



Curriculum for the Academy Profession Degree Programme in Design, Technology and Business (AP Degree)

VIA Design & Business
VIA University College
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CONTENTS

1	Foreword	4
2	Programme structure	5
2.1	Programme structure at VIA Design & Business	5
3	Curriculum – national part	6
3.1	The programme’s goals for learning outcomes	6
3.1.1	Learning objectives for the individual study specialisations	7
3.2	National subject elements	9
3.2.1	National subject elements that are common to all students, regardless of choice of study specialisation	9
3.2.2	National subject elements in study specialisation Design	11
3.2.3	National subject elements in study specialisation Production	13
3.2.4	National subject elements in study specialisation Business	15
3.2.5	National subject elements in study specialisation Marketing	17
3.2.6	National subject elements in study specialisation Retail	19
3.2.7	Number of exams in the national subject elements	21
3.3	Internship	21
3.3.1	Learning objectives for the internship	21
3.4	Requirements for the final exam project	22
3.5	Rules on credit – national curriculum	22
3.6	Commencement and transitional scheme	23
3.6.1	Commencement	23
3.6.2	Transitional scheme	23
4	Curriculum – institutional part	23
4.1	Placement of programme elements, internships and exams	23
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	25
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	25
4.3.1	Local subject elements under the study specialisation Design	25
4.3.2	Local subject elements under the study specialisation Production	27
4.3.3	Local subject elements under the study specialisation Business	30
4.3.4	Local subject elements under the study specialisation Marketing	32
4.3.5	Local subject elements under the study specialisation Retail	35
4.4	General regulations on electives offered by the AP Degree Programme in Design, Technology and Business	37
4.5	Credit transfer rules – institutional curriculum	38
4.6	Parts of the programme which may be completed abroad	38
4.7	Internship	39
4.7.1	Internship guidelines	40
4.7.2	Assessment of the student’s completion of the internship	41
4.7.3	Special permission to work reduced hours during internships	41
4.7.4	Procedure for resolving disagreements in/and termination of internships	42
4.7.5	Registration for the internship exam	42
4.8	Exams in the AP Degree Programme in Design, Technology and Business, VIA Design & Business	42
4.8.1	General regulations	42
4.8.2	Exams under special conditions	43

4.8.3	Overview of exams on the AP Degree Programme in Design, Technology and Business, VIA Design & Business	44
4.8.4	Exams	44
4.8.5	Re-examination and illness	48
4.8.6	Cheating, plagiarism and disruptive behaviour	52
4.8.7	Complaints about exams and appeals	54
4.9	Formal requirements for written work, projects and exam papers	56
4.9.1	Formal requirements	56
4.9.2	References	56
4.9.3	Artificial intelligence (AI) and chatbots	57
4.10	Instruction and working methods at VIA Design & Business	57
4.11	Guidelines for differentiation in teaching at VIA Design & Business	58
4.12	Obligation to participate and study activity at VIA Design & Business	58
4.13	Texts in foreign languages	59
4.14	English modules	59
4.15	Changing speciality programme at VIA Design & Business	59
4.15.1	Changing speciality programme	59
4.15.2	Applying for change of speciality programme	59
4.16	Changing course programme and transferring to VIA Design & Business	59
4.16.1	Changing course programme to VIA Design & Business	59
4.16.2	Transferring to VIA Design & Business	60
4.16.3	Application to transfer to VIA Design & Business	60
4.17	Leave of absence at VIA Design & Business	60
4.17.1	Maternity/paternity leave, adoption and conscription	61
4.17.2	Application	62
4.18	Parallel programmes at VIA Design & Business	62
4.19	Exemption	62
4.20	Commencement and transition rules - institutional curriculum	62
4.20.1	Commencement	62
4.21	Legal basis	63

1 Foreword

The objective of the Academy Profession Degree Programme in Design, Technology and Business (AP Degree) (hereafter referred to as the AP Degree Programme in Design, Technology and Business) is to qualify students to independently perform work functions of planning, organising and carrying out design, production, business, marketing and retail tasks within textile, fashion, design and business.

This curriculum consists of a national part and an institutional part. The national part includes the rules laid down for the AP Degree Programme in Design, Technology and Business in Denmark and is prepared jointly by the institutions offering the AP Degree Programme in Design, Technology and Business in Denmark. 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 445 of 07/05/2025 No. 457 on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes.

The AP Degree Programme, which is a full-time programme, is equivalent to the workload of a full-time student for two years. A full-time equivalent is the workload of one full-time student for one year. The workload of a full-time student for one year is equivalent to 60 credits under the European Credit Transfer System (ECTS). The course programme is equivalent to 120 ECTS credits.

The English name for the programme is Academy Profession Degree Programme in Design, Technology and Business (AP Degree).

Graduates of the programme will be awarded the title AP Graduate in Design, Technology and Business.

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

The acts and ministerial orders governing the course programme are specified in section 4.21, Legal basis.

2 Programme structure

The AP Degree Programme in Design, Technology and Business comprises five programme elements:

1. Common courses on the 1st semester for all students enrolled in the programme. The common courses consist of national subject elements equivalent to a total of 30 ECTS credits.
2. Speciality courses that are part of the study specialisations specified in the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes equivalent to a total of 50 ECTS credits. Speciality courses consist of national subject elements equivalent to a total of 30 ECTS credits and local subject elements equivalent to a total of 20 ECTS credits.
3. Electives consist of local subject elements that are part of the study specialisation specified in the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes equivalent to a total of 10 ECTS credits.
4. Internship equivalent to 15 ECTS credits.
5. Final exam project equivalent to 15 ECTS credits.

These five programme elements are equivalent to a total of 120 ECTS credits.

2.1 Programme structure at VIA Design & Business

AP Degree Programme in Design, Technology and Business			
1 st year of study		2 nd year of study	
1 st semester	2 nd semester	3 rd semester	4 th semester
30 ECTS credits Common courses. The common courses consist of national subject elements.	30 ECTS credits Speciality courses. The speciality courses under the study specialisations consist of national subject elements.	15 ECTS credits Speciality courses. The speciality courses under the study specialisations consist of local subject elements.	5 ECTS credits Speciality courses. The speciality courses under the study specialisations consist of local subject elements. <i>4th semester</i> <i>Speciality exam</i>
		15 ECTS credits Internship	10 ECTS credits Electives. The electives consist of local subject elements. <i>4th semester</i> <i>Elective exam</i>
<i>1st semester exam</i>	<i>2nd semester exam</i>	<i>3rd semester</i> <i>Internship exam</i>	15 ECTS credits <i>Final exam project</i>

3 Curriculum – national part

This national part of the Curriculum for the Academy Profession Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology and Business qualifies the graduate to independently plan, organise and execute tasks in textile, clothing, design and business associated with design, production, business, marketing and retail. The programme mirrors the development in society and secures knowledge and competences to the industry within the fields of CSR, green transition and digital development.

Knowledge

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

- the applied practice of the profession and the subject areas as well as key theory and methods in relation to the structure of the industry and the development of society.

Skills

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

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

Competencies

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

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

3.1.1 Learning objectives for the individual study specialisations

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

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:

- the profession and the practice of the design area and its sustainable development.
- practice and key applied design theory and methods.

Skills

The graduate will have the skills to:

- use design methods, tools and skills in the profession.
- assess practice-oriented issues and propose resource and environmentally sustainable solutions.
- communicate practice-related issues and solutions to stakeholders.

Competencies

The graduate will be able to:

- handle development-oriented situations in the development of resource and environmentally sustainable solutions.
- participate in disciplinary and interdisciplinary cooperation using a professional approach.

3.1.1.2 Learning outcomes for study specialisation Production

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

Knowledge

The graduate will have knowledge about:

- the profession and the practice of the production area and its sustainable development.
- practice and key applied design theory and methods.

Skills

The graduate will have the skills to:

- use production methods and pattern-design programmes that support sustainable development.
- assess practice-oriented issues and propose resource and environmentally sustainable solutions.
- communicate practice-oriented production-related issues and solutions to stakeholders.

Competencies

The graduate will be able to:

- handle development-oriented situations in the development of resource and environmentally sustainable production solutions.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

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:

- the profession and the practice of the business area and its societal and environmental impact.
- practice and key applied design theory and methods.

Skills

The graduate will have the skills to:

- use business methods, tools and skills in the profession.
- assess practice-oriented issues and propose financially and ethically responsible solutions.
- communicate practice-related issues and solutions to stakeholders.

