



# Curriculum for the Professional Bachelor's Degree Programme in Design & Business (PBA)

VIA Design & Business  
VIA University College  
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## 1 Foreword

The objective of the Professional Bachelor's Degree Programme in Design and Business is to qualify students to independently develop innovative and sustainable concepts for the fashion and lifestyle industry using a theoretical and practice-based approach. The course programme combines design with business understanding and qualifies students to be part of professional and interprofessional collaboration.

This curriculum consists of a national part and an institutional part. The national part includes the rules laid down for the Professional Bachelor's Degree Programme in Design and Business (hereafter referred to as the PBA Degree Programme in Design and Business) in Denmark and is prepared jointly by the institutions offering the PBA Degree Programme in Design and Business. The national part of the curriculum is therefore common for all these institutions.

The curriculum is prepared according to the guidelines in the Ministerial Order no. 457 of 19 April 2022 on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes.

The PBA Degree Programme in Design and Business, which is a full-time programme, is an independent graduate programme available for students holding an Academy Profession Degree in Design, Technology and Business. The PBA Degree programme is equivalent to 90 ECTS points. 60 ECTS credits is equivalent to the workload of one full-time student for one year.

Graduates of the programme will be awarded the title Bachelor of Design and Business.

The English name of the course programme is Professional Bachelor's Degree Programme in Design and Business.

The course programme is on level six of the Danish Qualifications Framework for Lifelong Learning.

The acts and ministerial orders governing the course programme are specified in section 4.20, Legal basis.

## 2 Programme structure

The PBA Degree Programme in Design and Business comprises five programme elements:

1. Common modules on the 1<sup>st</sup> and 2<sup>nd</sup> semester for all students enrolled in the programme. Common modules consist of national subject elements equivalent to a total of 30 ECTS credits
2. Speciality courses under the study specialisations specified in the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes equivalent to a total of 25 ECTS credits. Speciality courses consist of national subject elements equivalent to a total of 10 ECTS credits and local subject elements equivalent to a total of 15 ECTS credits.
3. Electives consist of local subject elements equivalent to a total of 5 ECTS credits
4. Internship equivalent to 15 ECTS credits.
5. Final bachelor project equivalent to 15 ECTS credits.

These five programme elements are equivalent to a total of 90 ECTS credits.

### 2.1 Programme structure at VIA Design & Business

PBA Degree Programme in Design and Business		
1 <sup>st</sup> year of study		2 <sup>nd</sup> year of study
1 <sup>st</sup> semester	2 <sup>nd</sup> semester	3 <sup>rd</sup> semester
<p><b>15 ECTS credits</b> Speciality courses.</p> <p>The speciality courses under the study specialisations consist of national subject elements equivalent to 10 ECTS credits and local subject elements equivalent to 5 ECTS credits.</p>	<p><b>15 ECTS credits</b> Common modules.</p> <p>The common modules consist of national subject elements.</p>	<p><b>5 ECTS credits</b> Electives.</p> <p>The electives consist of local subject elements.</p> <p><i>Elective exam</i></p>
	<p><i>Common module exam, part 2</i></p>	<p><b>10 ECTS credits</b> Speciality courses.</p> <p>The speciality courses under the study specialisations consist of local subject elements.</p> <p><i>Speciality exam</i></p>
<p><b>15 ECTS credits</b> Common modules</p> <p>The common modules consist of national subject elements.</p> <p><i>Common module exam, part 1</i></p>	<p><b>15 ECTS credits</b> Internship</p> <p><i>Internship exam</i></p>	<p><b>15 ECTS credits</b> Bachelor project</p> <p><i>Bachelor project</i></p>

### 3 Curriculum – national part

This national part of the curriculum for the PBA Degree Programme in Design and Business has been released pursuant to section 21 (1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented by the institutional part of the curriculum, which is provided by the individual institution offering the programme.

The curriculum has been prepared by the educational network for the Professional Bachelor's Degree Programme in Design and Business and approved by the boards of directors of all the institutions offering the programme – or by their rectors subject to authorisation – and following consultations with the institutions' education committees and the chairmanship of external co-examiners for the programme.

#### 3.1 The programme's goals for learning outcomes:

The PBA Degree Programme in Design and Business combines design with business understanding and business with design understanding for the purpose of training employees for the fashion and lifestyle industry who have the skills to work across disciplines with an understanding of the company's work processes and sustainable business concepts.

##### Knowledge

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

- theory, method and practice in the fashion and lifestyle industry
- how to reflect on theories, methods and practice within the profession.

##### Skills

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

- reflect on the practice of the fashion and lifestyle industry and the application of theories and methods to a practice-oriented
- assess theoretical and practical issues within the profession and argue in favour of and select appropriate solutions
- communicate issues and solutions related to the profession to partners and users.

##### Competencies

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

- handle complex and development-oriented situations in a professional context
- independently develop innovative and sustainable concepts and products for the fashion and lifestyle industry on a theoretical and practice-oriented basis
- combine design with business understanding and competently and independently enter into professional cooperation, including collaboration across professions
- identify their own learning needs and develop knowledge and skills related to the profession.

#### 3.1.1 Learning outcomes for the individual study specialisations

The programme consists of 7 study specialisations.

##### **3.1.1.1 Learning outcomes for study specialisation Design**

Study specialisation **Design** also has these learning objectives:

##### Knowledge

The graduate will have knowledge about:

- design theory, method and practice within the profession with focus on the subject areas of design and technology

- how to reflect on design theory, methods, communication and practice.

#### Skills

The graduate will have the skills to:

- use design methods and tools that support design development and communication, and which are relevant to the profession
- assess theoretical and practical issues as well as justify, select and communicate innovative and responsible design solutions.

#### Competencies

The graduate will be able to:

- handle complex development-oriented situations in relation to the development of design solutions
- participate in disciplinary and interdisciplinary cooperation on the development of designs.

### **3.1.1.2 Learning outcomes for study specialisation Pattern Design**

Study specialisation **Pattern Design** also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- design theory, quality assurance, methods and practice within the profession, with a focus on the subject areas of product development and technology.
- how to reflect on design theory, method and practice.

#### Skills

The graduate will have the skills to:

- use pattern design methods and tools that support the development of designs and quality assurance and which are relevant to the profession
- assess theoretical and practical issues as well as justify and select innovative and responsible pattern design solutions.

#### Competencies

The graduate will be able to:

- handle complex development-oriented situations in relation to the development of pattern design solutions
- enter into disciplinary and interdisciplinary collaboration on pattern design development.

### **3.1.1.3 Learning outcomes for study specialisation Business**

Study specialisation **Business** also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- business theory, method and practice within the profession with a focus on the subject areas of commerce and supply chain management
- an understanding and ability to reflect on business theory, method and practice.

#### Skills

The graduate will have the skills to:

- use business methods and tools that support business development, and which are relevant to the profession
- assess theoretical and practical issues as well as justify, select and communicate innovative and responsible business concepts.

#### Competencies

The graduate will be able to:



- handle complex development-oriented situations in relation to the development of business solutions
- enter into disciplinary and interdisciplinary collaboration on business development.

#### **3.1.1.4 Learning outcomes for study specialisation Marketing**

Study specialisation **Marketing** also has these learning objectives:

##### Knowledge

The graduate will have knowledge about:

- marketing and branding theory, communication, method and practice within the profession with a focus on the subject areas of concept development and management & strategy
- how to reflect on marketing and branding theory, methods and practice.

##### Skills

The graduate will have the skills to:

- use marketing and branding methods and tools that support marketing and branding development, and which are relevant to the profession
- assess theoretical and practical issues as well as justify, select and communicate innovative and responsible marketing and branding solutions.

##### Competencies

The graduate will be able to:

- handle complex development-oriented situations in relation to the development of marketing and branding solutions
- enter into disciplinary and interdisciplinary collaboration on marketing and branding development.

#### **3.1.1.5 Learning outcomes for study specialisation Concept Design**

Study specialisation **Concept Design** also has these learning objectives:

##### Knowledge

The graduate will have knowledge about:

- theory, methods and practice of the profession in relation to concept development and retail with a focus on the subject areas of concept development and communication
- how to reflect on retail theory, method and practice.

##### Skills

The graduate will have the skills to:

- use methods and tools that support the development of commercial displays and space solutions that are relevant to the profession
- assess theoretical and practice-oriented issues as well as justify and select relevant value-creating solutions.

##### Competencies

The graduate will be able to:

- handle complex development-oriented situations in relation to the development of commercial displays and concepts
- enter into disciplinary and interdisciplinary collaboration on concept development of commercial displays and concepts.

#### **3.1.1.6 Learning outcomes for study specialisation Communication and Trends**

Study specialisation **Communication and Trends** also has these learning objectives:

##### Knowledge

The graduate will have knowledge about:

- communication theory, method and practice within the profession with a focus on the subject areas of concept development, innovation and trends
- how to reflect on communication theory, method and practice.

#### Skills

The graduate will have the skills to:

- use communication methods and tools that support the development of communication solutions and which are relevant to the profession
- assess theoretical and practical issues as well as justify and select innovative and responsible communication solutions.

#### Competencies

The graduate will be able to:

- handle complex development-oriented situations in relation to the development of communication solutions
- enter into disciplinary and interdisciplinary collaboration on the development of communication solutions.

### **3.1.1.7 Learning outcomes for study specialisation Entrepreneurship**

Study specialisation **Entrepreneurship** also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- entrepreneurship and innovation theory, project management, method and practice within the profession with a focus on the subject areas of innovation, entrepreneurship and technology
- how to reflect on innovation theory, method and practice.

#### Skills

The graduate will have the skills to:

- use entrepreneurship and innovation methods and tools that support the development of entrepreneurial solutions and which are relevant to the profession
- assess theoretical and practical issues as well as justify and select innovative and responsible solutions.

#### Competencies

The graduate will be able to:

- handle complex development-oriented situations in relation to the development of innovative solutions
- enter into disciplinary and interdisciplinary collaboration on the development of innovative solutions.

## **3.2 National subject elements**

### **3.2.1 National subject elements that are common to all students, regardless of choice of study specialisation**

The programme contains three national subject elements that are common to the students regardless of study specialisation.

#### **3.2.1.1 Design**

The subject element **Design** consists of design methods for product and process development that add value to the development process, from innovative idea to realisation of a product or concept. Focus is on sociology, target group and market analysis as well as sustainable solutions.

## Learning objectives for Design

### Knowledge

The student will gain knowledge about:

- design theory and method and an ability to reflect on the practice of the profession and its application of design theory and method
- culture, including knowledge of cultural and intercultural relationships in relation to market and user
- value-adding design processes from idea to finished product and / or concept.

### Skills

The student will get the skills to:

- use design technical methods and tools in an innovative process in relation to industry-relevant issues
- select and assess practice-oriented and theoretical issues using a sociological focus and analysis of target group and market
- justify and select value-creating design solutions based on a sustainable, aesthetic and functional aspect
- realise and communicate practice-oriented and design-related issues to partners and users.

### Competencies

The student will learn to:

- handle complex and development-oriented design processes in order to realise value-adding products and / or concepts
- enter into disciplinary and interdisciplinary collaboration independently and assume responsibility in the development of sustainable design solutions
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the subject area of design.

## Number of ECTS credits

The subject element Design is worth 10 ECTS credits.

### **3.2.1.2 Business**

The subject element **Business** consists of sales as well as business understanding and development based on innovative and sustainable business models. Emphasis is on surveys and analyses of users and industries, which will form the basis for the development of concepts. Furthermore, focus is on communication and argumentation in favour of the value-creating concept.

## Learning objectives for Business

### Knowledge

The student will gain knowledge about:

- practice and applied theory and methods in business understanding and concept development based on a company's supply and value chain as well as its outlets
- practice, applied theory and methods in the business area as well as an ability to reflect on the practice of the profession and the industry and the application of theory and methods in business understanding.

### Skills

The student will get the skills to:

- apply the methods and tools of the business area to business understanding and concept development and include these in the development of innovative, sustainable and value-creating concepts
- assess practice-based and theoretical issues in the industry, including analysing users and their behaviour so as to be able to justify and select relevant business and solution models

- communicate practice-oriented and disciplinary issues and solutions within the business area to partners and users.

#### Competencies

The student will learn to:

- handle complex and development-oriented issues within the profession and industry
- independently enter into disciplinary and interdisciplinary collaborations and thus gain a comprehensive understanding of the interrelation of the business elements
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the subject area of Business.

#### Number of ECTS credits

The subject element Business is worth 10 ECTS credits.

#### **3.2.1.3 Technology**

The subject element **Technology** consists of idea generation, creative and innovative processes as well as concept development in relation to the creation of sustainable solutions. Emphasis is on supporting industry-relevant technology, materials innovation and prototyping. Research design and data analysis must ensure validity in the development of solutions.

#### Learning objectives for Technology

##### Knowledge

The student will gain knowledge about:

- idea generation, data analysis and concept development as well as of theory and methods of research design
- the practice of the profession and industry as well as their application of technology and materials
- how to use technology in design and business from a sustainable perspective.

##### Skills

The student will get the skills to:

- use methods and tools in idea generation and prototyping
- identify and assess practice-oriented and theoretical issues as well as ensure validity in the development and selection of innovative solutions
- communicate practice-oriented and professional issues and solutions within the subject area of technology to partners and users.

#### Competencies

The student will learn to:

- handle complex and development-oriented issues where technology is related to business and design
- independently enter into and initiate creative and innovative processes in a disciplinary and interdisciplinary collaboration
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the subject area of technology.

#### Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

### 3.2.2 National subject elements in study specialisation Design

Study specialisation **Design** contains two national subject elements: Design and Technology.

### **3.2.2.1 Design**

The subject element **Design** touches upon analytical and experimental design processes for the purpose of developing customised identity-creating, competitive, innovative and sustainable design solutions with a focus on justifying the choice of material and industrial manufacturing methods.

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

##### Knowledge

The student will gain knowledge about:

- sustainable materials and manufacturing methods
- an understanding and ability to reflect on relevant theory and methods in relation to the development of innovative and identity-creating design solutions.

##### Skills

The student will get the skills to:

- use analytical and experimental methods in design processes
- assess, select and justify the use of materials and industrial manufacturing methods from a sustainable perspective
- communicate identity-creating, innovative, competitive and sustainable design solutions.

##### Competencies

The student will learn to:

- handle complex analytical and experimental design processes for the purpose of realising value-creating design solutions
- identify their own learning needs and acquire new knowledge, skills and competencies in relation to the design profession.

