

TEKO
Curriculum for
Professional Bachelor's
Degree Programme in
Design and Business
2011

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Legislative Basis of the Curriculum

- The Danish Ministerial Order No. 1016 of 24 August 2010 on Tests and Examinations in Professionally-oriented Programmes.
- The Danish Ministerial Order No. 262 of 20 March 2007 on Marking Scale and Other Assessment Forms
- The Danish Act No. 207 of 31 March 2008 on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes
- The Danish Ministerial Order No. 636 of 29 June 2009 on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes
- The Danish Ministerial Order No. 1143 of 7 December 2009 on Professional Bachelor's Degree Programmes in Design and Business
- The Danish Ministerial Order No. 87 of 7 February 2011 on Admission to Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes

1. Name and Title of Programme and Graduates

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

On completion and passing of the programme, the graduate will achieve the Professional Bachelor's Degree in Design and Business and will be awarded the title Bachelor in Design and Business.

2. Programme Structure

The programme consists of:

- Compulsory programme elements: 15 ECTS-points (common for all students)
- 6 specialities corresponding to 30 ECTS-points each. Students must choose one of these specialities:
 1. Design specialising in Fashion Design and Furniture Design
 2. Pattern Design (Construction)
 3. Retail Design (Concept design)
 4. Retail Management (Retail Management)
 5. Purchasing Management specialising in Fashion or Furniture (Business)
 6. Branding & Marketing Management (Marketing)
- Work experience: 15 ECTS-points
- Optional programme elements: 10 ECTS-points
- Bachelor exam project: 20 ECTS-points

3. Programme Objective

The objective of the Professional Bachelor's Degree Programme in Design and Business is to qualify students to independently, and based on a theoretical and methodical platform, perform complex work functions of planning, managing and carrying out design and business tasks in a cross-organizational context within the fashion and lifestyle industry using an analytic and market-based approach.

4. Optional Programme Elements: 10 ECTS-points

4.1 Objective

The objective of the optional programme elements is to give students the opportunity to add an individual dimension to the speciality studied. The optional programme elements are offered in the form of electives.

Electives are offered on the 5th and 6th semester.

4.2 Learning Objectives

Knowledge

Students shall have knowledge of:

- theory relevant to the elective(s) chosen

Skills

Students shall have skills in:

- applying theory learnt

Competences

Students shall have competences in:

- reflecting on their own learning needs

5. Work Experience: 15 ECTS-points

5.1 Objective

The objective of the work experience is to establish a correlation between theoretical and practical knowledge and in this way ensure that students become attached to the profession. In addition, the objective is to add a practice-based dimension to the programme and to ensure that students develop professional competences.

Students should extensively be able to link business practice to theory learnt.

The objective of the work experience is to improve the independence, interpersonal skills and reflection of students and to increase their professional knowledge of the industry and speciality. The work experience shall qualify students to analyse, assess, plan and carry out tasks/projects using a practice-based approach.

The work experience is central to the professional and practice-based nature of the programme and contributes to students' development of professional competences.

Knowledge

Students shall have knowledge of:

- company identity considered in the context of the speciality studied

Skills

Students shall have skills in:

- identifying the actual knowledge requirement in connection with carrying out tasks for the company
- assessing the relevance and reliability of knowledge acquired and information gathered and being able to differentiate between facts, theory, comments from sources and own opinion
- demonstrating an analytic approach to carrying out tasks

- choosing between and arguing in favour of different ways of dealing with tasks using a theoretical approach

Competences

Students shall have competences in:

- demonstrating an independent, critical and reflective approach to practical, professional and theoretical problems
- managing complex and development-related issues relating to specific problems or situations
- identifying own learning needs in specific situations
- working innovatively

The work experience shall be carried out in collaboration with one or more companies. The work experience period is placed on the first year (6th semester) and is a consecutive period of 9-13 weeks. Students will receive no remuneration for the work experience.

An action plan for the work experience period is prepared prior to the commencement of the work experience based on a predefined task or problem. The problem or task defined in the action plan shall document work experience corresponding to 15 ECTS-points and 5th and 6th semester speciality subjects corresponding to 10 ECTS-points. The plan is prepared by the student and approved by TEKO. The purpose of the plan is to demonstrate that students will get a relevant introduction to company functions while focusing on the problem/task outlined and the speciality subjects defined in the work experience plan. Students have the option of receiving guidance during the work experience.

The work experience is part of the 6th semester exam. See chapter 14 on Exams.

6. Exchange Programmes

6th semester students may do part of their Professional Bachelor's Degree in Design and Business with another educational institution in either Denmark or abroad. Students enrolling in exchange programmes with other educational institutions must obtain at least 15 ECTS- points.

Students should seek to enrol in exchange programmes with institutions that are part of TEKO's exchange programme. To enrol in an exchange programme, students must file a written application with TEKO (the application must be sent to the Head of Department of the speciality studied). The application to participate in an exchange programme is at the same time considered an application for preliminary approval of credit transfer.

If the exchange programme will take place at one of TEKO's partner institutions, TEKO 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 TEKO.

Students choosing an institution outside the framework of TEKO's 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.

In both cases, relevance to the Bachelor's Programme studied as well as the credit transfer options must be approved by TEKO based on the speciality studied by the student.