Competencies

The graduate will be able to:

- handle development-oriented situations in the development of financially and ethically responsible business models.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

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:

- the profession as well as the practice of the branding and marketing area as well as the ethical and legal responsibility related to the green transition.
- practice and key applied branding and marketing theory and methods.

Skills

The graduate will have the skills to:

- use branding and marketing methods, tools and skills in the profession.
- assess practice-oriented issues and propose and select possible solutions that are well-considered from an ethical and legal perspective.
- communicate practice-related issues and solutions to stakeholders.

Competencies

The graduate will be able to:

- handle development-oriented situations in the development of solutions in branding and marketing that includes considerations about ethical issues.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

3.1.1.5 Learning outcomes for study specialisation Retail

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

Knowledge

The graduate will have knowledge about:

- the profession and the practice of the retail area and its sustainable development.

- practice and applied retail theory and methods.

Skills

The graduate will have the skills to:

- use retail-specific methods, tools and skills in the profession.
- assess practice-oriented issues and propose resource and environmentally sustainable solutions.
- communicate practice-oriented issues and solutions to stakeholders.

Competencies

The graduate will be able to:

- handle development-oriented situations in the development of resource and environmentally sustainable retail-specific solutions.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

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

Learning objectives for Design

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- participate in interdisciplinary cooperation at a basic level in all stages of the value chain in the development of products or concepts that take sustainability into consideration.
- handle basic issues by means of design methods.

- acquire new knowledge, skills and competencies within the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Design is worth 10 ECTS credits.

3.2.1.2 Business

The subject element **Business** consists of business models and economics, problem solving, the company's value chain and its basis of existence. Focus is on business understanding, which includes collaboration, relation building and communication with sustainability and circularity as fundamental principles.

Learning objectives for Business

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- handle development-oriented and practical business-oriented tasks in a sustainable business perspective.
- participate in disciplinary and interdisciplinary collaboration within the business area with a professional approach.
- acquire new knowledge, skills and competencies within the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Business is worth 10 ECTS credits.

3.2.1.3 Technology

The subject element **Technology** consists of industry-relevant technology that contributes to process and product development and its positive and negative impact on the environment and sustainability.

Learning objectives for Technology

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will be able to:

- handle value-creating, development-oriented and practice-based tasks.
- participate in disciplinary and interdisciplinary collaboration within the technological area with a professional approach.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry a structured context.

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 three national subject elements.

3.2.2.1 Design

The subject element **Design** consists of the design process, which includes design research, design methods, aesthetics, sustainability and industry and user needs based on sociological research methods and trend analysis.

Learning objectives for Design

Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods within the design process as well as basic knowledge of sociological research methods and trend analysis.
- the industry's application of theory and methods within the design process, sociology and trend analysis.

Skills

The student will get the skills to:

- apply and combine the key theories and methods of the design process for the purpose of developing sustainable solutions to practice-oriented problems.
- assess practice-oriented issues and propose and select possible solutions.
- communicate the design process and solutions to partners and users.

Competencies

The student will learn to:

- participate in professional and / or interdisciplinary design processes with a professional approach.
- plan, structure and implement design processes in response to industry-relevant issues and come up with sustainable solutions.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry.

Number of ECTS credits

The subject element Design is worth 15 ECTS credits.

3.2.2.2 Technology

The subject element **Technology** consists of relevant manufacturing tools and methods for design products and / or design concepts. The subject element has specific focus on technology's positive and negative impact on the environment and sustainability.

Learning objectives for Technology

Knowledge

The student will gain knowledge about:

- materials as well as analogue and digital tools and means for visualisation, prototyping and responsible production.
- the industry's application of materials as well as analogue and digital tools and means for visualisation, prototyping and responsible production.

Skills

The student will get the skills to:

- analyse and assess the use of relevant material and technology in relation to the manufacture of design products.
- use relevant tools for the design of prototypes and solutions, taking the solutions' impact on the environment and sustainability into consideration.
- handle analogue and digital communication of solutions to partners and users.

Competencies

The student will learn to:

- handle manufacturing processes for the development of prototypes and design solutions.
- acquire technological knowledge, skills and competencies in relation to the profession and the green transition of the industry.

Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

3.2.2.3 Communication

The subject element **Communication** focuses on dissemination, argumentation and presentation of design solutions to internal and external partners and users. The subject element has specific focus on principles and framework for communication of sustainability.

Learning objectives for Communication

Knowledge

The student will gain knowledge about:

- applied theory and methods within the area of communicative tools and techniques.
- the industry's use of visual communication.

Skills

The student will get the skills to:

- assess and apply relevant tools and techniques in communicating design processes and design solutions.
- communicate and present design solutions to partners and users.

Competencies

The student will learn to:

- communicate design solutions professionally to partners and users.
- acquire new knowledge, skills and competencies in relation to the profession and green transition of the industry in a structured context.

Number of ECTS credits

The subject element Communication is worth 5 ECTS credits.

3.2.3 National subject elements in study specialisation Production

Study specialisation Production also has three national subject elements.

3.2.3.1 Product Development

The subject element **Product development** provides a basic understanding of industrial design and manufacturing methods for the purpose of achieving a sustainable development and product manufacturing process. Focus is on silhouette, proportions and fit in design solutions and pattern grading.

Learning objectives for Product development

Knowledge

The student will gain knowledge about:

- the industry and the practice of the subject area as well as key applied theory and methods within design, industrial pattern design and manufacturing as well as knowledge of sustainable solutions in the area.
- practice and key applied theory and methods within body anatomy, design, industrial pattern design and processing.

Skills

The student will get the skills to:

- use the key methods and tools in the field of design and industrial pattern design, pattern grading and manufacturing.
- assess practice-related issues as well as define and choose sustainable solutions that optimise fit, function and aesthetics.
- communicate practice-based issues and solutions to internal and external stakeholders.

Competencies

The student will learn to:

- handle development-oriented situations in relation to design, industrial pattern design and manufacturing and processing.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Product Development is worth 15 ECTS credits.

3.2.3.2 Technology

The subject element **Technology** provides a basic understanding of production methods for product manufacturing, including the use of relevant technology for sustainable and industrial

processes. Focus is on the aesthetic and technical properties of materials in relation to application.

Learning objectives for Technology

Knowledge

The student will gain knowledge about:

- the practice of the industry and key applied theory and methods within relevant technology for sustainable and industrial processes as well as the aesthetic and technical properties of materials in relation to application.
- practice and key applied theory and methods of production for the manufacture of products and selection of materials and understands the industry's application of theory and methods.

Skills

The student will get the skills to:

- apply the key methods and tools of the subject area.
- assess practice-oriented issues and propose and select possible solutions within product manufacturing taking the environment and sustainability into consideration.
- communicate practice-related issues and solutions in the product-manufacturing process to partners.

Competencies

The student will learn to:

- handle development-oriented situations in product manufacturing.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

3.2.3.3 Quality Assurance

The subject element **Quality assurance** provides a basic understanding of production preparation and quality assurance of products focusing on fit, materials, sizes and manufacturing methods. Moreover, the subject element includes preparation of technical and visual documentation to be communicated to manufacturers and suppliers for the purpose of creating sustainable solutions.

Learning objectives for Quality assurance

Knowledge

The student will gain knowledge about:

- the practice of the industry and the subject area as well as key applied theory and methods in production preparation and quality assurance of products focusing on fit, materials, sizes, manufacturing methods and sustainable solutions.
- practice and key applied theory as well as the industry's application of theory and methods in production preparation and quality assurance.

Skills

The student will get the skills to:

- apply the key methods and tools of the subject area to production preparation and quality assurance.

- assess practice-oriented issues and propose and select possible solutions within quality assurance.
- communicate practice-oriented issues and solutions using technical and visual documentation for communication with manufacturers and suppliers for the purpose of creating sustainable solutions.

Competencies

The student will learn to:

- handle development-related situations in production preparation and quality assurance.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Quality assurance is worth 5 ECTS credits.

3.2.4 National subject elements in study specialisation Business

Study specialisation Business contains three national subject elements.

3.2.4.1 Commerce

The subject element **Commerce** provides basic understanding of national and international procurement and trading conditions, including sustainability and communication in a company's value and supply chain.

Learning objectives for Commerce

Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods in economics, business understanding, procurement, negotiation, negotiation parameters, legal conditions and sustainability.
- practice and key applied theory and methods as well as the theory and methods used by the profession and the industry across a company's value and supply chain.