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

The subject element Design is worth 5 ECTS credits.

### **3.2.2.2 Technology**

The subject element **Technology** consists of prototyping and visualisation of innovative customised design solutions with a well-argued application of technology, material selection and industrial solutions.

#### **Learning objectives for Technology**

##### Knowledge

The student will gain knowledge about:

- technology, materials and industrial production
- how to reflect on the value chain and user needs.

##### Skills

The student will get the skills to:

- use technology for the development of innovative design solutions
- assess, select and justify relevant materials and manufacturing methods
- communicate and visualise solutions based on prototyping to partners and users.

##### Competencies

The student will learn to:

- handle complex and development-oriented issues within the profession and industry
- identify their own learning needs and acquire new knowledge, skills and competencies in relation to the technological development.

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

The subject element Technology is worth 5 ECTS credits.

### 3.2.3 National subject elements in study specialisation Pattern Design

Study specialisation **Pattern Design** contains two national subject elements: Product Development and Technology.

#### 3.2.3.1 **Product Development**

The two subject elements provide an analytical, experimental and reflective approach to product development in clothing for the purpose of developing sustainable design and pattern grading solutions that support aesthetics, functionality and fit in relation to a given identity. Focus is on different methods of pattern design, manufacturing, and pattern grading with an emphasis on well-argued and justified choices.

#### Learning objectives for Product development

##### Knowledge

The student will gain knowledge about:

- pattern design, pattern grading and manufacturing
- how to reflect on the practice of the profession in terms of product development and its application of theory and methods.

##### Skills

The student will get the skills to:

- use technical pattern-design methods and tools for the development of sustainable design solutions
- assess theoretical and practical issues as well as justify and select relevant solutions that support aesthetics, functionality and fit in relation to the company's identity
- apply an analytical and experimental approach to their work with disciplinary issues and communicate the choice of methods in pattern design, pattern grading and processing.

##### Competencies

The student will learn to:

- take responsibility for and independently handle pattern design and pattern grading processes and come up with development-oriented solutions to complex pattern design and pattern grading problems
- independently enter into disciplinary and interdisciplinary collaboration on product development
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the subject area.

#### Number of ECTS credits

The subject element Product Development is worth 5 ECTS credits.

#### 3.2.3.2 **Technology**

The subject element **Technology** consists of product manufacturing with a well-argued application of technology to support pattern design solutions and manufacturing processes within complex products. Focus is on 2D and 3D methods for pattern development and the inclusion of production specification and material technology, in particular scope of application and limitations.

#### Learning objectives for Technology

##### Knowledge

The student will gain knowledge about:

- industrial product manufacturing as well as 2D and 3D methods for pattern development
- an understanding and ability to reflect on the use of technology in pattern design, production processes and materials.

## Skills

The student will get the skills to:

- use analogue and digital methods and tools for pattern design, pattern grading and product manufacturing
- assess theoretical and practical issues in pattern grading, materials and production as well as justify and select relevant and sustainable solutions
- communicate product related topics using IT based technology in the product manufacturing process.

## Competencies

The student will learn to:

- develop and implement complex product development solutions taking into account materials and industrial processing methods
- independently enter into disciplinary and interdisciplinary cooperation based on the value chain
- identify their own learning needs in technology and product manufacturing.

## Number of ECTS credits

The subject element Technology is worth 5 ECTS credits.

### 3.2.4 National subject elements in study specialisation Business

Study specialisation **Business** contains two national subject elements: Commerce and Supply Chain Management.

#### 3.2.4.1 **Commerce**

The subject element **Commerce** provides an understanding of strategic national and international procurement and trading conditions, including sustainability in the company's value and supply chain, with a focus on strengthening the company's competitiveness.

#### Learning objectives for Commerce

##### Knowledge

The student will gain knowledge about:

- practice and applied theory and methods in commerce with a focus on supply market conditions, international trading conditions and business strategy
- practice, applied theory and methods, and how to reflect on the practice of the profession and its application of theory and methods.

##### Skills

The student will get the skills to:

- use methods and tools in sourcing, procurement, supplier collaboration and sustainability at the strategic level
- assess practice-oriented and theoretical issues, adjust parameter efforts, and justify and select relevant solutions to strengthen competitiveness
- communicate practice-oriented and professional issues and solutions to the company's internal and external stakeholders.

##### Competencies

The student will learn to:

- handle complex and development-oriented situations in work-related and study-related contexts within the subject area of commerce
- independently enter into disciplinary and interdisciplinary collaboration across the company's supply chain
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the profession.

### Number of ECTS credits

The subject element Commerce is worth 5 ECTS credits.

#### **3.2.4.2 Supply Chain Management**

The subject element **Supply Chain Management** provides an understanding of the strategic management of a company's supply chain, logistics, technology and finances for the purpose of satisfying the needs of the company and the surrounding community.

#### **Learning objectives for Supply Chain Management**

##### Knowledge

The student will gain knowledge about:

- practice and applied theory and methods in supply chain management with a focus on logistics, finances and product customisation
- how to reflect on the practice and application of theory and methods.

##### Skills

The student will get the skills to:

- use methods and tools for the management of the company's supply chain at the strategic level
- assess practice-oriented and theoretical issues, including relevant technologies and processes, as well as justify and select relevant solutions.
- communicate practice-oriented and professional issues and solutions to the company's internal and external stakeholders.

##### Competencies

The student will learn to:

- handle complex and development-oriented situations, including the needs of the surrounding community and relating them to the company
- independently enter into disciplinary and interdisciplinary collaboration
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to the profession.

### Number of ECTS credits

The subject element Supply Chain Management is worth 5 ECTS credits.

## **3.2.5 National subject elements in study specialisation Marketing**

Study specialisation **Marketing** contains two national subject elements: Concept Development and Management & Strategy.

#### **3.2.5.1 Concept Development**

The subject element **Concept Development** works analytically, conceptually, creatively, commercially—and communicatively—with the company's brand for the purpose of developing innovative concepts and products.

#### **Learning objectives for Concept Development**

##### Knowledge

The student will gain knowledge about:

- the process of working with the company's brand to develop innovative concepts
- how to reflect on applied theoretical and practical concept development models.

##### Skills

The student will get the skills to:



- apply the key methods and tools of the subject area as well as the skills associated with employment in concept development within the profession
- assess practice-oriented and theoretical concept development issues as well as justify and select innovative concepts
- communicate brand and concept-related issues to partners, including non-specialists.

#### Competencies

The student will learn to:

- handle complex and development-oriented issues related to concept development
- independently enter into disciplinary and interdisciplinary collaboration on brands and concepts
- identify their own learning needs and structure their own learning in relation to the work with concept development.

#### Number of ECTS credits

The subject element Concept Development is worth 5 ECTS credits.

#### **3.2.5.2      *Management & Strategy***

The subject element Management & Strategy is based on the company's strategy and works with strategic and practical business-oriented processes based on a branding and marketing-oriented approach.

#### Learning objectives for Management & Strategy

##### Knowledge

The student will gain knowledge about:

- theory, methods and practice in strategic management and control
- how to reflect on applied theory and practical strategy and management models.

##### Skills

The student will get the skills to:

- apply the methods and tools of the subject area and the skills associated with employment in strategy and management development in the industry
- assess practice-oriented and theoretical issues based on a strategic framework
- communicate sustainable and profitable strategic issues and recommendations to business partners, including non-specialists.

#### Competencies

The student will learn to:

- handle complex and development-oriented strategic issues
- independently enter into disciplinary and interdisciplinary strategy processes
- identify their own learning needs and structure their own learning in relation to working with strategic development in the company.

#### Number of ECTS credits

The subject element Management & Strategy is worth 5 ECTS credits.

### 3.2.6 National subject elements in study specialisation Concept Design

Study specialisation **Concept Design** contains two national subject elements: Concept Development and Communication.

#### **3.2.6.1      *Concept Development***

The subject element **Concept Development** consists of theories of concept development and the processes that lead to concept solutions in the form of value-creating concepts for commercial space. Focus is on display techniques as well as illustration and sale of these solutions.

## Learning objectives for Concept Development

### Knowledge

The student will gain knowledge about:

- concept development and processes that turn commercial concepts into value-adding concepts for the company and its surrounding environment
- how to use the theory and methods of the profession to develop and sell value-creating concepts based on display techniques and research of space and materials as well as critical reflection on the profession's use of theory and methods.

### Skills

The student will get the skills to:

- use the methods and tools of the profession and the subject area to carry out the practice-oriented development process of the commercial concept based on display techniques
- assess practice-oriented and theoretical issues related to concept development of commercial spaces and display solutions as well as justify and select relevant solutions for widely based value creation
- communicate practice-oriented and professional issues and solutions to partners and users.

### Competencies

The student will learn to:

- handle complex development-oriented and practice-oriented concept development situations within value-adding commercial concepts and displays
- independently enter into disciplinary and interdisciplinary collaboration and assume responsibility within a professional ethics in the work with concept development of value-creating commercial spaces and displays
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to concept development of value-creating commercial spaces and displays.

## Number of ECTS credits

The subject element Concept Development is worth 5 ECTS credits.

### 3.2.6.2 **Communication**

The subject element **Communication** consists of theories on identity-creating design solutions of sustainable displays based on knowledge of the consumer, the market and the company's DNA across the retail universe.

## Learning objectives for Communication

### Knowledge

The student will gain knowledge about:

- consumers' use and understanding of displays across the retail universe.
- identity-creating and sustainable visual communication of products based on knowledge of the consumer, the market and the company's DNA across the retail universe.

### Skills

The student will get the skills to:

- use the methods and tools of the subject area for the design of the value generated by the value-adding displays for users across the retail universe
- assess practice-oriented issues as well as justify and select relevant models for value-creating displays based on knowledge of the consumer, the market and the company's DNA across the retail universe
- communicate practice-based professional issues and solutions of value-creating displays across the retail universe to partners and users.

### Competencies

The student will learn to:

- handle complex development-oriented and practice-related development situations related to value-creating displays across the retail universe and based on knowledge of the consumer, the market and the company's DNA across the retail
- independently enter into disciplinary and interdisciplinary collaboration and assume responsibility within a professional ethics in the work with concept development of value-creating displays across the retail universe
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to value-added retail solutions.

#### Number of ECTS credits

The subject element Communication is worth 5 ECTS credits.

### 3.2.7 National subject elements in study specialisation Communication and Trends

Study specialisation Communication and Trends contains two national subject elements: Communication and Innovation.

#### 3.2.7.1 **Communication**

The subject element **Communication** focuses on the development of strategies and the design of messages, concepts and products with a clear awareness of sender, recipient and choice of media.

#### Learning objectives for Communication

##### Knowledge

The student will gain knowledge about:

- theory, methods and practice in communication, strategy and media understanding
- how to reflect on theories, methods and practice in communication, strategy and media understanding.

##### Skills

The student will get the skills to:

- identify, assess and produce relevant solutions based on research and data processing
- communicate professional issues and solutions to business partners with special focus on sender, recipient and choice of media
- process, communicate and transform knowledge—strategically, in writing, visually and orally.
- 

##### Competencies

The student will learn to:

- handle relevant development-oriented issues in design and communication
- independently enter into disciplinary and interdisciplinary collaboration with a professional approach to the subject area of communication of designs
- identify their own learning needs and structure their own learning in interdisciplinary environments.

#### Number of ECTS credits

The subject element Communication is worth 5 ECTS credits.

#### 3.2.7.2 **Innovation**

The subject element **Innovation** emphasises the importance of innovation in problem solving, media strategies as well as design and communication processes. Focus is on argumentation, critical thinking and value creation in the development of sustainable solutions.

#### Learning objectives for Innovation

## Knowledge

The student will gain knowledge about:

- theory, methods and practice in design, innovation and media strategy
- how to reflect on theories, methods and practice in design, innovation and media strategy.

## Skills

The student will get the skills to:

- identify and apply design and innovation methods
- assess theoretical and practical issues as well as justify and select relevant solutions and technology in design and innovation
- communicate professional issues and solutions to relevant partners and user groups.

## Competencies

The student will learn to:

- handle complex and development-oriented issues within design technology and innovation
- independently enter into disciplinary and interdisciplinary collaboration on innovative design processes
- identify their own learning needs and structure their own learning in various innovative learning environments.

## Number of ECTS credits

The subject element Innovation is worth 5 ECTS credits.

### 3.2.8 National subject elements in study specialisation Entrepreneurship

Study specialisation **Entrepreneurship** contains two national subject elements: Innovation and Entrepreneurship.

#### **3.2.8.1 Innovation**

The subject element **Innovation** qualifies the student to identify and analyse important aspects and issues in innovation—both internally in the organisation and externally in connection with project / company establishment and development, and, in addition to this, to produce value-creating solutions. The subject element Innovation consists of idea generation and development, innovation types, tools and processes, and concept development.

#### **Learning objectives for Innovation**

##### Knowledge

The student will gain knowledge about:

- the influence of cultural, geographical and economic conditions on companies' opportunities for innovation
- anthropology and sociology in relation to innovation processes, including user-driven innovation
- practice, applied theory and methods, including innovation types and tools and is able to reflect on their relevance.

##### Skills

The student will get the skills to:

- apply the methods and tools of the subject area and identify the characteristics of successful innovation environments as well as assess and apply strategic, tactical and operational methods
- assess practice and theoretical issues and include contextual terms for the initiation and operation of innovation processes
- communicate specific products, service and / or concept proposals based on relevant analysis and solution models.

## Competencies

The student will learn to:

- handle complex and development-oriented situations, including developing and operating innovation processes in practice
- independently handle methodical development of ideas for products, services and / or concepts, as well as organisational processes
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to innovation.

## Number of ECTS credits

The subject element Innovation is worth 5 ECTS credits.

### **3.2.8.2 Entrepreneurship**

The subject element **Entrepreneurship** qualifies the student to work methodically with the analysis, assessment and development of business opportunities and models as an entrepreneur and / or an intrapreneur. The subject element includes tests of concepts and business models, project and business establishment, go-to-market strategies and business development.

## Learning objectives for Entrepreneurship

### Knowledge

The student will gain knowledge about:

- the influence of cultural, geographical and economic conditions on the opportunities for entrepreneurship and intrapreneurship
- various business models, methods, tools and framework conditions for project and business establishment
- of the practice of the subject area, applied theory and methods, as well as various approaches to entrepreneurship and intrapreneurship as well as reflection on the practice and application of theory and methods.

