity

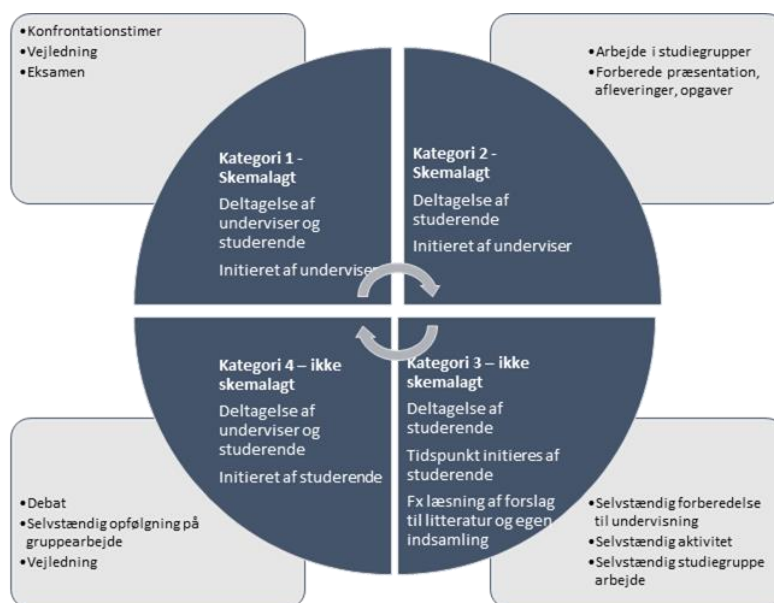
Study activity is measured by the student's participation and their submission of all compulsory assignments/projects. Once this requirement has been met, the student can register for the programme exams. Study activity is a prerequisite for receiving student grants (SU).

3.4.1 Study activity model

When enrolling at Dania Academy of Higher Education, students will come across activities and study planning which may differ from what they have previously encountered. They are expected to put in efforts equivalent to a full-time job. The programme is practice-oriented, which means that in addition to the internship, there will be other meetings with the trade during the study programme.

A study programme includes many kinds of activities. Some of them will be initiated by the students themselves, while others will have been planned by the programme. Some of them are performed by the students, alone or with fellow students; others are performed by the student together with the instructors on the programme, and finally, some are performed together with companies, as part of the internship, a company visit, projects, etc.

Teaching at Dania Academy of Higher Education is organised on the basis of the following study activity model, in which the activities are divided into four categories:



3.4.2 Active attendance

At Dania Academy of Higher Education, we follow our students' participation in the programme activities.

Study activity is measured as the student's attendance and participation in classes by handing in all compulsory assignments and projects. If these criteria are met the student may take the tests at the education.

Study activity is always a condition for being qualified for SU.

3.4.3 Compulsory assignments, projects, etc.

Compulsory assignments and projects, etc. on the programme must be submitted so as to document study activity and qualify the student for registration for an exam.

The Academy's intranet contains a plan and list of exams for each semester and a description of the requirements for assignments, projects, etc.

3.5. Teaching and work methods

The teaching is based on the latest knowledge and results from national and international research, experimental and development work from the disciplines associated with the profession. Furthermore, practical

experience and knowledge from key trends within the profession will be included in the teaching as well as methods for developing the trade and carrying out quality and development work.

The teaching is a combination of lectures, teaching in class, dialogues, exercises, presentations, case studies, seminars, visiting instructors from at home and abroad, projects and internships.

The instructor's role

It is the policy at Dania Academy of Higher Education that the instructor organises and conducts teaching based on:

- Dania Academy of higher education's values: We are **C**urious, **D**ynamic and **V**isionary
- The Study Activity Model
- Interdisciplinary integration in the study programme
- A variety of learning types
- A process-oriented approach to learning
- A close cooperation between the programme and the profession
- The integration of innovation in the programme
- An expectation of student independence, motivation and active participation
- The use of relevant IT tools

3.6. Rules for the internship

Internship contract

A contract is signed by the student and the internship company and approved by the internship coordinator in order to ensure a professionally relevant content of the internship.

The contract contains the following:

- Duration of the internship and working hours
- Learning objectives
- Information about insurance conditions
- Other information about employment conditions, if possible as an appendix
- Examination

Working time and pay

The internship is equivalent to a full-time job with the demands on working time, effort, commitment and flexibility that graduates are likely to face in their first job. The working time will be agreed individually between the student and the company. The company has no financial obligations to the trainee, who is entitled to receive state grants (SU) (unless otherwise described in this curriculum).

3.7. Internationalisation

In the Business Academy programmes, the international dimension is reflected in the teaching.

The programme has been organised to allow the student to take a semester abroad. Dania Academy of Higher Education must approve the foreign educational institution and the professional content of the study programme in question. Upon completing their studies abroad, students must document the programme elements completed with the foreign educational institution. In connection with the preliminary approval, the student must also give the institution permission to obtain the necessary information after completion.

The internship may also take place abroad. The internship company is approved in accordance with the general rules on internships.

3.7.1 Programme elements that can be completed abroad

3rd and 4th semester can be completed abroad.

3.8. Credit transfer

See the description of credit transfer at Dania Academy of Higher Education's website.

3.8.1 Credit transfer of programme elements in this programme

The institution approves programme elements passed in the same study programme at other institutions. The student must inform the institution about any programme elements completed at another Danish or foreign institution of further education and about any occupation presumed to qualify for credit transfer.

The Academy may approve that programme elements passed at another institution are equivalent to corresponding programme elements or parts thereof in this curriculum. If the programme element in question was assessed according to the 7-point scale at the institution where the exam was taken and is equivalent to a complete subject in this curriculum, the mark will be transferred. In all other cases, the assessment will be transferred as "passed" and will not form part of the calculation of the student's average mark.

Credit transfer requires that the student submits a written application with the relevant annexes to the educational institution. This also applies to Erasmus students. The decision is based on an academic evaluation.

3.8.2 Credit transfer and admission to successive study programmes

The student is advised to contact a student counsellor for up-to-date information, as new opportunities may have come up.

Students may also choose to continue their studies abroad. With a top-up programme of one to two years' duration, students can acquire an international bachelor's degree, which is normally a 3-year study programme. Read more on:

<http://ufm.dk/uddannelse-og-institutioner/videregaende-uddannelse/erhvervsakademier/faq-om-uddannelse/meritd4c0bd762d0c4180b072c625b708b402>

3.9. Leave of absence

A student can get leave of absence from the programme on personal grounds. Further information of leave and provisions for students on leave can be found in Decree No. 1486 of 16 December 2013 on admission to business academy programmes and professional bachelor's degree programmes.

3.10. Exemption

The educational institution may choose to dispense with what has been stated in the institutional curriculum if this is justified by exceptional circumstances. The institutions cooperate on the establishment of a homogeneous dispensation policy.