Skills

The student will get the skills to:

- use the key methods and tools within procurement and national and international trading conditions including economic, legal and sustainable parameters.
- assess practice-related issues in supplier selection, management and communication.
- communicate practice-oriented issues and solutions to partners and users.

Competencies

The student will learn to:

- handle development-oriented situations within a company's value and supply chain.
- participate in disciplinary and interdisciplinary collaboration with a professional business understanding.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Commerce is worth 10 ECTS credits.

3.2.4.2 Supply Chain Management

The subject element **Supply Chain Management** provides a basic understanding of the management of a company's suppliers, technology, material and flow of goods across the supply chain with the aim of promoting national and international collaboration. The subject element has specific focus on the environment and sustainability.

Learning objectives for Supply Chain Management

Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods in logistics, supplier management, partnerships and a company's material and flow of goods.
- a company's value chain and collaboration across supply chains including applied technology and circular business principles.

Skills

The student will get the skills to:

- apply key methods and tools within the company's value and supply chain to the operational and tactical levels.
- assess practice-oriented issues within the company's value chain and propose and select sustainable solutions.
- communicate practice-related issues that promote national and international cooperation while taking internal and external stakeholders into account.

Competencies

The student will learn to:

- handle development-oriented situations, including a company's material and flow of goods.
- participate in professional and interdisciplinary collaboration with a professional approach that promotes national and international collaborations as well as sustainable development.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Supply Chain Management is worth 10 ECTS credits.

3.2.4.3 Product Knowledge

The subject element **Product knowledge** provides basic understanding of product characteristics, product and material knowledge and technology. Emphasis is on the environmental properties of materials and quality management, with the aim of understanding and being part of sustainable production and product development processes.

Learning objectives for Product development

Knowledge

The student will gain knowledge about:

- product characteristics, product and materials knowledge and technology.
- practice and key applied theory and methods in quality management, sustainability and production techniques in order to be part of product development processes.

Skills

The student will get the skills to:

- use the key themes of the subject area in materials, products, quality management and sustainability related to procurement within the industry.
- assess practice-oriented issues related to product knowledge and propose and select possible solutions.
- communicate practice-oriented issues and solutions to partners and users.

Competencies

The student will learn to:

- handle and take part in production and product development processes.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry.

Number of ECTS credits

The subject element Product knowledge is worth 10 ECTS credits.

3.2.5 National subject elements in study specialisation Marketing

Study specialisation Marketing contains three national subject elements.

3.2.5.1 Concept Development

The subject element **Concept development** deals with the development and design of concepts and solutions for a target group. A value-orientated approach is applied to work with practice-oriented, user-related problems for the purpose of designing solutions and in principles and framework for marketing green messages.

Learning objectives for Concept development

Knowledge

The student will gain knowledge about:

- theory and methods in the development and design of concepts in relation to the practice of the profession and the subject area.
- key applied theories and methods in concept development.
- marketing rules and regulation, including the use of green messages.

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- participate in cooperation with a professional approach.
- handle development-oriented situations by means of concept development.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Concept development is worth 15 ECTS credits.

3.2.5.2 Communication

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

Learning objectives for Communication

Knowledge

The student will gain knowledge about:

- Theory and methods in the development and design of communication products in relation to the practice of the profession and the subject area.
- key applied theories and methods in communication
- communication and marketing rules and regulation, including the use of sustainable messages.

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- participate in interdisciplinary cooperation with a professional approach.
- handle development-oriented situations through communication.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry in a structured context.

Number of ECTS credits

The subject element Communication is worth 10 ECTS credits.

3.2.5.3 Management

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

Learning objectives for Management

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

- apply management and coordination tools to marketing.

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

Competencies

The student will learn to:

- participate in interdisciplinary cooperation with a professional approach.
- handle development-oriented situations by means of relevant marketing management and coordination tools.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry.

Number of ECTS credits

The subject element Management is worth 5 ECTS credits.

3.2.6 National subject elements in study specialisation Retail

Study specialisation Retail contains three national subject elements.

3.2.6.1 Retail Design

The subject element **Retail design** consists of basic theories and methods in retail design, merchandising and interior design of commercial spaces. Furthermore, the subject element includes conversion of market and consumer data for the design of value-creating interaction between brand, staff, prospects and customers – all for the purpose of responsible consumption and production.

Learning objectives for Retail design

Knowledge

The student will gain knowledge about:

- practice, theories and methods that can support a value-added user experience in commercial spaces, including visual and commercial merchandising.
- the development in sustainability, retail trends, technology and digitisation of the retail trade.

Skills

The student will get the skills to:

- use key methods of the subject area as well as data and tools related to the design of value-adding user experiences in commercial spaces taking responsible consumption and production into consideration.
- assess practice-oriented issues and develop guidelines for concept development for the retail trade.
- communicate practice-based suggestions and ideas in a concept.

Competencies

The student will learn to:

- handle a development-oriented, practice-based and business-related situation.
- participate in disciplinary and interdisciplinary cooperation on the development of concepts that contribute to value-adding user experiences.
- work with the acquisition of new knowledge, skills and competencies in a structured context in relation to the profession and the green transition of the industry.

Number of ECTS credits

The subject element Retail design is worth 15 ECTS credits.

3.2.6.2 Retail Marketing

The subject element **Retail marketing** consists of basic theory and tools in consumer behaviour, data collection and insight-based development of interactions between brand, prospects and customers.

Learning objectives for Retail marketing

Knowledge

The student will gain knowledge about:

- the practice of the subject area and key theories and methods in consumer behaviour and design of value-creating experiences for prospects and customers.
- practice and methods of analysis, collection and processing of consumer data and market data to develop economically and environmentally responsible concepts involving customers and prospects across the brand's contact points.
- rules, regulation and ethics related to data collection, storage and application.

Skills

The student will get the skills to:

- use key methods and tools in consumer behaviour associated with the development of economically and environmentally responsible and engaging concepts.
- assess practice-oriented issues identified through consumer and market data as well as identify solutions.
- communicate practice-based proposals for projects and concept development.

Competencies

The student will learn to:

- handle development-oriented situations based on added value for customers and prospects in combination with environmental responsibility.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry.

Number of ECTS credits

The subject element Retail marketing is worth 10 ECTS credits.

3.2.6.3 Retail Management

The subject element **Retail management** consists of basic concepts of economics and retail chain management.

Learning objectives for Retail management

Knowledge

The student will gain knowledge about:

- financial terms and calculations as well as management tools and controls for running the retail chain.
- organisational culture, HR and management of service, design and project teams.
- practice and key applied methods in retail operations and management taking the environment and sustainability into consideration.

Skills

The student will get the skills to:

- use operational terms, operating and management tools.
- assess practical retail design and marketing initiatives in a financial and sustainable perspective as well as assess the day-to-day operations and financial development of the concept.
- communicate practice-oriented issues and solutions to partners and users.

Competencies

The student will learn to:

- handle development-related operational situations.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the profession and the green transition of the industry.

Number of ECTS credits

The subject element Retail management is worth 5 ECTS credits.

3.2.7 Number of exams in the national subject elements

There are two exams in the national subject elements, which make up a total of 60 ECTS credits. Furthermore, there is one exam in the final exam project. The number of exams for the internship appears from section 3. For a comprehensive overview of all the exams in the programme, reference is made to the institutional part of the curriculum.

3.3 Internship

3.3.1 Learning objectives for the internship

The purpose of the internship is to combine theory and methods with everyday practice in a company. The internship must qualify the student to understand and communicate practice-oriented issues.

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- handle development-orientated situations related to daily tasks in a company.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

- acquire new knowledge, skills and competencies in relation to the company in a structured context.

Number of ECTS credits

The internship is worth 15 ECTS credits.

Number of exams

The internship concludes with an exam.

3.4 Requirements for the final exam project

The learning objectives for the final exam project are identical to the learning objectives for the programme which appear from 1. The programme's goals for learning outcomes:

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

It is the individual institution that sets the formal requirements for the final exam project.

Exams for the final exam project

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

Number of ECTS credits

The final exam project is worth 15 ECTS credits.

Exam form

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

3.5 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.

3.6 Commencement and transitional scheme

3.6.1 Commencement

This national part of the curriculum is valid from 1 August 2025.

This national part of the curriculum applies to students enrolled on the programme after 1 August 2024.