### Skills

The student will get the skills to:

- use the methods and tools of the subject area and identify the characteristics of successful start-ups and micro-companies, any barriers, challenges or pitfalls. Moreover, students should get the skills to draw up a business plan
- assess practice-oriented and theoretical issues and translate experience, knowledge and analysis into specific go-to-market strategies as well as identify, select and use networks—national and international—in relevant contexts
- communicate practice-oriented and professional issues across people and cultures.

## Competencies

The student will learn to:

- handle company set-up, uncover internal strengths and weaknesses and act strategically, tactically and operationally based on an external environment analysis
- independently enter into professional collaboration and be able to pitch and present the essential elements of the business plan and / or concept
- identify their own learning needs and develop their own knowledge, skills and competencies in relation to entrepreneurship.

## Number of ECTS credits

The subject element Entrepreneurship is worth 5 ECTS credits.

### 3.2.9 Number of exams in the national subject elements

Two exams will be held in the national subject elements as well as one exam in the bachelor project. For information about the number of internship exams, reference is made to chapter 3. Internship.

For a comprehensive overview of all exams on the programme, reference is made to the institutional part of the curriculum. Please note that exams in the national subject elements described in this curriculum can be combined with exams held in subject elements included in the institutional part of the curriculum.

## 3.3 Internship

The purpose of the internship is to combine theory and methods with everyday practice in a company. The internship must qualify the student to analyse, assess, plan and execute projects based on practical issues.

### 3.3.1 Learning objectives for the internship

#### Knowledge

The student will gain knowledge about:

- the profession and the practice of the subject area and applied theory and method and is able to reflect on their practical applications at the internship company.

#### Skills

The student will get the skills to:

- use the methods and tools of one or more subject areas and apply skills associated with problem solving in the internship company
- research and identify relevant knowledge related to problem solving in the internship company
- assess the theoretical and practice-oriented issues and argue for and select appropriate solutions
- assess and communicate practice-oriented problems and solutions to the company and users.

#### Competencies

The student will learn to:

- handle complex and development-oriented tasks in relation to specific issues in the internship company
- independently enter into disciplinary and interdisciplinary collaboration with an innovative and professional approach
- identify their own learning needs and structure their own learning in relation to tasks in the internship company.

#### Number of ECTS credits

The internship is worth 15 ECTS credits.

#### Number of exams

The internship concludes with an exam.

### 3.3.2 Requirements for the bachelor project

The learning objectives for the bachelor project are identical to the learning objectives for the programme listed in chapter 1.

The bachelor project must document the student's understanding of and ability to reflect on the practice of the profession and the application of theories and methods in relation to a practice-oriented problem. The problem statement, which must be central to the programme in Design, Technology and Business and the profession, must be prepared by the student, possibly in cooperation with a public or private company. The educational institution must approve the problem statement.

Reference is made to the institution's description of requirements for the Bachelor project.

#### **Bachelor project exam**

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

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

The bachelor project is worth 15 ECTS credits.

#### **Examination form**

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

### **3.4 Rules on credit – national curriculum**

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme. The students are obliged to inform us of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts. The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

### **3.5 Commencement and transitional scheme**

#### **3.5.1 Commencement**

This national part of the curriculum is valid from 1 August 2020.

The national part of the curriculum applies to students enrolled on the programme after 1 August 2020.

#### **3.5.2 Transitional scheme**

For students already enrolled, the following transitional schemes apply:

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

## 4 Curriculum – institutional part

This curriculum consists of a national part and an institutional part.

The institutional part consists of rules specific to the Professional Bachelor's Degree Programme in Design and Business at VIA Design & Business, VIA University College (in the following referred to as VIA Design & Business). These rules have been set by VIA University College.

When changing to or from the PBA Degree Programme in Design and Business, please be aware that other institutions may apply different rules.

### 4.1 Placement of programme elements, internships and exams

The PBA Degree Programme in Design and Business is a full-time higher education. Students who follow the standard programme structure, including exams, will follow the below progression:

PBA Degree Programme in Design and Business		
1 <sup>st</sup> year of study		2 <sup>nd</sup> year of study
1 <sup>st</sup> semester	2 <sup>nd</sup> semester	3 <sup>rd</sup> semester
<p><b>15 ECTS credits</b> Speciality courses.</p> <p>The speciality courses under the study specialisations consist of national subject elements equivalent to 10 ECTS credits and local subject elements equivalent to 5 ECTS credits.</p>	<p><b>15 ECTS credits</b> Common modules.</p> <p>The common modules consist of national subject elements.</p> <p><i>Common module exam, part 2</i></p>	<p><b>5 ECTS credits</b> Electives.</p> <p>Electives consist of local subject elements.</p> <p><i>PBA elective exam</i></p>
<p><b>15 ECTS credits</b> Common modules.</p> <p>The common modules consist of national subject elements.</p> <p><i>Common module exam, part 1</i></p>	<p><b>15 ECTS credits</b> Internship.</p> <p><i>PBA internship exam</i></p>	<p><b>10 ECTS credits</b> Speciality courses.</p> <p>The electives under the study specialisations consist of local subject elements.</p> <p><i>PBA speciality exam</i></p>
		<p><b>15 ECTS credits</b> Bachelor project</p> <p><i>Bachelor project</i></p>

For a detailed description of the content of the individual speciality programmes, please see the speciality programme overviews as well as the syllabi on the Studynet and in appendix 1,

The PBA Degree Programme in Design and Business can deviate from the above progression in case of periods of extended illness, maternity/paternity leave or for other valid reasons. In such cases, a student will not follow the above progression. Likewise, a student whose progression has been altered cannot be assured to follow the programme with the same group of students.



## 4.2 Speciality programmes offered by VIA Design & Business under the study specialisations laid down in the Ministerial Order on Technical and Commercial Academy Profession and Professional Bachelor Programmes

The PBA Degree Programme in Design and Business consists of seven study specialisations. The rules governing these specialisations are laid down in the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. The seven study specialisations are: Design, Communication & Trend, Pattern Design, Concept Design, Business, Marketing and Entrepreneurship. VIA Design & Business offers the following speciality programmes under the study specialisations:

- Fashion Design
- Furniture Design
- Visual Communication Design
- Pattern Design
- Retail Design & Business
- Purchasing Management (purchasing)
- Branding & Marketing Management
- Entrepreneurship & Innovation

VIA Design & Business reserves the right to cancel a speciality programme if the number of students applying for the programme is insufficient.

## 4.3 Local subject elements under the study specialisations laid down in the Ministerial Order on Technical and Commercial Academy Profession and Professional Bachelor Programmes

As part of the PBA Degree Programme in Design and Business, students must complete a number of local subject elements under the study specialisations laid down in the Ministerial Order on Technical and Commercial Academy Profession and Professional Bachelor Programmes. The placement of the local subject elements, including speciality courses and electives, are specified in the overview of programme elements, internship and exams in section 4.1.

### 4.3.1 Local subject elements under the study specialisation Design

Under the study specialisation Design, VIA Design & Business offers the following speciality programmes: Fashion Design, Furniture Design and Visual Communication Design.

**Local subject element: Design:**

#### **Content**

The subject element **Design** focuses on analytical and experimenting design processes for the purpose of developing identity-creating, competitive, innovative and sustainable design solutions targeted at users with focus on a justified choice of materials and industrial manufacturing methods.

#### **Learning objectives**

##### **Knowledge**

Students should:

- have development-based knowledge about sustainable and competitive design solutions, design traditions and culture
- be able to understand and reflect on relevant theory and method for developing contextual design solutions.

##### **Skills**

Students should:

- be able to use methods and tools of the subject area to develop contextual design solutions
- be able to work with design processes using an experimental approach and assess theoretical and practical issues as well as choose and argue for design solutions
- be able to communicate design processes and solutions.

### Competences

Students should:

- be able to handle complex, analytical and experimenting design processes with a view to realising value-creating solutions
- be able to independently be part of disciplinary and interdisciplinary cooperation using a professional approach
- be able to identify own learning needs and structure their own learning in different learning environments.

### ECTS credits

The local subject element is equivalent to 10 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

### Local subject element: Technology

#### Content

The subject element **Technology** focuses on prototyping and visualisation of innovative design solutions targeted at users with a justified use of technology, choice of materials and industrial solutions.

#### Learning objectives

##### Knowledge

Students should:

- have theoretical and practical knowledge about analogue and digital tools for use in the development process from idea to finished product
- be able to understand and reflect on the use of materials and industrial manufacturing methods in a value-creating perspective.

##### Skills

Students should:

- be able to use technological tools and methods for developing explorative and innovative design solutions
- be able to assess, choose and argue for relevant choice of materials and manufacturing methods
- be able to communicate and visualise solutions by means of prototyping to business partners, users and non-experts.

### Competences

Students should:

- be able to address complex and development-oriented problems of relevance to the profession and the industry
- be able to independently be part of disciplinary and interdisciplinary cooperation using a professional approach
- be able to identify own learning needs and structure their own learning in relation to the technological development.

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

### Local subject element: Communication

#### Content

The subject element **Communication** focuses on communication and presentation, including arguing for choice of communicative tools and effects, in the development of design solutions.

#### Learning objectives

##### Knowledge

Students should:

- must have knowledge about theory, method and practice for communicating design solutions
- be able to understand and reflect on communication theory, method and practice.

##### Skills

Students should:

- be able to use practice-based communication methods and tools
- be able to assess and argue for choosing and rejecting the tools and effects of the profession
- be able to communicate practice-based issues and solutions to relevant users.

##### Competences

Students should:

- be able to handle complex, development-oriented, industry-related communication
- be able to independently be part of disciplinary and interdisciplinary cooperation using a professional approach
- be able to identify own learning needs in relation to communication and structure their own learning in different learning environments

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## 4.3.2 Local subject elements under the study specialisation Pattern Design

Under the study specialisation Pattern Design, VIA Design & Business offers the following speciality programmes: Pattern Design

### Local subject element: Product development

#### Content

The subject element **Product development** uses an analytical, experimental and reflective approach to complex product development within clothing and textile for the purpose of developing sustainable pattern design and grading solutions that support aesthetics, functionality and fit in relation to a specific identity. Focus is on different methods for pattern design, manufacturing and grading with emphasis on documentation of product and choice of materials as well as justifying the selections made.

## Learning objectives

### Knowledge

Students should:

- have development-based knowledge of pattern design, grading, manufacturing and documentation of products and materials
- be able to understand and reflect on the practice of the profession in relation to development of complex products and use of theory and method.

### Skills

Students should:

- be able to use pattern design methods and tools for developing sustainable pattern design solutions within complex products
- be able to assess theoretical and practical issues as well as argue for and choose relevant solutions that support aesthetics, functionality and fit in relation to the company's identity
- be able to use an analytical and experimental approach to disciplinary issues and communicate their choice of methods for pattern design, grading, manufacturing and documentation of products and materials.

### Competences

Students should:

- be able to take responsibility for and independently handle pattern design and grading processes and prepare development-oriented solutions to complex issues related to pattern design, grading, documentation and materials
- be able to independently participate in disciplinary and interdisciplinary cooperations in relation to product development
- be able to identify own learning needs and structure own knowledge, skills and competences in relation to the subject area.

### ECTS credits

The local subject element is equivalent to 10 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

### Local subject element: Technology

#### Content

The subject element **Technology** focuses on product manufacturing at a high level with a justified use of the latest technology to support industrial pattern design solutions and production processes within complex products. Focus is on 2D and 3D pattern development and optimisation of fit as well as use of production specification and material technology, including use and limits.

## Learning objectives

### Knowledge

Students should:

- have development-based knowledge about industrial manufacturing of products as well as 2D and 3D methods for pattern development and optimisation of fit
- be able to understand and reflect on the use of the latest technology in relation to pattern design, production processes and materials.

### Skills

Students should:

- be able to use analogue and digital tools and methods for pattern design, grading and manufacturing
- be able to assess theoretical and practical issues in relation to fit, pattern design, material and production and argue for and select relevant and sustainable solution models

- be able to communicate product-related topics using IT based technology in the product manufacturing process.

### Competences:

Students should:

- be able to prepare and implement complex solutions in product development taking material, industrial manufacturing methods and fit into consideration
- be able to independently participate in disciplinary and interdisciplinary cooperation based on the value chain
- be able to identify own learning needs in technology and product manufacturing.

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

### Local subject element: Quality assurance:

#### Content

The subject element **Quality assurance** focuses on preparing products for production and quality assurance of complex products. Focus is on a justified selection of systems applied and solutions in relation to fit, sizes, manufacturing and materials. Production specification and communication with manufacturers and suppliers should secure the quality of the product and sustainable solutions.

### Learning objectives

#### Knowledge

Students should:

- have knowledge about theory, method and practice for assuring quality of complex products
- be able to understand and reflect on theories, methods and practice.

#### Skills

Students should:

- be able to use relevant methods and tools for preparing products for production and quality assurance of complex products
- be able to assess theoretical and practical issues and argue for and select relevant solutions
- be able to communicate disciplinary issues and solution models for internal and external partners and users.

### Competences

Students should:

- be able to handle quality assurance of complex and development-related products in relation to the profession
- be able to independently be part of disciplinary and interdisciplinary cooperation using a professional approach
- be able to identify own learning needs and structure their own learning in different learning environments within preparing products for production and quality assurance.

### ECTS credits

The local subject element is equivalent to 5 ECTS credits.

## Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

### 4.3.3 Local subject elements under the study specialisation Concept Design

Under the study specialisation Concept Design, VIA Design & Business offers the following speciality programmes: Retail Design & Business.

#### Local subject element: Concept development

##### Content

The subject element **Concept Development** consists of concept development theories and focuses on the processes that lead to conceptual solutions of value-creating concepts in relation to the company's choice with specific focus on taste communities as well as illustration and sale of these solutions.

##### Learning objectives

###### Knowledge

Students should:

- have development-based knowledge about concepts and concept developed in a communicative context
- be able to understand applied concept development theory and method in a communicative context and in relation to the company's strategic choice with specific focus on taste communities as well as critically reflect on the practice and use of theory and method of the profession.

###### Skills

Students should:

- be able to use the methods and tools of the professional and subject area for completing practice-based development processes of a communicative concept in relation to the company's strategic choice with specific focus on taste communities.
- be able to assess practice-based and theoretical issues related to concept development of communicative concepts as well as argue for relevant solutions
- be able to communicate practice-based, disciplinary issues and solutions to partners and users.