3.6.2 Transitional scheme

Students enrolled before 1 August 2025 will follow the curriculum according to which they have been admitted until 1 August 2026, 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 AP Degree Programme in Design, Technology and Business at VIA Design, 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 AP Degree Programme in Design, Technology and Business, please be aware that other institutions may apply different rules.

4.1 Placement of programme elements, internships and exams

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

AP Degree Programme in Design, Technology and Business

1 st year of study		2 nd year of study	
1 st semester	2 nd semester	3 rd semester	4 th semester
<p>30 ECTS credits</p> <p>Common courses.</p> <p>The common courses consist of national subject elements.</p>	<p>30 ECTS credits</p> <p>Speciality courses.</p> <p>The speciality courses under the study specialisations consist of national subject elements.</p>	<p>15 ECTS credits</p> <p>Speciality courses.</p> <p>The speciality courses under the study specialisations consist of local subject elements.</p>	<p>5 ECTS credits</p> <p>Speciality courses.</p> <p>The speciality courses under the study specialisations consist of local subject elements.</p> <p><i>4th semester Speciality exam</i></p>
			<p>10 ECTS credits</p> <p>Electives.</p> <p>The electives consist of local subject elements.</p> <p><i>4th semester Elective exam</i></p>
		<p>15 ECTS credits</p> <p>Internship</p>	<p>15 ECTS credits</p> <p><i>Final exam project</i></p>
<i>1st semester exam</i>	<i>2nd semester exam</i>	<i>3rd semester Internship exam</i>	

For a detailed description of the content of the individual speciality programmes, please see the speciality programme overviews as well as the syllabi available on MyVIA.

The AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology and Business consists of five 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 five study specialisations are: Design, Production, Business, Marketing and Retail.

VIA Design & Business offers the following speciality programmes under the study specialisations:

- Fashion Design
- Furniture Design
- Visual Communication Design
- Pattern Design
- Purchasing Management
- Branding & Marketing Management
- Retail Design & Business

It is possible to change speciality programme until the beginning of the 2nd semester if there are available study places on the programme in question and the admissions assignment is passed.

VIA Design & Business reserves the right to cancel a speciality programme if the number of qualified 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 AP Degree Programme in Design, Technology and Business, students must complete three local subject elements under the study specialisations laid down in the above ministerial order. 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

The subject element **Design** consists of design processes and principles of design, product development and responsible production.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about practice and key applied theory and method in design processes.

- be able to understand basic principles of design, product development and responsible production.

Skills

Students should:

- be able to use central methods and tools for the purpose of developing sustainable solutions to practice-based issues.
- be able to assess, list and choose solutions to industry-relevant issues.
- be able to communicate processes and design solutions to business partners and users.

Competences

Students should:

- be able to handle basic design processes.
- be able to be part of disciplinary and interdisciplinary cooperation using a professional and responsible approach.
- be able to acquire new knowledge, skills and competences in relation to the profession and the green transition of the fashion and lifestyle industry using a structured approach.

ECTS credits

The local subject element is equivalent to 15 ECTS credits.

Exams

The learning objectives for the local subject element are tested at the 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Technology

The subject element **Technology** consists of material knowledge and methods for manufacturing of design products and concepts using analogue and digital tools. The subject element contains a specific awareness on the technologies positive and negative impact in the environment and sustainability.

Learning objectives

Knowledge

Students should:

- have knowledge about materials and manufacturing methods in connection with prototyping and production.
- be able to understand the correlation between form, materials and use.

Skills

Students should:

- be able to use relevant tools for creating responsible design products.
- be able to analyse and assess practice-based problems and use relevant tools for developing prototypes and design solutions.
- be able to communicate solutions to business partners and users.

Competences

Students should:

- be able to handle basic production processes for developing prototypes and design solutions.
- be able to take part in disciplinary and interdisciplinary dialogues about materials and manufacturing processes with consideration to the solutions impact on the environment and sustainability.
- be able to acquire new knowledge, skills and competences in relation to industry-specific terminology using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Communication

The subject element **Communication** includes visual, written and oral presentation of a creative and technical nature for internal and external business partners and users.

Learning objectives

Knowledge

Students should:

- have knowledge about communicative tools in a relevant context.
- be able to understand practice and centrally-applied methods used when preparing the industry's internal and external communication with consideration to the green transition.

Skills

Students should:

- be able to use relevant tools for communicating design processes and design solutions.
- be able to assess and argue for a relevant form of communication for business partners and users.
- be able to present practice-based issues and potential solutions using visual, written and oral communication.

Competences

Students should:

- be able to handle the development of basic visual and written communication.
- be able to communicate, argue for and present responsible design solutions in a disciplinary and interdisciplinary context.
- be able to communicate professionally to business partners and users using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

4.3.2 Local subject elements under the study specialisation Production

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

Local subject element: Product development

The subject element **Product development** provides a wider understanding of industrial pattern design and manufacturing methods for the purpose of obtaining a sustainable development and manufacturing process, including documentation of product and materials. The subject element focuses on material use, silhouette, proportions and optimisation of fit in pattern design solutions and grading of sizes.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about the practice of the industry and the subject area as well as of key applied theory and method in design, industrial pattern design and manufacturing of complex product types as well as of sustainable product solutions.
- should be able to understand practice and key applied theory and method within anatomy, design, industrial pattern design, manufacturing and selection of materials within advanced production types.

Skills

Students should:

- be able to use methods and tools central to the subject area within design and industrial pattern design, grading and manufacturing of advanced products.
- be able to assess practice-based issues and list and choose sustainable solutions in relation to material use, proportions and fit based on function and aesthetics.
- be able to communicate practice-based issues and potential solutions to internal and external stakeholders, including documenting products and materials.

Competences

Students should:

- be able to handle development-based situations within design, industrial pattern design and manufacturing using the latest knowledge.
- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach.
- be able to acquire new knowledge, skills and competences in relation to the profession and the green transition of the fashion and lifestyle industry using a structured approach.

ECTS credits

The local subject element is equivalent to 15 ECTS credits.

Exams

The learning objectives for the local subject element are tested at the 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Technology

The subject element **Technology** provides a wider understanding of production methods for product manufacturing, including using relevant technology for sustainable industrial processes. The subject element focuses on the aesthetic and technical properties of materials in terms of use and sustainability.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about the practice of the industry and subject areas as well as of key applied theory and method within the latest, relevant technologies for sustainable industrial processes as well as the aesthetic and technical properties of materials in relation to application and sustainability.
- should be able to understand practice and key applied theory and method within production methods for manufacturing and selection of materials for advanced production types.

Skills

Students should:

- be able to use methods and tools central to the subject area related to working in the profession.

- be able to assess practice-based issues and list and choose potential solutions within manufacturing of advanced production types taking the environment and sustainability into consideration.
- be able to communicate practice-based issues and sustainable solutions to relevant business partners in the product manufacturing process.

Competences

Students should:

- be able to handle development-based situations within product manufacturing.
- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach.
- be able to acquire new knowledge, skills and competences in relation to the profession and the green transition of the fashion and lifestyle industry using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Quality assurance

The subject element **Quality assurance** provides a wider understanding of preparing products for production and quality assurance of products with focus on fit, materials, sizes and manufacturing methods. The element includes preparation of technical and visual documentation for communication with manufacturers and suppliers for the purpose of developing sustainable solutions.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about the practice of the industry and the subject area as well as of key applied theory and method in preparing products for production and quality assurance of products with focus on fit, materials, sizes and manufacturing methods and sustainable solutions.
- be able to understand practice and key applied theory and method as well as be able to understand the industry's use of theory and method in preparing products for production and quality assurance.

Skills

Students should:

- be able to use methods and tools central to the subject area within preparing products for production and quality assurance of advanced production types.
- be able to assess practice-based issues and list and choose solutions within quality assurance.
- be able to present practice-based issues and solutions using technical and visual communication to manufacturers and suppliers for the purpose of obtaining sustainable solutions.

Competences

Students should:

- be able to handle development-based situations within preparing products for production and quality assurance.
- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach.

- be able to acquire new knowledge, skills and competences in relation to the profession and the green transition of the fashion and lifestyle industry using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

4.3.3 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

Through the subject element **Commerce**, students should obtain basic understanding of purchasing-related methods and theory based on the company's collection and purchasing process, including selecting and cooperating with suppliers with the triple bottom line as a fundamental element.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about practice and key applied theory and method within purchasing and supplier relations, including tools for supplier selection and management with focus on national and international trading conditions.
- be able to understand the control mechanisms of a company and the green transition of the fashion and lifestyle industry.

Skills

Students should:

- should be able to use key methods and tools within the purchasing and collection process and its central elements, including parameters relating to purchasing and sustainability.
- be able to assess practice-based issues on the basis of research and analysis of different commercial parameters.
- be able to communicate practice-based issues and potential solutions to the company and its suppliers.

Competences

Students should:

- be able to handle development-based situations within the company's value and supply chain.
- be able to be part of disciplinary and interdisciplinary cooperation using a professional and business-oriented approach.
- be able to acquire new knowledge, skills and competences in relation to the profession and the green transition of the fashion and lifestyle industry using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Supply Chain Management

Through the subject element **Supply Chain Management**, students should obtain basic understanding of managing a company's economy, collection process, suppliers, technology, communication, material and data flows across the supply chain with a specific awareness for responsible production.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about practice and about central theories and methods in relation to economics, supplier management and the company's flow of materials and goods.
- have an understanding of the value chain and collaborations across supply chains, including use of technology and responsible production.

Skills

Students should:

- be able to use methods and tools central to logistics, economics and supply chain management, including optimisation and quality assurance of the company's collection and its value and supply chain.
- be able to assess practice-based issues based on research and analysis of the company's value and supply chain as well as list and choose sustainable solutions.
- be able to communicate practice-based issues that promote and optimise national and international cooperations, taking internal and external stakeholders into consideration.

Competences

Students should:

- be able to handle development-based situations, including the company's flow of materials and goods.
- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach that optimises the supply chain and consideration for responsible production.
- be able to acquire new knowledge, skills and competences in relation to the profession and the green transition of the fashion and lifestyle industry using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Product knowledge

Through the subject element **Product knowledge**, students should obtain basic understanding of product characteristics, product and material selection, technology and design and should have a sustainable focus when developing collections for the company. The element is based on industrial production technology with focus on an investigative approach.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about product characteristics, product and material knowledge as well as production technology, including relevant industry-specific terminology.
- have an understanding of product manufacturing for the purpose of taking part in dialogues about quality assurance, materials environmental burden and product optimisation.

Skills

Students should:

- be able to use the central topics of the course including materials, products, quality measurement and sustainability that relates to purchasing materials and products for the company's collections taking the triple bottom line into consideration.
- be able to analyse and assess materials and products with a view to solving practice-based problems.
- be able to communicate practice-based issues and potential solutions to relevant partners.

Competences

Students should:

- be able to handle and be part of production and production development processes.
- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach.
- be able to acquire new knowledge, skills and competences in relation to product, materials and technology and the green transition of the fashion and lifestyle industry using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

4.3.4 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

The subject element **Concept development** covers development and design of concepts and solutions for the target audience. The course uses a value-oriented approach and focuses on practice-based, user-centered issues for the purpose of unfolding potential solutions as well as in principles and frameworks for marketing of green messages.

Learning objectives

Knowledge

Students should:

- have knowledge about theory and methods within processes for development and design of responsible concepts related to the practice of the profession and subject area.
- be able to understand and apply key theories and methods in analogue and digital concept development.

- have knowledge about rules and regulations within marketing, including within green messages.

Skills

Students should:

- be able to develop economical and ethic responsible solutions for business partners and users.
- be able to assess practice-based issues and list and choose creative concepts.
- be able to communicate potential responsible solutions, including using industry-specific expressions and terminology.

Competences

Students should:

- be able to participate in broad disciplinary cooperations using a professional approach.
- be able to handle development-oriented situations in trend-driven surroundings.
- be able to acquire new knowledge, skills and competences in relation to concept development and the profession and the green transition of the fashion and lifestyle industry using a structured approach.

ECTS credits

The local subject element is equivalent to 15 ECTS credits.

Exams

The learning objectives for the local subject element are tested at the 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Communication

The subject element **Communication** includes development and design of responsible and user-centered cross-media communication products. The work carried out as part of the course focuses on innovation and creativity.

Learning objectives

Knowledge

Students should:

- have knowledge about theory and methods within the development and design of ethically and legally well-considered communication products related to the future and current practice of the profession and subject area.
- be able to understand and apply key theories and methods in communication.
- have knowledge about rules and regulations within communication and marketing, including within green messages.

Skills

Students should:

- be able to develop creative solutions for business partners and users where sustainability and circularity are key principles.
- be able to assess practice-based issues and list and choose cross-media communication solutions.
- be able to communicate potential, sustainable solutions, including using industry-specific expressions and terminology.

Competences

Students should:

- be able to participate in broad disciplinary cooperations using a professional approach.
- be able to handle development-oriented situations using a sustainable approach.
- be able to acquire new knowledge, skills and competences in relation to communication using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Management

The subject element **Management** covers project management and coordination of creative marketing activities based on collection and processing of market data.

Learning objectives

Knowledge

Students should:

- have knowledge about responsible project management and coordination of creative processes in relation to the practice of the profession and the subject area.
- be able to understand and apply key theories and methods in project management, coordination and data collection and processing.
- have knowledge about rules, regulations and ethics relate to data collection, storage and application.

Skills

Students should:

- be able to apply creative management and sales and marketing coordination tools.
- be able to assess practice-based issues using a sustainable conceptual framework and list and choose project management and management tools.
- be able to communicate potential solutions, including using industry-specific expressions and terminology.

Competences

Students should:

- be able to participate in broad disciplinary cooperations using a professional and responsible approach.
- be able to handle development-oriented situations by means of relevant marketing management and project coordination tools.
- be able to acquire new knowledge, skills and competences in relation to management and the professions and the green transition of the fashion and lifestyle industry using a structured approach.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

4.3.5 Local subject elements under the study specialisation Retail

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

Local subject element: Retail Design

The subject element **Retail Design** covers basic theories and methods in visualisation, design processes and experience design for commercial spaces with balanced consideration for circular opportunities and the green transition of the fashion and lifestyle industry.

Learning objectives

Knowledge

Students should:

- have knowledge about guidelines and the correlation between strategic, tactical and operational level in a company.
- be able to understand practice and design of value-creating user experiences as an interaction between space, employees, users, brand and the culture of the retail company with a balanced consideration for the green transition.

Skills

Students should:

- be able to use the methods and tools central to the subject area in development of value-creating solutions.
- be able to assess the significance of retail design importance in developing projects and assignments with consideration for commercial and sustainable opportunities.
- be able to develop guidelines and store designs for the concept as well as communicate practice-based suggestions and ideas in a concept with consideration for resource- and environmental sustainable solutions

Competences

Students should:

- be able to handle a development-oriented design process with consideration for the sustainability and use of resources.
- be able to take part in disciplinary and interdisciplinary development work in retail that communicates value-creating user experiences.
- be able to acquire knowledge, skills and competences in relation to design and development of value-creating retail concepts using a structured approach.

ECTS credits

The local subject element is equivalent to 15 ECTS credits.

Exams

The learning objectives for the local subject element are tested at the 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Retail Marketing

The subject element **Retail Marketing** includes basic theories and tools about cross media marketing, retail marketing and digital development with balanced consideration for the green transition of the fashion and lifestyle industry.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about identifying the target group, touch points and retail marketing mix as a value-creating factor for brands, prospects and customers.

- be able to understand tools and methods for developing the retail marketing platform. Moreover, students should be able to understand the mutual influence between the outer world, costumers and cooperations as a basis for the sustainable development.
- have knowledge about legislation within the ESG-marketing and ethics.

Skills

Students should:

- be able to use relevant theories and tools for branding and developing retail marketing approaches for the retail concept target groups.
- be able to assess practice-based issues identified through data and list and choose potential solutions.
- be able to communicate retail marketing suggestions with respect for the target group's social interaction and brand experiences, which supports a business- and sustainable development of concepts.

Competences

Students should:

- be able to handle development-oriented situations about communicative and holistic retail projects.
- be able to take part in disciplinary and interdisciplinary cooperation about how the value chain supports target group touchpoints and brand experiences.
- be able to acquire new knowledge, skills and competences in retail marketing and digital and sustainable development.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

Local subject element: Retail Management

The subject element Retail management focuses on organisational culture, HR, supporting service experiences, staff, team, process and project management as well as working environment and legislation.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about organisational culture, HR and management.
- be able to understand practice and key applied methods within organisation, HR and management to support retail experiences at a tactical and operational level taking resource- and environmentally sustainable solutions into consideration.