###### Competences

Students should:

- be able to handle complex, development-based, practice-related concept and communication situations relating to value-creating, communicative concepts in relation to the company's strategic choices with specific focus on taste communities.
- be able to independently be part of disciplinary and interdisciplinary cooperation and assume responsibility within a professional ethics in working with value-creating concept development and communicating communicative concepts in relation to the company's strategic choices with specific focus on taste communities.
- be able to identify own learning needs and develop own knowledge, skills and competences in relation to developing and communicating communicative concepts in relation to the company's strategic choices with specific focus on taste communities.

###### ECTS credits

The subject element is equivalent to 5 ECTS credits.

## Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## Local subject element: Business understanding and sociology

### Content

The subject element **Business understanding and sociology** consists of theories about customers' cultural framework and the role of digital media in this framework as well as sociological theories and associated methods for analysing the user experience with a view to value-creation for company, user and "ecology" (environment) in the concept development.

### Learning objectives

#### Knowledge

Students should:

- have development-based knowledge about consumer culture and taste communities, specifically in connection with digital platforms, based on sociological theories.
- be able to understand practice, applied theory and method as well as be able to critically reflect on the practice of the profession and the use of theory and method in relation to consumer culture and taste communities based on sociological theories.

#### Skills

Students should:

- be able to use the methods and tools of the subject area to carry out practice-based analysis of consumer culture and taste communities – across physical and digital realities and with focus on platforms – based on sociological theories for the purpose of designing value-creating customer/user experiences in relation to the company's strategy and ecology
- be able to assess practice-based issues and argue for and choose relevant solutions for value-creating customer/user experiences – across physical and digital realities and with focus on platforms – based on knowledge about consumer culture and taste communities and in relation to the company's strategy and ecology
- be able to communicate practice-based, disciplinary issues and solutions to value-creating customer experiences to partners and users.

#### Competences

Students should:

- be able to handle complex, development-oriented, practice-based analysis and development situations of value-creating customer/user experiences in relation to the company's strategy and ecology – across physical and digital realities and with focus on platforms – and based on consumer culture and taste communities
- be able to independently be part of disciplinary and interdisciplinary cooperation and assume responsibility for a professional ethics in working with the development of value-creating customer/user experiences in relation to the company's strategy and ecology – across physical and digital realities and with focus on platforms – and based on consumer culture and taste communities
- be able to identify own learning needs and develop own knowledge, skills and competences in relation to sociological methods, consumer culture and taste communities, digital platforms and their use for development of value-creating customer/user experiences in relation to the company's strategy and ecology.

#### ECTS credits

The subject element is equivalent to 10 ECTS credits.

## Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## Local subject element: Communication

### Content

The subject element **Communication** consists of theories about processes for identity-creating design solutions that combine knowledge about taste communities, the company's strategy, geography and ecology.

### Learning objectives

#### Knowledge

Students should:

- have development-based knowledge about the design process in practice and about exploring spatial ideas that transcend dualities, semi-public/public and digital/physical in the company's encounter with geography and the subsequent ecology
- have development-based knowledge about identity-creating design solutions that combine knowledge about taste communities, the company's strategy, geography and ecology.

#### Skills

Students should:

- be able to use the methods and tools of the subject area for designing value-creating, temporary spatial concepts transcending the semi-public/public and connect the company to its geographic ecology
- be able to assess practice-based issues and argue and choose relevant solutions for value-creating, temporary spatial concepts transcending the semi-public/public and connect the company to its geographic ecology
- be able to communicate practice-based disciplinary issues and solutions for value-creating, temporary spatial concepts transcending the semi-public/public and connect the company to its geographic ecology.

#### Competences

Students should:

- be able to handle complex development-oriented, practice-based development situations in connection with value-creating, temporary spatial concepts transcending the semi-public/public and connect the company to its geographic ecology
- be able to independently be part of disciplinary and interdisciplinary cooperations and assume responsibility within a professional ethics in developing value-creating, temporary spatial concepts transcending the semi-public/public and connect the company to its geographic ecology
- be able to identify own learning needs and develop own knowledge, skills and competences in relation to value-creating, temporary spatial concepts transcending the semi-public/public and connect the company to its geographic ecology.

#### ECTS credits

The subject element is equivalent to 5 ECTS credits.

## Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.



#### 4.3.4 Local subject elements under the study specialisation Business

Under the study specialisation Business, VIA Design & Business offers the following speciality programmes: Purchasing Management.

##### Local subject element: Commerce

###### Content

The subject element **Commerce** is about understanding strategic purchasing, supplier, product and trading conditions, including sustainability in the company's value and supply chain with focus on strengthening the company's competitiveness and supply relations.

###### Learning objectives

###### Knowledge

Students should:

- have development-based knowledge about theory, method and practice in commerce with focus on supply market issues and international trading conditions
- be able to understand and reflect on theories, methods and practice.

###### Skills

Students should:

- be able to apply methods and tools for managing companies' supply and purchasing chains, material specification and sustainability at a strategic level
- be able to analyse and assess theoretical and practical issues and adapt the parameter effort and argue for and select relevant sustainable solutions
- be able to communicate disciplinary issues and solutions to the company's internal and external stakeholders.

###### Competences

Students should:

- be able to handle complex and development-oriented situations that strengthen the company's competitive edge and supplier and purchasing relations
- be able to independently participate in disciplinary and interdisciplinary cooperations
- be able to identify own learning needs and structure their own learning in different learning environments

###### ECTS credits

The local subject element is equivalent to 10 ECTS credits..

###### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

##### Local subject element: Supply Chain Management

###### Content

Through the subject element **Supply Chain Management**, students will gain understanding of strategic control and management of the company's supply chain, including purchasing, logistics and product-related considerations for the purpose of covering the needs of the company and the surrounding society.

###### Learning objectives

###### Knowledge

Students should:

- have development-based knowledge about theory, method and practice in supply chain management with focus on purchasing, logistics, management and product optimisation

- be able to understand and reflect on theories, methods and practice.

### Skills

Students should:

- be able to use methods and tools within management and control of the company's supply chain at a strategic level, including the use of purchasing, management, product specification and considerations about sustainability
- be able to analyse and assess theoretical and practical issues based on strategic considerations and supply chain methods and argue and choose relevant solutions
- be able to communicate disciplinary issues and solutions to the company's internal and external stakeholders with specific focus on suppliers.

### Competences

Students should:

- be able to handle complex and development-oriented situations, including the needs of the surrounding society, and consider them in relation to the company
- be able to independently participate in disciplinary and interdisciplinary cooperations
- be able to identify own learning needs and structure their own learning in different learning environments

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

### Local subject element: Communication.

#### Content

The subject element **Communication** includes methods and techniques to handle negotiations and intercultural communication with suppliers as well as management and organisational development methods and theory.

### Learning objectives

#### Knowledge

Students should:

- have development-based knowledge about theory, method and practice in company internal and external communication
- be able to understand and reflect on theories, methods and practice.

### Skills

Students should:

- be able to use methods and tools in negotiation technique and management
- be able to assess different techniques in relation to negotiation strategies, strategic decision making and change management and argue for their choice
- be able to communicate disciplinary issues and solutions to suppliers, partners and users.

### Competences

Students should:

- be able to handle complex and communication-related tasks as well as take the needs of the surrounding society into consideration and put them into perspective in relation to the company
- independently be part of disciplinary and interdisciplinary cooperation in the company and with its stakeholders

- be able to identify own learning needs and structure their own learning in different learning environments

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## 4.3.5 Local subject elements under the study specialisation Marketing

Under the study specialisation Marketing, VIA Design & Business offers the following speciality programmes: Branding & Marketing Management:

### Local subject element: Concept development

#### Content

The subject element uses an analytical, conceptual, creative, commercial and communicative approach in working with a company's brand for the purpose of developing innovative concepts and products based on a sustainable approach.

#### Learning objectives

##### Knowledge

Students should:

- have knowledge of the process of working with the company's brand for the purpose of developing innovative concepts using a sustainable approach
- be able to understand and reflect on central theoretical and practical concept development models.

##### Skills

Students should:

- be able to use the key methods and tools of the subject area. Moreover, students should be able to use the skills related to working with concept development in the profession using a sustainable approach
- be able to assess theoretical and practical concept development issues using a sustainable approach and argue for and select innovative concepts
- be able to communicate brand and concept issues to partners, including non-specialists.

##### Competences

Students should:

- be able to handle complex and development-oriented and concept-related strategic issues using a sustainable approach
- be able to independently be part of disciplinary and interdisciplinary brand and concept cooperations
- be able to identify own learning needs and structure own learning in relation to concept development.

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## Local subject element: Management & Strategy

### Content

The subject element **Management & Strategy** is based on the strategic objective of a company and uses a holistic approach when working with business-oriented, strategic and practical processes based on a sustainable branding and marketing-oriented approach.

### Learning objectives

#### Knowledge

Students should:

- have knowledge about theory, method and practice in strategic management and control
- be able to understand and reflect on key theoretical and practical strategic and control models using a holistic approach.

#### Skills

Students should:

- be able to use the key methods and tools of the subject area using a holistic approach. Moreover, students should be able to use the skills related to working with strategy and management in the profession
- be able to assess theoretical and practical issues using a strategic and sustainable conceptual framework
- be able to communicate sustainable and cost-effective strategic issues and recommendations to partners, including non-specialists.

### Competences

Students should:

- be able to handle complex and development-oriented strategic issues using a sustainable approach
- be able to independently be part of disciplinary and interdisciplinary strategic processes
- be able to identify own learning needs and structure own learning in relation to strategic development in companies.

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## Local subject element: Communication

### Content

The subject element **Communication** covers communication of a company's brand and concept identity with focus on customer needs and network creation in a cross-media context. Emphasis is on identifying consumer behaviour through qualitative and quantitative analysis.

### Learning objectives

#### Knowledge

Students should:

- have knowledge about theory, method and practice in cross-media communication
- be able to understand and reflect on central theoretical and practical communication challenges.

#### Skills

Students should:

- be able to use the key communication methods and tools of the subject area. Moreover, students should be able to use the communication skills related to working in the profession
- be able to assess theoretical and practical communication issues using a strategic and sustainable conceptual framework
- be able to communicate sustainable strategic issues and recommendations to partners, including non-specialists.

#### Competences:

Students should:

- be able to handle complex and development-oriented communication issues
- be able to independently be part of disciplinary and interdisciplinary communication processes
- be able to identify own learning needs and structure own learning in relation to communication of sustainable branding and marketing approaches.

#### ECTS credits

The local subject element is equivalent to 10 ECTS credits

#### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

### 4.3.6 Local subject elements under the study specialisation Entrepreneurship

Under the study specialisation Entrepreneurship, VIA Design & Business offers the following speciality programmes: Entrepreneurship & Innovation

#### Local subject element: Innovation

##### Content

The subject element **Innovation**, qualifies students to identify and analyse significant aspects and issues related to innovation – internally in the organisation as well as externally in connection with launching of projects/businesses or business development and developing value-creating solutions as a result.

The subject elements includes idea generation and idea development, types of innovation, innovation tools and processes as well as concept development.

#### Learning objectives

##### Knowledge

Students should:

- have knowledge about the value and effect of using interprofessional teams and environments in the innovation process
- have knowledge about identifying and qualifying possibilities
- have knowledge about method and theory for transforming qualified possibilities into value-creating solutions.

##### Skills

Students should:

- be able to be part of professional, interdisciplinary cooperations on innovation
- be able to design and perform tests of possibilities and solutions using relevant stakeholders
- be able to design and communicate potential solutions to relevant stakeholders.

## Competences

Students should:

- be able to identify new product potential, services and/or concepts decoding tendencies, trends and market development
- be able to realise value-creating, sustainable solutions on the market or in other relevant contexts.

## ECTS credits

The local subject element is equivalent to 5 ECTS credits..

## Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## Local subject element: Entrepreneurship

### Content

The subject element **Entrepreneurship** qualifies students to work methodically with analysing, assessing and developing business possibilities and models both as an entrepreneur and/or an intrapreneur.

The subject element includes tests of concepts and business models, launching of projects and businesses, go-to-market strategies and business development.

### Learning objectives

#### Knowledge

Students should:

- have knowledge about relevant resources and capacities in relation to starting projects and companies as well as developing already existing companies
- have knowledge about basic business disciplines
- have knowledge about relevant business models
- have knowledge about entre- and intrapreneurship theories and methods.

#### Skills

Students should:

- be able to use network contacts in connection with setting up and developing processes, projects and/or companies
- can identify market potential based on an assessment of tendencies, trends and market analysis and translate them into value-creating products, services and/or concepts
- can propose well-documented solutions to business partners and stakeholders and implement them in sustainable business models
- can carry out the processes for the purpose of offering concrete solutions to the market

## Competences

Students should:

- be able to manage complex and development-oriented situations and processes in connection with the launch of new projects, business areas and/or companies
- can formulate and develop a business plan for a specific target group or stakeholder
- can use intrapreneurial methods and reflect on their relevance for creating, operating and developing concepts.

## ECTS credits

The local subject element is equivalent to 5 ECTS credits..

## Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## Local subject element: Creative processes

### Content

The subject element **Creative processes** qualifies students to understand central aspects and issues of creativity. Through the subject element, students should get skills to plan and manage creative processes on a reflective background in projects and companies of their own initiative as well as in collaboration with existing organisations.

The subject element includes understanding of the concept of creativity, methods and techniques for use in and facilitation of creative processes.

### Learning objectives

#### Knowledge

Students should:

- have knowledge of the concept of creativity
- have knowledge of central creativity methods and techniques
- have knowledge of entrepreneurship and implementation and evaluation of creative processes.

#### Skills

Students should:

- be able to develop ideas using a methodical approach and structure idea flow for the purpose of developing products, services and/or concepts
- facilitate a creativity process
- be able to use relevant methods and techniques to produce and communicate a sustainable and/or commercial output of the creative process(es).

#### Competences

Students should:

- be able to take active part in creative processes in teams and/or organisations using a professional approach
- be able to plan, facilitate and evaluate creative processes and innovation processes
- can reflect on process and output and put it into a perspective in relation to the future result of a process

## ECTS credits

The local subject element is equivalent to 5 ECTS credits..

## Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## Local subject element: Project management and organisation

### Content

The subject element **Project management and organisation** aims to qualify students to analyse and solve company-related problems as well as to plan and manage processes and projects. The subject element includes self- and team management, situation analysis, developing and cultivating networks, facilitation and process management.

### Learning objectives

#### Knowledge

Students should:

- have knowledge about organisational theory and behaviour
- have knowledge about project management and network practice and methods
- have knowledge about reflecting on their own role in the future labour market.

### Skills

Students should:

- be able to identify relevant stakeholders in an organisation or externally with a view to managing and carrying out projects
- be able to create and develop networks for relevant situations, processes and projects
- be able to assess, argue for and present relevant processes within team, project and innovation management.

### Competences

Students should:

- be able to carry out methodical management and development of organisational processes
- be able to take part in development processes as a designer, motivator and facilitator
- be able to assume professional responsibility for a creative and/or business-related development process.

### ECTS credits

The local subject element is equivalent to 5 ECTS credits..

### Exams

The learning objectives for the local subject element are tested at the PBA elective exam or the PBA speciality exam on the 3<sup>rd</sup> semester. Please see the speciality overviews and related syllabi on the Studynet and in appendix 1 for more information.

## 4.4 Credit transfer rules – institutional curriculum

Passed programme elements from other educational institutions offering the PBA Degree Programme in Design & Business correspond to the equivalent elements in the PBA Degree Programme in Design & Business at VIA Design & Business.

The duty of disclosure and the rules for automatic, compulsory credit transfer, including the obligation to inform on completed and/or passed programme elements from other institutions on the same level, as a minimum (compulsory credit transfer), can be found in the Ministerial Order on Admission to Academy Profession Programmes and Professional Bachelor Programmes and in the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. These rules also apply to local subject elements on the PBA Degree Programme in Design & Business offered by VIA Design & Business.

Credit transfer for local subject elements is awarded based on a professional evaluation of whether or not the passed elements match the level and contents of one or more elements in the PBA Degree Programme in Design & Business.

Application for credit transfer, which is not covered by the rules for compulsory credit transfer, must be submitted to the course administration not later than one month prior to the commencement of the programme element for which credit is applied. The relevant associate dean will make the decision regarding credit transfer. The student will be given information of whether or not the application for credit transfer has been approved not later than two weeks prior to the commencement of the programme element for which credit is applied.

See section 3.4. Rules on credit in the national curriculum for more details.



## 4.5 Parts of the programme which can be completed abroad

On the 2<sup>nd</sup> semester, students have the option of studying for one semester at a foreign or other Danish educational institution. Students enrolling in exchange programmes with other educational institutions must obtain at least 20 ECTS credits.

Students can enrol in exchange programmes with institutions that are part of VIA Design & Business' exchange programme. Please see list of partner universities in appendix 1. The application to participate in an exchange programme is at the same time considered an application for preliminary approval of credit transfer and is conditional upon the student's passing programme elements equivalent to a minimum of 15 ECTS credits.

If the exchange programme will take place at one of VIA Design & Business' partner universities, VIA Design & Business will provide the information and application forms required. In such circumstances, it will equally be possible for students to apply for financial support through the Erasmus programme or other relevant programmes via VIA Design & Business.

Students choosing an institution outside the framework of VIA Design & Business' exchange programme are individually responsible for contacting the institution and for providing sufficient documentation to substantiate the relevance of the programme/subject studied as well as to apply for credit transfer for the programme. The student is equally responsible for applying for credit transfer for the programme.

In both cases, relevance to the PBA Degree programme studied as well as the credit transfer options must be approved by VIA Design & Business based on the study specialisation of the student as specified in the Ministerial Order on Technical and Commercial Academy Profession and Professional Bachelor Programmes.

VIA Design & Business's approval of the credit transfer application is based on an individual, professional assessment of the relevance of the programme elements applied for and the study specialisation (speciality programme).

The following elements and internship may be completed abroad by application to and agreement with the relevant associate dean at VIA Design & Business:

- Common module equivalent to 15 ECTS credits
- Internship equivalent to 15 ECTS credits

The digital application form for completing programme elements (common modules) abroad is available at the VIA Design & Business's Studynet and must be submitted to the international coordinator prior to 15 September.

**The application must as a minimum contain:**

- Resumé
- Transcript of records
- Motivational essay in English
- Documentation of language proficiency equivalent to at least B2 at the European Language Levels (CEFR) through interview and essay
- Copy of passport
- Photo
- Letter of recommendation, if available.

For a list of VIA Design & Business partner schools offering AP Degree Programmes in Design, Technology and Business (AP Degree), see appendix 1.

### Special rules

Students taking a semester abroad that starts early considering the common module exam, part 1 on VIA Design & Business, cf. section 4.7.3.1 may in special circumstances be permitted to do their exam via Skype.

## 4.6 Internship

2<sup>nd</sup> semester students are required to do an internship in a company or organisation operating within the speciality areas covered by the course programme. It is a requirement that the internship company or organisation has an employee with a sufficient level of professional knowledge who can help strengthen the student's academic and professional development. Prior to commencement of the internship, the internship company or organisation must be approved by the educational institution.

Prior to commencement of the internship, the internship company must be approved by the educational institution.

An agreement for an internship of a consecutive period of nine to twelve weeks (excluding writing period) must be made with the internship company.

The student, who receives no remuneration for the internship, may receive an acknowledgement in appreciation for his or her work in the form of a small payment from the internship company. The amount must not exceed DKK 3,000 a month and must not be offered as a pre-agreed amount similar to employment income.

The internship company may ask the student and the educational institution to sign a non-disclosure agreement.

Copyright must be agreed by the student and the internship company when signing the internship agreement.

Students doing their internship abroad must prepare their internship report in English if the company so wishes as it must be accessible to the internship company. Agreement about the writing language of the internship report must be made when concluding the internship agreement.

Students are required to pay the costs of transportation themselves but are entitled to a discount on transportation costs to the internship company under the Danish Students' Grants and Loan Scheme.

Students may do their internship abroad and may apply for financial support and funding through the Erasmus programme (this only applies to EU and EEA countries). Students are offered guidance from VIA Design & Business

### 4.6.1 Internship guidelines

The management, coordination and documentation of internship documents takes place at the internship portal [www.ucpraktikportal.dk](http://www.ucpraktikportal.dk) [www.ucpraktikportal.dk](http://www.ucpraktikportal.dk) and Studynet.

#### **VIA Design & Business is responsible for**

It is the responsibility of VIA Design & Business to ensure that the internship requirements specified are complied with. This is necessary to secure that the student has the possibility of meeting the objectives of the internship. An internship coordinator responsible for internships at the PBA Degree Programme in Design and Business is part of the student counselling staff.

#### **Responsibilities of VIA Design & Business:**

- approving the internship company

- ensuring that students have access to the internship portal
- supporting and guiding the intern and the internship company during the internship period
- answering questions regarding the internship portal
- appointing a guidance teacher for each student.

### **Responsibilities of the intern:**

Prior to the internship period, the student must register the internship company and the internship agreement (an agreement between the internship company, the student and VIA Design & Business) at the internship portal.

The student is encouraged to prepare an action plan in collaboration with the internship company. The action plan must specify the student's areas of work during the internship as well as ensure that the content of the internship is relevant to the student's speciality programme so that the student can prepare the internship report.

The problem scenario is prepared by the student and approved by the guidance teacher. The problem scenario must be finally approved not later than two weeks prior to hand-in of the internship report.

### **The intern is also responsible for:**

- finding an internship company. The intern may receive help and guidance from the internship coordinator to find an internship company
- ensuring ongoing contact with the guidance teacher
- ensuring that all parties approve the internship agreement and for final approval of the internship agreement by the internship coordinator
- if so required by the internship company, the intern will be covered by the internal rules of the company.
- preparing a problem scenario in collaboration with or in relation to the company
- giving information about the name of a contact person at the internship company so that the guidance teacher can contact in connection with a visit to the company
- submitting a copy of the written report prepared on the basis of the internship to the internship company
- completing the internship with an internal exam assessed by the lecturer and an internal examiner
- checking his or her VIA e-mail account as well as VIA Studynet on a current basis to stay updated on information relevant to the course programme studied.

### **Responsibilities of the internship company:**

- at the beginning of the internship, the company should inform the intern of company safety regulations, means of access, IT policy, etc.
- ensuring that the student is part of the day-to-day routines of the company to the extent possible. These routines cover both projects of a professional and practical nature as well as meetings, planning and other activities
- making a contact person available to the intern
- ensuring that the student takes part in the tasks agreed and evaluate the internship in collaboration with the intern and the VIA Design & Business guidance teacher on a continuous basis
- contributing to the preparation of an action plan that makes it possible for the student to comply with the learning objectives of the internship as described in the curriculum
- inform VIA Design & Business if the internship cannot be assessed as completed. The internship company must inform VIA Design & Business prior to the end of the internship.

## **4.6.2 Assessment of the student's completion of the internship**

During internships, compulsory attendance is required. In general, weekly working hours will be 37 hours.

Approval of the compulsory attendance is a precondition for completion of the internship. It is the contact person/the internship company who takes attendance. If the contact person/the internship company assesses that the requirement for compulsory attendance has not been met, the student, the contact person and VIA Design & Business plans how the non-attendance can be improved. This could be by cancelling study days and/or weekends, by prolonging the internship or by planning specific qualifying activities. If the non-attendance cannot be improved before the end of the internship period, the internship cannot be assessed as completed.

A student only has the right to one internship. This means that the student will be disenrolled from the programme if he or she does not meet with the criteria for assessment of completion of the internship. If the lack of compliance with the compulsory attendance requirement is the result of unusual circumstances, the student can apply for exemption and enter into another internship agreement.

The assessment of whether the internship can be considered completed is based on the following criteria:

- That the student shows up at the internship company as agreed and complies with the compulsory attendance requirement
- That the student performs the tasks agreed in order to comply with the internship learning objectives
- That the student observes the regulations that apply at the internship company.

The contact person/the internship company is responsible for informing VIA Design & Business if the internship period cannot be assessed as completed. VIA Design & Business must be informed before the end of the internship period.

#### 4.6.3 Special permission to work reduced hours during internships

By written application and documentation from their own doctor, it is possible for students with a documented chronic and successfully treated illness to be granted permission to work reduced hours. The student should contact its educational institution for guidance in this matter.

#### 4.6.4 Procedure for resolving disagreements in/and termination of internships

In the event of disagreement, the student and/or the company must contact the VIA Design & Business internship coordinator. The coordinator will then contact both parties to discuss and resolve the matter. Should this result in termination of the internship, it is the responsibility of the student, in collaboration with the internship coordinator, to find a new internship company where the internship may be completed. The internship is equivalent to 15 ECTS credits.

#### 4.6.5 Internship in own company and special connection with a company

In exceptional circumstances, a student may work at the internship company as well as do work outside the company, for example in the form an assignment abroad, research, etc. The working hours must, however, be equivalent to 37 weekly working hours, and the external work must contribute to meeting the learning objectives of the internship.

Entrepreneurship students may apply for internship in their own company/own project not later than six weeks prior to commencement of the internship period.

- Students must hand in a motivated application (max. 2 A4 pages).
- The content of this application is described in more detail in the application form on the Studynet.

- The application must include names of at least 1 -2 mentor(s), who have accepted to be the contact person and mentor during the entire internship. Students must give reasons for their choice of mentor and include documentation of the agreement made with the mentor.

The guidance teacher is solely responsible for deciding whether to approve the internship, including whether the student is considered sufficiently motivated and structured to do an internship in this own company.

In exceptional circumstances students from other speciality programmes may be permitted to do internship in their own company based on the guidelines outlined above. This must be approved by the relevant associate dean.

#### 4.6.6 Registration for the internship exam

Unless the internship company has informed VIA Design & Business that the internship cannot be assessed as approved, a student is generally registered for the internship exam following completion of the internship. VIA Design & Business must be informed prior to the end of the internship period. See section 4.6.2..

#### 4.7 Exams in the PBA Degree Programme in Design and Business, VIA Design & Business

The conduct of exams in the PBA Degree Programme in Design and Business at VIA Design & Business is governed by the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes and the Ministerial Order on Grading Scale and Other Forms of Assessment.

General exam regulations are described below. A description of how the exam regulations are implemented as well as details about the conduct of exams are provided in the documents specifying each individual exam as well as in the exam information available on the Studynet.

##### 4.7.1 General exam regulations

- Exams in the PBA Degree Programme in Design and Business are conducted in Danish or English, depending on whether the student is enrolled in the Danish or international course programme with the exception of internships abroad or foreign exchange which are conducted in English.
- In written and oral exams that are based on a written exam paper prepared by the student, the student's spelling and writing skills are part of the assessment of the student's performance.
- An exam is passed when the student has obtained a minimum grade of 02 on the 7-point grading scale.
- The student has three attempts to pass the same exam.
- Passed exams cannot be retaken.
- An external examiner will take part in external exams. The external examiner is part of the national corps of examiners appointed by the Ministry of Higher Education and Science
- Where the basis for assessment includes several elements, the student will be awarded one overall mark for his/her performance unless otherwise stated in the exam regulation
- To be registered for the internship exam, the internship must be assessed as approved based on the compulsory attendance requirement not later than before the hand-in of the internship report, Please see section 4.7. for more details.
- The internship is assessed as completed if the contact person at the internship company has not contacted VIA Design & Business to give information that the internship cannot be assessed as completed not later than at the end of internship period. See section 4.6.5.

- To be registered for the bachelor project, students must have passed the common module exam, part 1 and 2, the internship exam, the speciality exam and the elective exam.

Not later than at the beginning of a semester is it possible for the student to see detailed information about the exams of the semester on the Studynet, including exam form. This information appears from the exam regulation for the individual exam. For more details, please see section 4.7.2.

Information on timing of the individual exams appears from the table in 4.7.2. The exact date and place of an exam will be announced on the Studynet. Students are individually responsible for obtaining information about date, time and place of the exam on the Studynet.

An exam is rejected and the student is registered for a new exam attempt when:

- the hand-in time is not observed
- an exam is not correctly handed in according to the guidelines for papers and other written work available on the Studynet
- the maximum number of typing units for the paper or other written work is exceeded
- the problem scenario has not been approved in an exam where approval of the problem scenario is required, cf. section 4.7.3.

Cheating and plagiarism may lead to rejection of the exam paper or other written work and, accordingly, the use of an exam attempt, cf. section 4.8.

If other formal requirements are not complied with, cf. section 4.9., this may influence the assessment of the exam.

### Aids

Unless otherwise stipulated in the exam regulations for the individual exams, all aids are permitted. See section 4.7.3

### General regulations for online exams in connection with studying abroad

On the 2<sup>nd</sup> semester, students have the option of studying for one semester at a foreign or other Danish educational institution. In this connection, students may in exceptional circumstances be permitted to do their exams online. Please see the exam regulations in section 4.5. "Parts of the programme which can be completed abroad" as well as the procedure for exams via Skype available on the Studynet.