Skills

Students should:

- be able to use operation-related tasks in relation to staff and project management.
- be able to assess practice-based issues relating to organisational culture and HR as well as solutions in the interaction between customer and brand and in operation of sustainable concepts.
- be able to communicate practice-based issues and potential solutions related to staff and project management.

Competences

Students should:

- be able to handle development-related and staff-related situations.

- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach.
- be able to acquire new knowledge, skills and competences in situated management and cooperation for the purpose of concept development in retail and in respect of the green transition of the fashion and lifestyle industry.

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 4th semester speciality exam or the 4th semester elective exam. Please see the speciality overviews and related syllabi on MyVIA and in appendix 1 for more information.

4.4 General regulations on electives offered by the AP Degree Programme in Design, Technology and Business

As part of the AP Degree Programme in Design, Technology and Business, the student must complete an elective. The learning objectives of the elective are based on local subject elements. The placement of the elective in the course programme is shown in section 4.1 Placement of programme elements, internship and exams.

The purpose of the elective is to develop the student's study and professional competences through specialisation and by adding new perspectives on areas related both to the overall learning objectives of the course programme and the goals of competence of the study specialisation.

A varying number of electives are offered within the individual speciality programmes; Fashion Design, Furniture Design, Visual Communication Design, Pattern Design, Retail Design & Business, Purchasing Management and Branding & Marketing Management. It applies to all the electives that they qualify students to summarise theories, working methods and practice-based problem scenarios.

General comments

- Requirements for choosing electives are described in more detail in the electives catalogue on MyVIA.
- In Danish electives, the language of instruction is Danish. English literature will be used as well.
- For electives involving a study trip, participation in a fair or similar, students must pay their own expenses.
-

Comments regarding interdisciplinary electives

- The course programme can set up one or more interdisciplinary electives if they are relevant for other study specialisations than the one they belong under
- The local learning objectives for an interdisciplinary elective are based on one of the study specialisations under the course programme.
- The course management permits a student to choose an interdisciplinary elective instead of an elective with local learning objectives under the student's own study specialisation.

Elective exam

The general exam regulations are described in section 4.8.4. For a detailed description of the elective exam, please see the document describing the 4th semester elective exam at VIA Design & Business available on MyVIA.

4.5 Credit transfer rules – institutional curriculum

Passed programme elements from other educational institutions offering the AP Degree Programme in Design, Technology and Business correspond to the equivalent elements in the AP Degree in Design, Technology & 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 AP Degree Programme in Design, Technology and 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 AP Degree Programme in Design, Technology and 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 3.5. Rules on credit in the national curriculum for more details.

4.6 Parts of the programme which may be completed abroad

On the 3rd and 4th semester, students have the option of studying for one semester at a foreign or other Danish educational institution. Students also have the option of doing their internship abroad.

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 20 ECTS credits.

If the exchange programme will take place at one of VIA Design & Business' partner universities, VIA Design 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 AP 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 placed on the 3rd and 4th semester may be completed abroad by application to and agreement with the relevant associate dean at VIA Design & Business:

- Speciality courses equivalent to 20 ECTS credits
- Internship equivalent to 15 ECTS credits

The rules applying to internships abroad are available in section 4.6 Internship.

The digital application form for completing programme elements or internship abroad is available at MyVIA and must be submitted to the international coordinator prior to 1 March.

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, see appendix 1.

4.7 Internship

3rd semester students are required to do internship of a consecutive period of nine to twelve weeks in a company operating within the speciality areas covered by the course programme. It is a requirement that the internship company 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 must be approved by the educational institution.

An agreement for an internship of a consecutive period of 9-12 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.

4.7.1 Internship guidelines

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 AP Degree Programme in Design, Technology 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.

It is the intern's responsibility to familiarize themselves with the current guidelines and rules for the internship, as described in the VIA Design and Business intern manual available on MyVIA.

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 MyVIA 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 complying 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.

4.7.2 Assessment of the student's completion of the internship

During internships, compulsory attendance is required. The 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.

4.7.3 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.

4.7.4 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. The student must apply for exemption to begin a new internship placement, as students only have the right to one internship.

4.7.5 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.

4.8 Exams in the AP Degree Programme in Design, Technology and Business, VIA Design & Business

The conduct of exams in the AP Degree Programme in Design, Technology 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 MyVIA.

4.8.1 General regulations

- Exams in the AP Degree Programme in Design, Technology 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 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
- The student must pass exams equivalent to a minimum of 30 ECTS credits on the first year of study.
- To be registered for the internship exam, the internship must be assessed as completed 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 final exam project, students must have passed the 1st semester exam, the 2nd semester exam, the 3rd semester internship exam, the 4th semester speciality exam and the 4th semester 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 MyVIA, including exam form. This information appears from the exam regulation for the individual exam. For more details, please see section 4.7.3.

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 ItsLearning. Students are individually responsible for obtaining information about date, time and place of the exam on ItsLearning.

Cheating and plagiarism may lead to rejection of the exam paper or other written work and, accordingly, the use of an exam attempt, see section 4.7.5.

If other formal requirements are not complied with, cf. section 4.8, 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.

4.8.2 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.

4.8.3 Overview of exams on the AP Degree Programme in Design, Technology and Business, VIA Design & Business

No	Semester	Exam	ECTS credits	Form of assessment	Internal / External
1	1 st semester	1 st semester exam	30	Individual assessment 7-point grading scale	Internal
2	2 nd semester	2 nd semester exam	30	Individual assessment 7-point grading scale	External
3	3 rd semester	3 rd semester Internship exam	15	Individual assessment 7-point grading scale	Internal
4	4 th semester	4 th semester Speciality exam	20	Individual assessment 7-point grading scale	Internal
5	4 th semester	4 th semester Elective exam	10	Individual assessment 7-point grading scale	Internal
6	4 th semester	Final exam project	15	Individual assessment 7-point grading scale	External

4.8.4 Exams

The exams on the AP Degree Programme in Design, Technology 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.

4.8.4.1 Requirements for taking part in the 1st semester and 2nd semester exam at VIA Design & Business

Compulsory attendance is required for scheduled teaching sessions on the 1st and 2nd semester where a lecturer is present (physically or virtually). Students must comply with the compulsory attendance requirement to take the 1st and 2nd semester exam.

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

If a student does not meet the compulsory attendance requirement the student must remedy this by preparing and presenting an oral presentation. Further information in section 4.8.4.4.

If a student fails to comply with the requirements for an exam, he or she will have used an exam attempt. If the student is unsuccessful in their two attempts to remedy, they will have used all their examination attempts and will be dismissed from the program.

4.8.4.2 1st semester exam at VIA Design & Business

The purpose of the 1st semester exam is for students to demonstrate achievement of the learning objectives for the 1st semester equivalent to 30 ECTS credits. The learning objectives are specified in the syllabi for the 1st semester courses.

The exam is an individual exam that consists of a digital multiple-choice test with questions covering the learning objectives for the 1st semester curriculum.

Students are required to bring PC.

Before the exam, the student should:

- show picture ID at the commencement of the exam
- hand in their mobile phone to the invigilator.

During the exam, students are allowed to:

- bring books, compendia and notes
- search the internet
- use notes on their PC or tablet.

During the exam, students are not allowed to:

- communicate with other people, including using Messenger, Skype, Facebook, etc.
- use artificial intelligence (AI) during the exam
- borrow/lend out books, calculator, etc.
- copy or take a photo of the exam questions
- use headphones.

The assessment of the exam is based on the student's ability to answer questions in the multiple-choice test.

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

Timetable, exam framework and rules and regulations are available on MyVIA.

A separate description of the 1st semester exam at VIA Design & Business is available on MyVIA.

4.8.4.3 2nd semester exam at VIA Design & Business

The purpose of the 2nd semester exam is for students to demonstrate achievement of the learning objectives for the 2nd semester subject areas equivalent to 30 ECTS credits. The learning objectives are specified in the syllabi for the 2nd semester courses.

The exam consists of an individual oral presentation based on a written synopsis. The synopsis is based on an assignment description covering the student's 2nd 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 4,800 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 MyVIA.

The oral exam has a duration of:

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

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 2nd semester speciality areas 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 ItsLearning.

A separate description of the 2nd semester exam VIA Design & Business is available on the MyVIA .