## 4.7.2 Exams under special conditions

VIA Design & Business offers exams under special conditions for students with a physical or mental illness resulting in an impairment of function to ensure that these students will have the possibility to complete exams on an equal footing with students without such needs.

Exams under special conditions are offered to students individually based on an application. The course management assesses the merits of each application and decides if and to what extent exam under special conditions is warranted. Exams under special conditions can only ensure that students with special needs have the possibility to complete exams on an equal footing with students without such needs. The level of exam as well as the objectives and criteria for assessment of the exam performance cannot be altered by an offer to do an exam under special conditions.

Students only have to inform VIA Design & Business about their physical or mental illness resulting in an impairment of function once. VIA Design & Business will then make sure that subsequent exams on the programme are planned taking the special conditions that apply to the student into consideration.

#### 4.7.3 Overview of exam on the PBA Degree Programme in Design and Business, Design & Business

VIA

No.	Semester	Exam	ECTS credits	Form of assessment	Internal / External
1	1 <sup>st</sup> semester	Common module exam, part 1	15	Individual assessment 7-point grading scale	Internal
2	2 <sup>nd</sup> semester	Common module exam, part 2	15	Individual assessment 7-point grading scale	Internal
3	2 <sup>nd</sup> semester	PBA internship exam	15	Individual assessment 7-point grading scale	Internal
4	3 <sup>rd</sup> semester	PBA elective exam	5	Individual assessment 7-point grading scale	Internal
5	3 <sup>rd</sup> semester	PBA speciality exam	25	Individual assessment 7-point grading scale	External
6	3 <sup>rd</sup> semester	Bachelor exam	15	Individual assessment 7-point grading scale	External

#### 4.7.4 Exams

The exams on the PBA Degree Programme in Design and Business at VIA Design & Business are assessed on the basis of the learning objectives of one or more of the programme elements. The learning objectives for each individual exam are specified in the syllabi for the individual courses that the exams are based on.

At the start of each programme element, a student is automatically registered for any exams in that particular element. By being registered for an exam (including automatic registration), a student uses an exam attempt. It is not possible to withdraw from an exam.

##### **4.7.4.1 Requirements for taking part in the common module exam, part 1 at VIA Design & Business**

Compulsory attendance is required for scheduled teaching sessions on the 1<sup>st</sup> semester where a lecturer is present (physically or virtually). Students must comply with the compulsory attendance requirement to take the common module exam, part 1.

No distinction is made between reasons for non-attendance in teaching sessions.

If a student does not meet the compulsory attendance requirement, he or she must remedy this by complying with the compulsory attendance requirement again.

If a student fails to comply with the requirements for an exam, he or she will have used an exam attempt.

##### **4.7.4.2 Common module exam, part 1 at VIA Design & Business**

The purpose of the common module, part 1 exam is for students to demonstrate achievement of the learning objectives for the common modules that are part of the Design & Business project on the 1<sup>st</sup> semester equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the common module project Design & Business on the 1<sup>st</sup> semester.

The exam is based on a group presentation and an individual oral exam. The individual oral exam must be based on the interdisciplinary group assignment.

At the beginning of the common module, an assignment description is handed out that the group prepares a response to during the project. The response to the question is presented at an oral group presentation and forms the basis of questions at the subsequent individual exam.

The group starts by presenting their response to the assignment. This presentation is not subject to assessment.

Subsequently, students deliver individual oral presentations. The student draws a question that he or she answers individually based on the group's response to the interdisciplinary assignment of the common module as well as theories and methods used. Students are awarded a grade for the individual part of the exam.

VIA Design & Business divides students into interdisciplinary groups of min. 4 and max. 7 students.

It is not possible to choose an individual exam without participating in the group presentation.

The common module exam, part 1 on the 1<sup>st</sup> semester carries a weight of 50% of the total grade for the common module exam, and the common module exam part 2 also carries a weight of 50% of the total grade for the common module exam. Students must be awarded a minimum grade of 02 for part 1 and 2 of the common module exam to pass the exam.

The common module exam, part 1, is structured as follows:

- Group presentation: 10 minutes
- 10 minutes for the student's individual response to the question
- 5 minutes for Q&As
- 5 minutes for assessment and grading.

Students are allowed to use digital and analogue tools and presentation materials for the group presentation but all digital tools must be removed from the exam room after the group presentation. Analogue material can stay in the room. Students are not allowed to use digital tools for answering questions.

The exam is assessed based on the individual's exam paper's and the products' (if any) overall compliance with the learning objectives for the common module "Explore the industry" on the 2<sup>nd</sup> semester as well as the student's spelling and writing skills, cf. section 4.7.1. General exam regulations

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

Timetable and other details of the exam are available on the Studynet.

A separate description of the common module exam, part 1 at VIA Design & Business is available on the Studynet.

#### **4.7.4.3 Common module exam, part 2 at VIA Design & Business**

The purpose of the common module, part 2 exam is for students to demonstrate achievement of the learning objectives for the common modules "Explore the industry" on the 2<sup>nd</sup> semester equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the common module "Explore the industry" on the 2<sup>nd</sup> semester.

The exam consists of an individual exam paper and may include products as well. The exam paper is prepared based on an assignment description that is based on the student's common module "Explore the industry" on the 2<sup>nd</sup> semester.



The common module exam, part 2 on the 2<sup>nd</sup> semester carries a weight of 50% of the total grade for the common module exam. The common module exam, part 1, 1<sup>st</sup> semester carries a weight of 50% of the total grade for the common module exam. Students must be awarded a minimum grade of 02 for part 1 and 2 of the common module exam to pass the exam.

The maximum length of the individual exam paper and products, if any, is 24,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

The exam is assessed based on the individual's exam paper's and the products' (if any) overall compliance with the learning objectives for the common course "Explore the industry" on the 2<sup>nd</sup> semester as well as the student's spelling and writing skills, cf. section 4.7.1. General exam regulations.

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

Timetable, hand-in and other details of the exam are available on the Studynet.

A separate description of the common module exam, part 2 at VIA Design & Business is available on the Studynet.

#### **4.7.4.4 PBA internship exam at VIA Design & Business**

The purpose of the 2<sup>nd</sup> semester PBA internship exam is for students to demonstrate achievement of the learning objectives for the 2<sup>nd</sup> semester internship equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the 2<sup>nd</sup> internship.

The exam consists of an individual report and may include products as well. The student formulates a problem scenario in cooperation with the internship company. The problem scenario must be finally approved by the guidance teacher not later than two weeks prior to the hand-in of the internship report.

The maximum length of the written report and products, if any, is 36,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

Students doing their internship abroad must prepare their internship report in English as it must be accessible to the internship company or organisation.

The exam is assessed based on its overall compliance with the learning objectives for the 2<sup>nd</sup> semester internship exam as well as the student's spelling and writing skills, cf. section 4.7.1. General exam regulations.

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

Timetable, hand-in and other details of the exam are available on the Studynet.

A separate description of the PBA internship exam at VIA Design & Business is available on the Studynet.

#### **4.7.4.5 PBA elective exam**

The purpose of the 3<sup>rd</sup> semester PBA elective exam is for students to demonstrate achievement of the learning objectives for the 3<sup>rd</sup> semester elective equivalent to 5 ECTS credits. The learning objectives are specified in the syllabi for the 3<sup>rd</sup> semester electives.

The elective exam is an individual oral exam that should present the student's response to an assignment within the focus area of the elective and based on the learning objectives of the elective.

The oral exam has a duration of:

- 10 minutes for the student's oral presentation

- 10 minutes for Q&As
- 5 minutes for assessment and grading.

The assessment of the exam is based on the student's oral presentation and its compliance with the learning objectives for the 3<sup>rd</sup> semester elective.

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

Timetable and other details of the exam are available on the Studynet.

A separate description of the PBA elective exam at VIA Design & Business is available on the Studynet.

#### **4.7.4.6 PBA speciality exam**

The purpose of the PBA speciality exam is for students to demonstrate compliance with the learning objectives for the 1<sup>st</sup> and 3<sup>rd</sup> semester subject areas equivalent to 25 ECTS credits. The learning objectives are specified in the syllabi for the 1<sup>st</sup> and 3<sup>rd</sup> semester speciality courses.

The exam consists of an individual oral presentation based on a written synopsis. The synopsis is prepared based on an assignment description that is based on the student's 1<sup>st</sup> and 3<sup>rd</sup> semester speciality courses. The student prepares a synopsis based on the assignment description and presents the response at an oral exam.

The maximum length of the synopsis is 9,600 typing units, including spaces, but excluding front page, footnotes and list of references.

It is a prerequisite for participating in the exam that the synopsis has been handed in on time. The timetable is available on the Studynet.

The oral exam has a duration of:

- 15 minutes for the student's oral presentation
- 15 minutes for Q&As
- 10 minutes for grading and feedback.

The exam is assessed based on the synopsis, the student's response to the synopsis and the oral presentation and its compliance with the learning objectives for the speciality programme as well as the student's spelling and writing skills. See section 4.7.1. General regulations.

The exam is assessed according to the 7-point grading scale by an external examiner.

Timetable, hand-in and other details of the exam are available on the Studynet.

A separate description of the PBA speciality exam at VIA Design & Business is available on the Studynet.

#### **4.7.4.7 Bachelor project**

The bachelor project (15 ECTS credits) should document the student's understanding of and ability to reflect on professional practice. The bachelor project should also document the student's use of theory and method in relation to a practice-based problem scenario within the speciality programme studied. The problem scenario must be central to the course programme and the profession.

The bachelor project is an individual project that includes a report and an oral exam. The project may include products as well.

The problem scenario must be central to the course programme and the profession. The problem scenario is prepared by the student - perhaps in co-operation with a private or public company.

Students should be able to argue for their choice of problem scenario. The student is responsible for finding a company to cooperate with.

The problem scenario must be finally approved by the guidance teacher not later than two weeks prior to the hand-in of the bachelor project.

It is a prerequisite for participating in the oral exam that the written report and products, if any, have been handed in on time. The timetable is available on the Studynet. The exam cannot take place until the other exams of the course programme have been passed.

The bachelor project must include an abstract. The maximum length of the bachelor project and products, if any, is 84,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices. It is possible for two or three students to write their bachelor project together. If two students write their bachelor project together, the max. length is 120,000 typing units. If three students write their bachelor project together, the max. length is 144,000 typing units:

The individual oral exam has a duration of:

- 25 minutes for the student's presentation.
- 20 minutes for Q&As
- 10 minutes for assessment and grading.

The assessment of the bachelor project is based on the project as well as the student's oral presentation and its compliance with the learning objectives of the course programme. The student's spelling and formulation skills are part of the assessment, cf. section 4.7.1 General exam regulations.

The exam is assessed according to the 7-point grading scale by an external examiner.

Timetable, hand-in and other details of the exam are available on the Studynet.

A separate description of the bachelor project at VIA Design & Business is available on the Studynet.

## 4.7.5 Re-examination and illness at the PBA Degree Programme in Design and Business, VIA Design & Business

### 4.7.5.1 **Make-up exams**

Students who are exempt from participating in a particular exam due to documented illness or other documented reason according to the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes will be re-examined as soon as possible.

In case a student becomes ill during an exam, the course administration must be contacted. In case of illness occurring right before an exam, the student must – without undue delay - hand in medical documentation to the course administration to give reason for the absence. In case a student becomes ill *during* a written exam, the following applies:

- If the student chooses to hand in his/her exam paper, this exam paper will be assessed on an equal footing with other students.
- In case the student fails to hand in his/her exam paper, the student must hand in medical documentation to the course administration without undue delay after the end of the exam.

If illness is not documented in accordance with the above regulations, the student has used one examination attempt.

All expenses related to obtaining medical documentation must be paid by the student.

In exceptional cases, a re-exam can be planned in connection with the next ordinary exam in the same programme element. This, however, does not apply to re-exams of the bachelor project, which must always be conducted within the same exam period.

Students are automatically registered for the re-exam.

Students are informed of the time and place of the re-exam as soon as possible after the ordinary exam.

#### **4.7.5.2 Re-exams**

Students who do not pass an exam will be registered for re-exam as soon as possible. Re-exams held as a result of documented illness are considered the second exam attempt for students who have not passed the ordinary exam.

Students are automatically registered for the re-exam.

In exceptional circumstances, a re-exam can be planned in connection with the next ordinary exam in the same programme element. This, however, does not apply to re-exams in the bachelor project, which must always be conducted in the same exam period. Students are informed of the time and place of the re-exam as soon as possible after the ordinary exam.

#### **4.7.5.3 Re-exams/make-up exams**

Students are automatically registered for the next re-exam/make-up exam if the student:

- was prevented from completing an exam due to documented illness or other unpredicted reason (and has not used one exam attempt)
- has not obtained a minimum mark of 02 in connection with a completed exam (has used one exam attempt)
- has handed in an exam product incorrectly or not in time or if the product is insufficient (has used an exam attempt)
- has been late for a written or oral exam without reasonable reason (has used an exam attempt)
- has been expelled from an exam due to plagiarism, cheating or disruptive behavior (has used an exam attempt).

Students will be given information about time and place of the re-exam by the course administration. As a rule, no guidance is offered to students in connection with make-up exam/re-exam unless other information is provided by the course administration in connection with the individual make-up exam/re-exam.

#### **Exam attempts**

For each programme element, the student has three exam attempts and, accordingly, the right to two re-exams. In exceptional circumstances, students enrolled in the PBA Degree Programme in Design and Business may be permitted to do more re-exams. Lack of academic ability is not considered an unusual circumstance. A motivated application for a third exam attempt must be submitted to the course administration not later than two weeks after the student receives a consultation letter about termination of enrolment in the course programme as a result of having used the third exam attempt. The decision of whether to allow a third re-exam attempt is made by the relevant associate dean.

#### **4.7.5.4 Re-exam - Common module, part 1 at VIA Design & Business**

The purpose of the common module, part 1, re-exam is for students to demonstrate achievement of the learning objectives for the common modules that are part of the Design & Business project on the 1<sup>st</sup> semester equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the common module project Design & Business on the 1<sup>st</sup> semester.

The exam is based on an individual oral exam. The student starts by presenting his or her response to the assignment that is part of the common module project "Design & Business". Students are not awarded a grade for this presentation.

After the presentation, the student draws a question that he or she answers individually based on the group's response to the interdisciplinary assignment of the common module as well as theories and methods used. The student is awarded a grade for his or her answer to the question.

The common module exam, part 1, on the 1<sup>st</sup> semester carries a weight of 50% of the total grade for the common module exam. The common module exam, part 2, 2<sup>nd</sup> semester carries a weight of 50% of the total grade for the common module exam. Students must be awarded a minimum grade of 02 for part 1 and 2 of the common module exam to pass the exam.

The common module part 1, re-exam – has a duration of 30 minutes:

- 10 minutes for presentation of the response to the project assignment
- 10 minutes for the student's individual response to the question
- 5 minutes for Q&As
- 5 minutes for assessment and grading.

Students are allowed to use digital and analogue tools and presentation materials for the first 10 minutes of the presentation of the response to the project assignment. Students are not allowed to use digital tools for answering questions. Students are not allowed to bring notes or other digital tools for answering questions.

The assessment of the exam is based on the student's individual oral presentation and the learning objectives for the common module project Design & Business on the 1<sup>st</sup> semester.

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

Timetable and other details of the exam will be sent to students at their VIA mail.

A separate description of the common module, part 1, re-exam at VIA Design & Business is available on the Studynet.

#### **4.7.5.5 Re-exam - Common module, part 2 at VIA Design & Business**

The purpose of the common module exam, part 2, re-exam is for students to demonstrate achievement of the learning objectives for the common module "Explore the industry" on the 2<sup>nd</sup> semester equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the common module "Explore the industry" on the 2<sup>nd</sup> semester.

In the common module part 2, re-exam, the student should improve those parts of his/her ordinary exam paper that have resulted in the non-pass grade. The written improvement is prepared on the basis of an assignment description that is based on the student's common module "Explore the industry" on the 2<sup>nd</sup> semester.

The common module exam, part 2, on the 2<sup>nd</sup> semester carries a weight of 50% of the total grade for the common module exam. The common module exam, part 1, 1<sup>st</sup> semester carries a weight of 50% of the total grade for the common module exam. Students must be awarded a minimum grade of 02 for part 1 and 2 of the common module exam to pass the exam.

The maximum length of the individual exam paper and products, if any, is 24,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

The exam is assessed based on its overall compliance with the learning objectives for the 2<sup>nd</sup> semester common module "Explore the industry" as well as the student's spelling and writing skills, cf. section 4.7.1. General exam regulations.

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

Timetable, hand-in and other details of the exam will be sent to students at their VIA mail.

A separate description of the common module, part 2, re-exam at VIA Design & Business is available on the Studynet.

#### **4.7.5.6 Re-exam – PBA internship exam**

The purpose of the 2<sup>nd</sup> semester PBA internship re-exam is for students to demonstrate achievement of the learning objectives for the 2<sup>nd</sup> semester internship equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the 2<sup>nd</sup> semester internship.

In the re-exam, the student should improve those elements in the ordinary exam that have resulted in a no pass grade.

The problem scenario must be approved by the guidance teacher.

The maximum length of the written report and products, if any, is 36,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

Students doing their internship abroad must prepare their internship report in English if the company or organisation so wish. Agreement about the writing language of the internship report must be made when concluding the internship agreement.

The exam is assessed based on the overall impression of the student's response and its compliance with the learning objectives for the 2<sup>nd</sup> semester internship. The student's spelling and writing skills are part of the assessment, cf. section 4.7.1. General exam regulations.

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

Timetable, hand-in and other details of the exam will be sent to students at their VIA mail.

A separate description of the PBA internship re-exam at VIA Design & Business is available on the Studynet.

#### **4.7.5.7 Re-exam – PBA elective exam**

The purpose of the 3<sup>rd</sup> semester PBA elective re-exam is for students to demonstrate achievement of the learning objectives for the 3<sup>rd</sup> semester elective equivalent to 5 ECTS credits. The learning objectives are specified in the syllabi for the 3<sup>rd</sup> semester electives.

The basis for the elective re-exam is an individual written paper or portfolio (it may include products as well) and should present the student's response to an assignment within the focus area of the elective and based on the learning objectives of the elective.

The maximum length of the exam paper or portfolio and products, if any, is 16,800 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

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

Timetable, hand-in and other details of the exam will be sent to students at their VIA mail.

A separate description of the PBA elective re-exam at VIA Design & Business is available on the Studynet.

#### **4.7.5.8 Re-exam – PBA speciality exam**

The purpose of the PBA speciality re-exam is for students to demonstrate compliance with the learning objectives for the 1<sup>st</sup> and 3<sup>rd</sup> semester subject areas equivalent to 25 ECTS credits. The learning objectives are specified in the syllabi for the 1<sup>st</sup> and 3<sup>rd</sup> semester speciality courses.

The re-exam consists of an individual response to an exam assignment based on the 1<sup>st</sup> and 3<sup>rd</sup> semester speciality courses. The student's response consists of a paper and may include digital products.

The maximum length of the exam paper is 24,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

The exam is assessed based on its overall compliance with the learning objectives for the 1<sup>st</sup> and 3<sup>rd</sup> semester subject areas as well as the student's spelling and writing skills, cf. section 4.7.1. General exam regulations.

The exam is assessed according to the 7-point grading scale by an external examiner.

Timetable, hand-in and other details of the exam will be sent to students at their VIA mail.

A separate description of the PBA speciality re-exam at VIA Design & Business is available on the Studynet.

#### **4.7.5.9 Re-exam – Bachelor project**

The bachelor project (15 ECTS credits), re-exam, should document the student's understanding of and ability to reflect on professional practice. The bachelor project should also document the student's use of theory and method in relation to a practice-based problem scenario within the speciality programme studied. The problem scenario must be central to the course programme and the profession.

The bachelor project is an individual project that includes a report and an oral exam. The project may include products as well. The oral exam is based on the material handed in.

The problem scenario must be central to the course programme and the profession. The formulation of the problem scenario is prepared by the student; perhaps in co-operation with a private or public company. Students should be able to argue for their choice of problem scenario. The student is responsible for finding a company to cooperate with.

The problem scenario must be finally approved by the guidance teacher not later than two weeks prior to the hand-in of the bachelor project.

It is a prerequisite for participating in the oral exam that the written report and products, if any, have been handed in on time. Please see the timetable on the Studynet.

The bachelor project, re-exam, must include an abstract. The maximum length of the bachelor project and products, if any, is 84,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

The individual oral exam has a duration of:

- 25 minutes for the student's presentation.
- 20 minutes for Q&As
- 10 minutes for assessment and grading.

The assessment of the bachelor project is based on the project as well as the student's oral presentation and its compliance with the learning objectives of the course programme. The student's spelling and writing skills are part of the assessment, cf. section 4.7.1 General exam regulations.

The exam is assessed according to the 7-point grading scale by an external examiner.

Timetable, hand-in and other details of the exam will be sent to students at their VIA mail.

A separate description of the bachelor project at VIA Design & Business is available on the Studynet.

## 4.8 Cheating, plagiarism and disruptive behavior

### 4.8.1 Cheating

According to the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes, cheating is defined as “unlawful aid”. In practice, this means that cheating is defined as when a student obtains or provides unlawful aid in answering any exam or uses non-permitted aids.

If cheating is discovered by VIA Design & Business during an exam, the involved student(s) will be ordered to leave the exam. If cheating is confirmed, the student will be considered to have used an exam attempt.

If an exam has been graded before any cheating is confirmed, the grade will be revoked, and the exam is considered to have been failed if the cheating is later confirmed.

In exceptional circumstances, cheating can be overlooked by VIA Design & Business if it has not or will not affect the assessment of the exam.

Use of artificial intelligence (AI) to generate text, illustration, picture, film, products and/or design, listed as the student’s own creation is considered cheating.

Use of artificial intelligence (AI) must be completely transparent. This means that it must be clearly marked with a reference for each individual text, illustration, picture, film, products and/or design that is part of the required process documentation and/or of the paper or other written work just as the output from any use of artificial intelligence must be documented fact checked when possible..

### 4.8.2 Plagiarism

Plagiarism is defined as passing off the work of others as one’s own or using one’s own, previously assessed work without stating a reference.

If plagiarism is discovered by VIA Design & Business during an exam, the involved student(s) will be ordered to leave the exam. If plagiarism is confirmed, the student will be considered to have used an exam attempt.

If an exam has been graded before any plagiarism is confirmed, the grade will be revoked, and the exam is considered to have been failed, if plagiarism is later confirmed.

In exceptional circumstances, plagiarism may be overlooked by VIA Design & Business if it has not or will not affect the assessment of the exam.

Plagiarism is when a student, in a paper or other written work, attempts to give the impression that the student is the author of an idea, text, layout or similar when, in fact, the author is someone else. To be exact, plagiarism is when a paper or other written work totally or partly appears to have been produced by one or more students when in fact the paper or written work



1. comprises identical or almost identical reproduction of formulations or work of other persons without an indication in the form of quotation marks, italics, indentation or other clear marking referring to the source, including page numbers or similar that this is the work of someone else (*copy*),
2. comprises larger sections with a wording so close to other work or formulations, etc. that by comparing the texts, it is clear that the student could not have written this text without the use of such other work and formulations (*paraphrasing, etc.*),
3. comprises the use of words or ideas formulated by someone else without giving sufficient credit to these authors (*other plagiarism*),
4. reuses text and/or central ideas from *own* previously assessed or published work without observing the regulations specified in item 1, 2 and 3 above.

#### **4.8.2.1 Disruptive behaviour**

If a student exhibits disruptive behaviour during an exam, VIA Design & Business can order the student to leave the exam. In cases of minor disturbances, a warning is used first.

If a student is ordered to leave an exam due to disruptive behavior, the student is considered to have used an exam attempt.

#### **4.8.2.2 Aggravating circumstances**

If cheating, plagiarism or disruptive behaviour takes place in aggravating circumstances, VIA Design & Business can put a student on probation. With probation follows a warning that any repeat behavior may result in expulsion and termination of enrolment in the course programme at VIA Design & Business.

### **4.8.3 Complaints about exams and appeals**

#### **4.8.3.1 Complaints about exams**

A student enrolled in the PBA Degree Programme in Design and Business has a right to continue his or her studies in the period during which a complaint is investigated or an appeal is considered. This applies to complaints filed according to section 40 or 43 of the Ministerial Order no. 863 of 14 June 2022 on Examinations on Technical and Commercial Academy Profession and Bachelor Programmes.

Complaints about continuous exams can only be filed as part of a complaint about an exam in the programme element.

A student can complain about academic and legal issues in relation to an exam, including the conduct of the exam. This applies to exams in a programme element or partial exams. The complaint must be submitted to VIA Design & Business not later than two weeks after the student has had the chance to learn the results of the exam. The deadline for complaints is at the earliest calculated from the point in time when the PBA Degree Programme in Design and Business has announced that the result will be available.

A student can complain about academic and legal issues in relation to an exam, including the conduct of the exam. This applies to exams in a programme element or partial exams. The complaint must be submitted to VIA Design & Business not later than two weeks after the student has had the chance to learn the results of the exam. The deadline for complaints is at the earliest calculated from the point in time when the PBA Degree Programme in Design and Business has announced that the result will be available.

In complaints regarding academic issues, the course management at VIA Design & Business immediately asks the examiners for a statement. The examiners have a deadline of two weeks to submit a statement to the case. July is exempt from this deadline period. The examiners must comment on the academic issues in the complaint. The student who has filed the complaint should have at least one week to comment.

In unusual circumstances, the course management at VIA Design & Business can prolong the examiners' deadline.

The PBA Degree Programme in Design and Business, as represented by the associate dean responsible for the exam, will make a decision on the case. The decision will be based on the complaint, the comments of the examiners in relation to academic issues and the comments of the complainant.

A decision on a complaint can have one of the following outcomes.

1. An offer of a new assessment of a written exam (re-assessment)
2. An offer of a new exam (re-exam)
3. A dismissal of the complaint, or
4. A combination of 1 and 3 if the exam is a written exam with an oral defense.

The student may appeal legal issues in an complaints case to a board of appeals. Legal issues may be appealed to the Danish Agency for Higher Education and Science.

The student has a deadline of two weeks to appeal the decision of the PBA Degree Programme in Design and Business.

#### **4.8.3.2 Appeals**

The appeals board at VIA Design & Business is set up on an ad hoc basis. The board consists of two appointed external examiners, one lecturer entitled to conduct exams and one student. All members of the board must represent the speciality area covered by the PBA Degree Programme in Design and Business.

The appeals board decides the case based on the material on which VIA Design & Business made the original decision as well as the appeal. The decision in the appeals case must be sent to VIA Design & Business not later than two months after the appeal has been submitted to the board. July is exempt from this period.

The appeals board decides one of the following:

- To offer a new assessment (re-assessment) (only for written exams)
- An offer for a new exam (re-exam)
- To dismiss the case, or
- A combination of the three possibilities above if the exam is a written exam with an oral defense.

A decision by the board of appeals on academic issues cannot be appealed to another administrative authority.

A decision by the board of appeals on legal issues can be appealed to the course management at VIA Design & Business who will make a decision on the case. The complaint about the decision of the board of appeals must be presented to the course management at VIA Design & Business not later than two weeks after the student has received the decision of the board of appeals.

The decision of the PBA Degree Programme in Design and Business may be appealed to the Danish Agency for Higher Education and Science according to section 48 in the Ministerial Order no. 863 of 14 June 2022 on Examinations on Technical and Commercial Academy Profession and Bachelor Programmes.

#### **Re-assessment or re-exam:**

It must appear from an offer of re-assessment or re-exam that this can result in a lower grade.

If a decision includes an offer of re-assessment or re-exam, this offer must be accepted not later than two weeks after the student has been notified. Re-assessment or re-exam must take place as soon as possible.

If a diploma has been issued, the course management must confiscate this.

New assessors are appointed for both re-assessment and re-exam. The chairman of the corps of examiners will, however, appoint an external examiner if this is relevant/required in the actual case.

The new assessors must assess the exam based on the exam assignment and the response. The new assessors must include written arguments to substantiate their assessment.

A student cannot submit another complaint about academic issues related to a re-assessment or re-exam to the PBA Degree Programme in Design and Business or to any other authority. In re-assessments or re-exams, a student can complain to the PBA Degree Programme in Design and Business about legal issues. The course management will decide on the case.

A decision on legal issues by the course management at VIA Design & Business in connection with a re-assessment or a re-exam may be appealed to the Danish Agency for Higher Education and Science according to section 48 in the Ministerial Order no. 863 of 14 June 2022 on Examinations on Technical and Commercial Academy Profession and Bachelor Programmes.