4.8.4.4 Non-fulfillment of prerequisites for attending semester exams in the 1st and 2nd semester

As a prerequisite for participating the 1st semester exam and the 2nd semester exam, the student must have fulfilled their attendance obligation. If the student does not fulfill the attendance obligation of 70%, the student must go to an oral presentation. It is the teachers who assess the presentation as either approved/not approved.

The oral presentation lasts a total of 20 minutes and consists of two parts. The first part is a presentation of 10 minutes and must contain the learning objectives from the current semester. The student must therefore bring two or three tasks/ideas/discussions, which must document their theoretical competences, understanding of the subject's processes (e.g., methods, workflows, and development potential), including reflection on the use of the content.

After the prepared presentation, there is a 10-minute conversation where the teacher can ask questions, just as the relevance for the student's career must be discussed.

If the student's presentation is not approved, the student must prepare a new presentation based on different tasks/ideas/discussions than those used the first time, and present orally again.

4.8.4.5 3rd semester internship exam at VIA Design & Business

The purpose of the 3rd semester internship exam is for students to demonstrate compliance with the learning objectives for the internship equivalent to 15 ECTS credits. The learning objectives are specified in the syllabus for the internship.

The exam consists of an individual report and may include products as well. The student formulates a problems 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 report is 24,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

In assignments where part of the submission consist of products, these products are considered part of the overall assignment. Therefore the written part is not required to meet the full number of typing units.

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

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

The assessment of the exam is based on an overall assessment of compliance with the learning objectives for the 3rd semester internship exam as well as the student's spelling and writing skills, see section 4.8.1. General regulations.

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

A separate description of the 3rd internship semester exam at VIA Design & Business is available on MyVIA.

4.8.4.6 4th semester speciality exam at VIA Design & Business

The purpose of the 4th semester speciality exam is for students to demonstrate achievement of the learning objectives for the 3rd and 4th semester subject areas equivalent to 20 ECTS credits. The learning objectives are specified in the syllabi for the 3rd and 4th semester speciality courses.

The exam consists of an individual exam paper and may include products as well. The exam paper is prepared based on an assignment description covering the student's 3rd and 4th semester speciality courses.

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 3rd and 4th semester subject areas as well as the student's spelling and writing skills, cf. section 4.8.1. General 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 ItsLearning.

A separate description of the 4th semester exam at VIA Design & Business is available on MyVIA.

4.8.4.7 4th semester elective exam at VIA Design & Business

The purpose of the 4th semester elective exam is for students to demonstrate achievement of the learning objectives for the 4th semester electives equivalent to 10 ECTS credits. The learning objectives are specified in the syllabus for the electives.

The elective exam is an individual oral exam where students present their 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:

- 15 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 4th semester elective.

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 ItsLearning.

A separate description of the 4th semester elective exam at VIA Design & Business is available on MyVIA.

4.8.4.8 Final exam project at VIA Design & Business

The final exam project (15 ECTS credits) is based on a practice-based problem scenario within the scope of the speciality programme. Through the project, students should demonstrate their understanding of practice and of key applied theory and method in relation to a practice-based problem scenario.

The final exam project is an individual project that includes an exam paper and an oral exam. The project may include products as well.

The problem scenario must be central to the course programme and the industry. The formulation of the problem scenario is prepared by the student; perhaps in collaboration 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 final exam project.

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

The maximum length of the exam paper is 60,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

In assignments where students prepare products, the products are considered part of the exam, and the maximum length of the exam paper is 48,000 typing units including spaces, but excluding front page, contents, footnotes, list of references and appendices. The relationship between the written report and products must always be clarified with the guidance teacher prior to submission.

Products, research materials or other content that were not submitted within deadline of the exam project may not be brought to the oral exam.

The oral exam has a duration of:

- 20 minutes for student presentation
- 15 minutes for Q&As.
- 10 minutes for assessment and grading.

The exam paper and the oral exam are assessed based on their overall compliance with the learning objectives of the course programme. The student's spelling and writing skills are part of the assessment, see section 4.8.1. 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 ItsLearning.

A separate description of the final exam project at VIA Design & Business is available on MyVIA.

4.8.5 Re-examination and illness

4.8.5.1 Illness

Students who are exempt from participating in a particular exam due to documented illness or other documented reason according to section 7 in 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 exam 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 final exam 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.

4.8.5.2 Re-exam

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. Students will be informed at their VIA mail and will have access to a flow in WISEflow.

As a rule, no guidance is offered to students in connection with make-up exam/re-exams 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 AP Degree Programme in Design, Technology & 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 disenrolment 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.

4.8.5.3 Re-exam - 1st semester exam at VIA Design & Business

The purpose of the 1st semester re-exam is for students to demonstrate achievement of the learning objectives for the 1st semester equivalent to 30 ECTS credits. The learning objectives are specified in the syllabi for the 1st semester courses.

The exam is an individual exam that consists of a digital multiple-choice test with questions covering the learning objectives for the 1st semester curriculum.

Students are required to bring PC.

Before the exam, the student should:

- show picture ID at the commencement of the exam
- hand in their mobile phone to the invigilator.

During the exam, students are allowed to:

- bring books, compendia and notes
- search the internet
- use notes on their PC or tablet.

During the exam, students are not allowed to:

- communicate with other people, including using Messenger, Skype, Facebook, etc.
- use artificial intelligence (AI) during the exam

- borrow/lend out books, calculator, etc.
- copy or take a photo of the exam questions
- use headphones.

The assessment of the exam is based on the student's ability to answer questions in the multiple-choice test.

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 1st semester exam – re-exam at VIA Design & Business available on ItsLearning.

4.8.5.4 Re-exam - 2nd semester exam at VIA Design & Business

The purpose of the 2nd semester re-exam is for students to demonstrate achievement of the learning objectives for the 2nd semester speciality areas. The learning objectives are specified in the syllabi for the 2nd semester courses.

The exam consists of an individual response to an exam assignment within the 2nd semester speciality courses. The student's response consists of a report and may include digital products.

The maximum length of the response 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 compliance with the learning objectives for the 2nd semester subject areas. The student's spelling and writing skills are part of the assessment, see section 4.8.1. 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 will be sent to students at their VIA mail.

A separate description of the 2nd semester exam – re-exam at VIA Design & Business is available on ItsLearning.

4.8.5.5 3rd semester internship exam – re-exam at VIA Design & Business

The purpose of the 3rd semester internship exam – re-exam is for students to demonstrate achievement of the learning objectives for the internship equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the 3rd 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 report is 24,000 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 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 3rd semester internship. The student's spelling and writing skills are part of the assessment, see section 4.8.1. General 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 3rd semester internship exam – re-exam at VIA Design & Business is available on ItsLearning.

4.8.5.6 Re-exam – 4th semester speciality exam at VIA Design & Business

The purpose of the 4th semester speciality exam is for students to demonstrate achievement of the learning objectives for the 3rd and 4th semester subject areas equivalent to 20 ECTS credits. The learning objectives are specified in the syllabi for the 3rd and 4th semester speciality courses.

In the re-exam, the student should improve those elements in the ordinary exam that have resulted in a no pass grade. The exam paper is prepared based on an assignment description that is based on the student's 3rd and 4th semester speciality courses.

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 assessment of the exam is based on the student's oral presentation and its compliance with the learning objectives for the 3rd and 4th semester subject areas. The student's spelling and writing skills are part of the assessment, see section 4.8.1. General 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 4th semester speciality exam – re-exam at VIA Design & Business is available on ItsLearning.

4.8.5.7 Re-exam – 4th semester elective exam at VIA Design & Business

The purpose of the 4th semester elective exam – re-exam is for students to demonstrate achievement of the learning objectives for the 4th semester elective equivalent to 10 ECTS credits. The learning objectives are specified in the syllabi for the 4th semester electives.

The elective exam is an individual written exam and/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 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 overall impression of the student's response and its compliance with the learning objectives for the 4th semester elective. The student's spelling and writing skills are part of the assessment, cf. section 4.7.1. General regulations.

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

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

A separate description of the 4th semester elective exam – re-exam at VIA Design & Business is available on ItsLearning.

4.8.5.8 Re-exam – Final exam project at VIA Design & Business

The final exam project (15 ECTS credits) is based on a practice-based problem scenario within the scope of the speciality programme. Through the project, students should demonstrate their understanding of practice and of key applied theory and method in relation to a practice-based problem scenario within the subject areas covered by the course programme.