### **Complaints to the Danish Agency for Higher Education and Science**

When legal issues are concerned, the final decision made by the course management at VIA Design & Business may be appealed to the Danish Agency for Higher Education and Science. The appeal must be lodged within two weeks from the day when the complainant has been notified of the decision.

The complaint is submitted to the PBA Degree Programme in Design and Business who prepares a statement that the complainant must have a chance to comment on within a period of at least one week. The PBA Degree Programme in Design and Business will then submit all the documents of the case for decision by the Danish Agency for Higher Education and Science.

## **4.9 Formal requirements for written work, projects and exam papers**

### **4.9.1 Formal requirements**

The following information must appear clearly from the front page of all written work, exam papers and projects at VIA Design & Business:

- Name of educational institution
- Name of course programme
- Title and sub-title
- Name(s) of author(s)
- Name(s) of guidance teacher(s)
- Date of hand-in
- Type of assignment/subject
- Total number of typing units
- Class name (speciality programme)
- Group number (in connection with group hand-ins)

Font type and size:

There are no specific font type and font size requirements. However, the font type and font size chosen must be reader-friendly.

Other formal requirements for papers and other written appear from the “Guidelines for papers and other written work” available on the Studynet.

## 4.9.2 References

Quotes in papers and other written work at VIA Design & Business must be in accordance with the Harvard Referencing System.

Quotations should use exactly the same words as are used in the original source, and the number and scope of quotations should be limited. In-text quotations should be set off with quotation marks at the beginning and end of the quotation. Reference and page number(s) should be listed for all quotations. Brief quotations should be included in the text whereas long quotations should be indented and written with single spacing. Indented quotations do not need quotation marks. A long quotation is more than three lines. Students are required to comment on quotations in their text.

### Correct referencing

When using material not your own, you should make a reference in your text. Students should mainly use primary sources and should clearly indicate if they quote or interpret someone else’s work. If your use of someone else’s work is close to the original text, or if you only use a few pages from a source material, you should refer to the page numbers used in the source. The method to be applied for source referencing is the Harvard Referencing System.

Incorrect referencing, including omitted references, will be counted as an error and can become the subject of investigations into plagiarism, cf. section 4.8.2..

More advice and guidance in connection with the use of references in papers and other written work is available on the Studynet.

## 4.10 Graduation with distinction

Graduation with distinction requires that a student has shown a high level of excellence compared to other students in the programme. Furthermore, a student must fulfill one or more of the following criteria:

1. The student has achieved qualifications beyond what is expected, based on the learning objectives in the programme,
2. The student has demonstrated extraordinary or especially innovative skills in developing, organising or realising disciplinary or interdisciplinary initiatives in the programme.

Graduation with distinction is awarded based on an assessment of the student’s level, including the bachelor project. Both the internal and external examiners at the final exam must agree on submitting a student before a professional board cf. section 4.10.2 who assesses the student’s level to determine if there are grounds for distinction.

The associate dean responsible for the speciality programme in question submits students for graduation with distinction before a professional board according to pt. 2 above..

### 4.10.1 Acknowledgement of extra-curricular activities

Acknowledgment of extra-curricular activities on the final diploma requires that the student has participated in documented activities related to the PBA Degree Programme in Design & Business. These extra-curricular activities must be said to strengthen the quality in the programme as well as the programme’s relevance to the labour market.

Extra-curricular activities can include participation in national or international conferences, publishing articles in international journals, participating in relevant competitions and courses which are not a part of the ECTS credits awarded for programme activities, participating in research and development projects, etc.

Application for acknowledgement of extra-curricular activities must be sent to the course administration and addressed to the associate dean who decides whether or not the activity fulfills the criteria for acknowledgement.

Activities fit for acknowledgement must be planned and completed within the prescribed period of study of the programme.

Application for acknowledgement of extra-curricular activities cannot be submitted until the activities have been completed and documented.

#### 4.10.2 Professional board

On the recommendation of VIA Design & Business, the management of VIA University College appoints a professional board with representatives from the subject areas covered by the PBA Degree Programme in Design & Business. The professional board is charged with assessing whether students are entitled to graduate with distinction, cf. section 4.10.

The board's work is covered by the rules on disqualification in the Public Administrations Act.

#### 4.11 Instruction and working methods at VIA Design & Business

The course programmes at VIA Design & Business focus on the synergy between design and business. The study form at VIA Design & Business is interdisciplinary as well as speciality and project-based. Students take part in projects involving various subjects of their own speciality as well as projects with students from other study specialisations.

The course programme has been planned in semesters and alternates between theory and practice. Students work individually and in groups, and teaching includes theory, guidance, self-study, project work as well as projects carried out in collaboration with companies and workshop and laboratory exercises. Focus is on students developing independence and responsibility through their studies.

As part of the course programme, students will get in close contact with the industry through lectures, company visits, study trips and participation in fairs. The internships that are a core element of the course programme help students develop in-depth knowledge of the fashion and lifestyle industry, giving them the opportunity to add a real-life perspective to their studies and speciality programme.

The combination of theoretical and practical working forms that are all based on design and business makes the course programme cohesive and ensures that students develop a strong and professional identity that make them ready to step into the labour market after the completion of their studies.

#### VIA Design & Business values

Value	Definition
Responsibility	Sustainability, circular thinking and UN's 17 Global Sustainable Development Goals
Commitment	Active participation, curiosity, loyalty, mutual respect, flexibility and responsibility

Creativity and innovation	Idea generation, creative urge, entrepreneurship, courage to challenge the established by experimenting and courage to fail
Vision	Understanding the industry and society, cultural understanding, international perspective, diversity
Reflection and development	Immersion, analytical mindset, personal reflections, co-operation, open to other people's thoughts and ideas

#### 4.12 Guidelines for differentiation in teaching at VIA Design & Business

The course programme applies a variety of teaching methods, cf. section 4.11, that consider the learning style and motivation of each student and that support completion of the programme.

In common projects and speciality projects, students are offered guidance by a guidance teacher specialised in the relevant subject area. Guidance is based on the content of the assignment or project as well as students' individual skillset and needs. The guidance aims to support the individual student or group of students through structured conversations based on the assignment/project, subject, method and learning objectives.

#### 4.13 Obligation to participate and study activity at VIA Design & Business

According to the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes, students must participate in the programme scheduled by the educational institution.

VIA Design & Business expects all students to commit themselves fully to their studies and take an active role in teaching, projects and all other programme and study activities. Students are required to take responsibility for the development of their own professional and personal skills by participating in learning activities and teamwork with other students.

If, contrary to expectations, a student has more than 30% non-attendance for scheduled teaching sessions on the 1st semester where a lecturer is present (physically or virtually), the student must take the course again. No distinction is made between reasons for non-attendance in teaching sessions.

Taking attendance is done using Itslearning, the course programme learning platform. The lecturer takes attendance once during a session – at a random time. This is done either manually by calling out students' names or by using the self-registration function. During internships, compulsory attendance is required. See section 4.6.

During internships, compulsory attendance is required. In general, weekly working hours will be 37 hours. However, in busy periods, the student must expect to work more if this is also expected from the other employees at the internship company or organisation.

VIA Design & Business expects a high level of study activity and that students all take an active role in all modules and programme elements that are part of the course programme. A high level of study activity is required for students to develop professional competences, and it is essential that students take responsibility for the development of their own professional and personal skills by participating in learning activities and teamwork with other students.

#### **Please note**

Failure to comply with the participation requirement may impact on students' eligibility for the State Educational Grant and Loan Scheme (SU).

#### **4.14 Texts in foreign languages**

All teaching and instruction at VIA Design & Business are in Danish or English depending on the study specialisation.

As part of the programme, students can be required to read and understand texts in English. Understanding of these texts is a requirement for completing the PBA Degree Programme in Design and Business.

#### **4.15 English modules**

VIA Design & Business may plan modules in English.

If part of the course programme (elective courses) is offered in English, the educational institution must see to it that students meet a language requirement in English of at least upper secondary level B, or students must complete a language test if signing up for an English language elective

#### **4.16 Changing speciality programme, changing course programme and transferring to VIA Design & Business**

##### **4.16.1 Changing speciality programme at VIA Design & Business**

It is not possible to change speciality programme during the PBA Degree Programme in Design and Business.

#### **4.17 Changing course programme and transferring to VIA Design & Business**

Transferring to the PBA Degree Programme in Design and Business at VIA Design & Business from the same programme at another Danish educational institution requires that the student has passed exams and completed programme elements which are equivalent to the learning objectives, level and scope of the PBA Degree Programme in Design and Business at VIA Design & Business.

The decision to transfer a student to the PBA Degree Programme in Design and Business must be based on a professional assessment of the equivalence between the programme elements in question. Such assessment is based on the Ministerial Order on Admission to Technical and Commercial Academy Profession and Professional Bachelor's Programmes.

Changing to the PBA Degree Programme in Design and Business requires that study places are available on the programme level that the student applies for admission to.

##### **4.17.1 Applying for a change of course programme and transferring to VIA Design & Business**

Changing course programme and transferring to the PBA Degree Programme in Design and Business is only possible at the beginning of a semester. The deadlines are: 1 April for semesters starting in August and 1 November for semesters starting in January.

Applications for transferring to the PBA Degree Programme in Design and Business at VIA Design & Business, must be sent to the course administration. The decision is made by the associate dean relevant and will be announced to the applicant not later than one month before semester start.

Application for a transfer to the PBA Degree Programme in Design and Business at VIA Design & Business must be by completing an application form available at: [via.dk/uddannelser/overflytning](http://via.dk/uddannelser/overflytning)

#### **4.18 Leave of absence**

Taking a leave of absence means that a student cannot participate in classes, exams or any other activity as part of the PBA Degree Programme in Design and Business during the leave of absence. This means that during the leave of absence, the student cannot be enrolled in any other full-time course programmes. After the end of the leave of absence, the student resumes his/her studies at the point in the programme from which the leave started.

If it is not possible to start at that point in the programme, the PBA Degree Programme in Design and Business will, if at all possible, provide programme elements until the normal progression can be resumed, such that the student's programme is not extended beyond the prescribed period of study. Only when this is not possible can the student in question have periods with no study related activities.

The student must take part in teaching activities immediately upon conclusion of the leave of absence, and the student cannot require that he or she can complete the course programme based on the curriculum applicable when the student started the leave of absence if a new curriculum has been implemented in the meantime.

Leave of absence is granted by application. Students can only apply for leave of absence once the 1<sup>st</sup> year of study has been completed unless other circumstances apply (maternity/paternity leave, adoption or conscription), or VIA Design & Business grants exemption from the rule as a result of these unusual circumstances.

Students enrolled in a top-up programme can only apply for leave of absence once the first semester has been passed.

A student cannot receive funds from the State Education Grant and Loans Scheme (SU) during leave of absence as a student is not an active student during this period. Periods with or without study activity where the student receives funds from the State Education Grant and Loans Scheme (SU), including maternity grants and mixed grants, is termed maternity and is not covered by this rule.

If a student wishes to stop his leave of absence, he or she may do so by application to the course management.

##### **Right to leave of absence in unusual circumstances**

A student has the right to leave of absence, regardless of at what time it is, during his or her education, if it is based on maternity/paternity, adoption or conscription.

In connection with maternity/paternity or adoption, leave of absence may be granted for a period of up to 12 months after the birth or adoption. The request for leave of absence must be documented by birth certificate, maternity record, adoption certificate or other relevant documentation.

Leave of absence based on maternity/paternity, adoption or conscription is deducted from the maximum period of study.

##### **4.18.1 Maternity/paternity leave, adoption and conscription**

The programme management at PBA Degree Programme in Design and Business cannot reject an application for leave of absence on the basis of documented maternity/paternity leave, adop-



tion or conscription. The end of a leave of absence should, as far as possible, be planned to coincide with study start or the start of certain programme elements. This is done to ensure the fewest periods without study related activities as possible as well as the least amount of time where the student does not have access to the State Educational Grant and Loans Scheme (SU).

#### **4.18.2 Application**

An application for leave of absence must be in writing and stating the reasons for the leave of absence. VIA Design & Business can ask that the application is submitted on a special digital form..

Leave of absence cannot take effect retroactively, and application must be submitted at least one month prior to the start of the leave.

Students who wish to apply for leave of absence must file a written application with the course administration who will consider the application. Students are recommended to apply for counselling from a student counsellor prior to submitting an application for leave of absence to help them assess the implications of a leave of absence as well as the possibilities and documentation requirements.

Applications for leave of absence are considered based on the regulations in the Ministerial Order on Admission to Academy Profession Programmes and Bachelor Programmes.

In general, leave of absence can only be granted once the student has passed the 1<sup>st</sup> year exams. Exemptions from these regulations may be maternity/paternity leave, adoption or conscription as described in the above ministerial order.

The course programme must be completed within three years of commencement of studies as stipulated in the Ministerial Order on Technical and Commercial Academy Profession and Professional Bachelor's Degree Programmes.

#### **4.19 Parallel programmes at VIA Design & Business**

The PBA Degree Programme in Design and Business at VIA Design & Business does not offer any parallel programmes under this curriculum.

#### **4.20 Exemption**

The PBA Degree Programme in Design and Business at VIA Design & Business can make exemptions from any rule in both the national part and in the institutional part of this curriculum as agreed between the educational institutions offering the PBA Degree Programme in Design and Business.

#### **4.21 Commencement and transition rules – institutional curriculum**

##### **4.21.1 Commencement**

The institutional part of this curriculum enters into force on 1 August 2023 and applies to the students enrolled after the 1 August 2023. Any previous curricula for the PBA Degree Programme in Design and Business will be nullified.

#### **4.22 Legal basis**

This curriculum is based on the following legal documents.

- The Ministerial Order no. 708 of 9 June 2023 on Technical and Commercial Academy Profession and Bachelor Programmes
- The Ministerial Order no. 87 of 25 January 2023 on Admission to Technical and Commercial Academy Profession and Bachelor Programmes
- The Ministerial Order no. 863 of 14 June 2022 on Examinations on Professionally Oriented Higher Education Programmes
- The Ministerial Order no. 548 of 29 April 2022 On Grading Scale and Other Forms of Assessments of Study Programmes offered under the Ministry of Higher Education and Science (the Grading Scale Order)
- The Ministerial Order no. 597 of 8 March 2015 on Talent Initiatives in Education Programmes under the Ministry of Higher Education and Science.