The final exam project is an individual project that includes an exam paper and an oral exam based on the exam paper handed-in. The project may include products as well.

The problem scenario must be central to the course programme and the industry. The formulation of the problem scenario is prepared by the student; perhaps in collaboration 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 collaborate with.

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

It is a prerequisite for participating in the oral exam that the written exam paper and products, if any, have been handed in on time. The timetable is available on MyVIA.

The maximum length of the exam paper is 60,000 typing units, including spaces, but excluding front page, contents, footnotes, list of references and appendices.

In assignments where students prepare products, the products are considered part of the exam, and the maximum length of the exam paper is 48,000 typing units including spaces, but excluding front page, contents, footnotes, list of references and appendices. The relationship between the written report and products must always be clarified with the guidance teacher prior to submission.

Products, research materials or other content that were not submitted within deadline of the exam project may not be brought to the oral exam.

The oral exam has a duration of:

- 20 minutes for student presentation
- 15 minutes for Q&As
- 10 minutes for assessment and grading.

The exam project is assessed based on an overall impression of the exam project and the learning objectives of the course programme. The student's spelling and writing skills are part of the assessment, see section 4.8.1. 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 will be sent to students at their VIA mail.

A separate description of the final exam project at VIA Design & Business –re-exam is available on ItsLearning. The document is available on ItsLearning.

4.8.6 Cheating, plagiarism and disruptive behaviour

4.8.6.1 Cheating

According to the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes, cheating is, among other things, 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.

4.8.6.2 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, indention 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.

4.8.6.3 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.

4.8.6.4 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 disenrolment in the course programme at VIA Design & Business.

4.8.7 Complaints about exams and appeals

4.8.7.1 Complaints about exams

A student enrolled in the AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology 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 a 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 AP Degree Programme in Design, Technology and Business.

4.8.7.2 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 AP Degree Programme in Design, Technology 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 weeks 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 AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology and Business or to any other authority. In re-assessments or re-exams, a student can complain to the AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology 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)

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

- the hand-in time is not observed
- the problem scenario is not handed in on time
- an exam is not correctly handed in according to the guidelines for papers and other written work available on MyVIA.
- 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. See. section 4.7.3.

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 written work and projects appear from the "Guidelines for papers and other written work" available on MyVIA.

4.9.2 References

Quotes in assignments and other written work at VIA Design & Business must be in accordance with APA, 7. Edition (American Psychological Association).

APA uses parenthetical references in ongoing text. A reference in the ongoing text is a short version of the full reference and refers to the complete reference located at the end of the assignment. Quotations in the ongoing text should use the exact same words as are used in the original text with author/year and page number, and the full reference in the reference list. Quotations must be set off with quotation marks at the beginning and the end of quotation. Short quotations should be included in the assignment whereas long quotations should be indented. A long quotation is more than three lines. Students are required to comment on quotations in their assignment.

Correct referencing

When using material that is 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 APA, 7. Edition.

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

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

4.9.3 Artificial intelligence (AI) and chatbots

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. When using artificial intelligence, you must correctly reference the specific chatbot and prompt according to the APA referencing standard. Other formal requirements for papers and other written assignments are available on MyVIA.

Any use of output from artificial intelligence must also be documented fact-checked when possible.

Further rules regarding the use of artificial intelligence can be found in the guidelines for written assignments on MyVIA.

4.10 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 the 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, cooperation, open to other people's thoughts and ideas

4.11 Guidelines for differentiation in teaching at VIA Design & Business

The course programme applies a variety of teaching methods, see section 3.9, 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.

4.12 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.

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 4.7.

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).

4.13 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 AP Degree Programme in Design, Technology and Business.

4.14 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.

4.15 Changing speciality programme at VIA Design & Business

4.15.1 Changing speciality programme

Students may change to another speciality programme during the 1st semester. Changing speciality programme requires that the student passes the admissions assignment for the speciality to which he or she wishes to transfer to and there are available study places on the speciality.

Changing speciality programme can only take place prior to the beginning of the 2nd semester.

When applying for a change of speciality programme, students commit themselves to study courses that may be required to change speciality.

4.15.2 Applying for change of speciality programme

Students who would like to change speciality must apply to the student counselling not later than 5 January on the 1st semester.

Applications for changing speciality at the AP Degree Programme in Design, Technology and Business, VIA Design & Business, must be sent to the student counselling. The decision to change a student's speciality is made by the associate dean relevant and will be announced to the applicant as soon as possible before semester start.

4.16 Changing course programme and transferring to VIA Design & Business

4.16.1 Changing course programme to VIA Design & Business

Students who wish to change from another course programme to the AP Degree Programme in Design, Technology and Business, VIA Design & Business, must complete an application. The application must be sent to the course management at VIA Design & Business.

Changing to the AP Degree Programme in Design, Technology and Business requires that the student is enrolled in another educational institution at the same or at a higher level than the AP Degree Programme in Design, Technology and Business and that this student has passed the exam(s) on the first year of study.

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

If the student has not passed the exams on the first year of study, [the application](#) for a change to the AP Degree Programme in Design, Technology and Business must be filed through.

4.16.2 Transferring to VIA Design & Business

Transferring to the AP Degree Programme in Design, Technology and Business, 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 AP Degree Programme in Design, Technology and Business at VIA Design & Business.

The decision to transfer a student to the AP Degree Programme in Design, Technology 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.

Transferring to the AP Degree Programme in Design, Technology and Business, VIA Design & Business, further requires that there are available study places on the programme level that the student applies for admission to.

Transferring to the AP Degree Programme in Design, Technology and Business, VIA Design & Business, is only possible if the student has passed exams on the 1st year of study.

Students who wish to transfer from VIA Design & Business should contact the educational institution offering the course programme they wish to change to for further information.

4.16.3 Application to transfer to VIA Design & Business

For transfers, the deadlines are: 1 April for semesters starting in August and 1 November for semesters starting in January.

Application for a transfer to the AP Degree Programme in Design, Technology and Business, VIA Design & Business, must be by completing an application form available at: via.dk/uddannelser/overflytning.

4.17 Leave of absence at VIA Design & Business

Taking a leave of absence means that a student cannot participate in classes, exams or any other activity as part of the AP Degree Programme in Design, Technology 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 AP Degree Programme in Design, Technology 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 1st 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.

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.

Other types of leave

Leave of absence for any other reason than maternity/paternity, adoption or conscription can only be applied for after the student has passed the 1st year exam(s).

Furthermore, leave of absence may only be granted for full programme elements or full semesters.

If leave of absence for any other reason than maternity/paternity, adoption or conscription is granted, this period is included in the maximum period of study.

4.17.1 Maternity/paternity leave, adoption and conscription

The course management at the AP Degree Programme in Design, Technology and Business cannot reject an application for leave of absence on the basis of documented maternity/paternity, adoption 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).

4.17.2 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 1st 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 four years of commencement of studies as stipulated in the Ministerial Order on Technical and Commercial Academy Profession and Professional Bachelor's Degree Programmes.

4.18 Parallel programmes at VIA Design & Business

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

4.19 Exemption

The AP Degree Programme in Design, Technology and Business at VIA Design can make exemptions from any rule in both the national part and in the institutional part of this curriculum.

4.20 Commencement and transition rules - institutional curriculum

4.20.1 Commencement

The institutional part of the curriculum enters into force on 1. August 2025. Alle students enrolled before 1. August 2025 will complete their Programme based on the structure outlined in the previous 2024 curriculum, as specified in section 2.1. of the 2024 curriculum.

Alle students enrolled before 1. August 2025 must follow the exam format for the internship exam and its re-exam, as well as the final project and its re-exam, as described in section 4.1. of the 2025 curriculum.

The remaining exams – the 1st semester exam and its re-exam, the 2nd semester exam and its re-exam, the 4th semester speciality exam and its re-exam, and the 4th semester elective exam and its re-exam – will follow the previous 2024 curriculum.

The 2024 curriculum will be nullified on 31. June 2026, after which all students will be transferred to the 2025 curriculum.

4.21 Legal basis

This curriculum is based on the following legal documents.

- The Ministerial Order no. 445 of 07/05/2025 708 on Technical and Commercial Academy Profession and Bachelor Programmes
- The Ministerial Order no. 46 of 21/01/2025 on Admission to Technical and Commercial Academy Profession and Bachelor Programmes
- Ministerial Order no. 624 of 02/06/2025 on Examinations on Technical and Commercial Academy Profession and Bachelor 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.