TEKO's approval of the credit transfer application is based on an individual, professional assessment of the equivalence between the programme elements in question.

6.1 Exchange Programmes

An updated overview of exchange programme institutions is available at TEKO's website.

7. Requirements for Written Assignments and Projects

See chapter 14 on Exams.

8. Teaching and Learning at TEKO

8.1 Pedagogical Values

Value	How TEKO defines the value
Commitment	Commitment to subjects and programme studied Responsibility Loyalty to decisions made
International perspective	Extroversion Culture Global perspective
Creativity/Innovation	Idea development Idea generation Entrepreneurship Acceptance of errors
Room for diversity	Mutual respect Acceptance of diversity Possibility of experimenting
Immersion	Reflection
Adaptability	Flexibility Social competences Mental, practical and professional maneuverability
Learning competence	Analytic approach Reflection Willingness and openness to learn Co-operation
Individualists/specialists in a holistic context	Understanding of correlations Understanding of the companies in the industry Understanding of the industry Understanding of the local/domestic

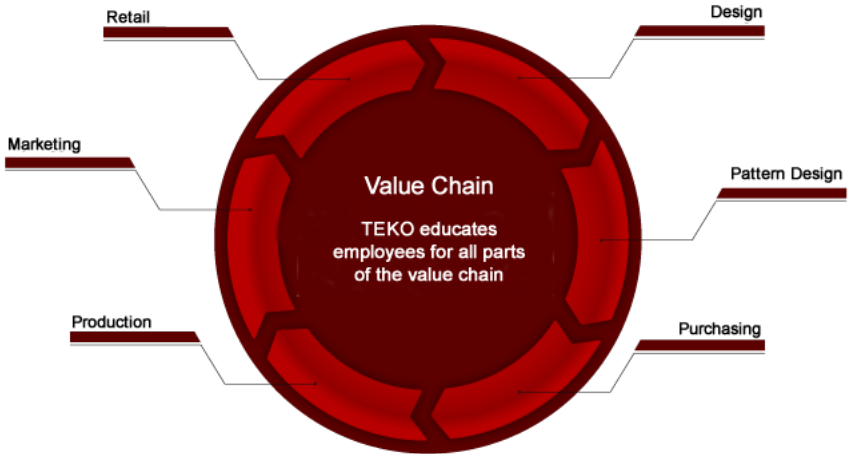
	society Understanding of the global society
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8.2 The Value Chain

The individual departments and functions in a company in the fashion and lifestyle industry may be defined as links in a chain. They are all interdependent, and together they make up the value chain of a company.

TEKO educates employees for all parts of the value chain.

The working method at TEKO is interdisciplinary and project-based. This means that students acquire knowledge of working processes of all departments in a company by studying and co-operating across specialities. In this way, students acquire strong competences in interdisciplinary collaboration which is characteristic of the companies in the lifestyle industry.



During the programme, students will get in close contact with the industry through lectures, company visits and projects. By way of the work experience programme, students will acquire in-depth industry and company knowledge and will have the opportunity of testing theoretical skills in a practical context.

Students may also take part in industry-related study trips with specific themes to large cities in Denmark or abroad. These study trips will provide students with knowledge and experience that they can use in their future careers in the fashion and lifestyle industry.

9. Credit Transfer

Students may apply for credit transfer when applying for admission to TEKO and during the programme. They may also apply for credit transfer if they choose to enrol in an exchange programme with another educational institution in Denmark or abroad to substitute part(s) of their education at TEKO. See chapter 6 on Exchange Programmes.

Information on credit transfer agreement is available in the chapters below.

9.1 Application for Credit Transfer

In specific circumstances, TEKO may exempt students from participation in specific subjects or tests. In such cases, students must document that they hold another higher degree certificate acquired from another Danish or foreign educational institution, and that they have acquired qualifications in relation to textile, fashion, furniture and design providing them with the qualifications to complete and pass the Professional Bachelor's Degree Programme in Design and Business.

For persons applying for enrolment based on qualifications obtained at a foreign educational institution, CIRIUS (the Danish Agency for International Education) may be asked for an assessment of the qualifications of the student. Such an assessment is binding in terms of enrolment but is only consultative as far as the acceptance of credit transfer is concerned.

The decision to accept the application for credit transfer must be made prior to semester start and must be supported by sufficient documentation of completion and passing of subjects and programme elements. In addition, syllabuses, required readings, ECTS-points and diploma must be supplied.

In connection with the assessment of an application for credit transfer, the applicant may be called in for an interview to document that he or she holds the skills and qualifications relevant for the programme applied for.

The approval of credit transfer is made by the Head of Department relevant, and the student is given information on the decision of the Head of Department prior to semester start.

9.2 Credit Transfer Agreements

An updated overview of credit transfer agreements is available at TEKO's website.

10. Study Activity Requirements

According to the Danish Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students are required to participate in the programme scheduled by the educational institution.

TEKO expects all students to commit themselves fully to their studies and take an active role in projects as well as all other programme activities. Students must take responsibility for the development of their own professional and personal skills by participating in learning activities and teamwork with other students.

The first assessment of study activity is in connection with the registration for the 6th Semester Exam. To be registered for the 6th Semester Exam, students must have participated in and passed selected projects as well as 5th semester electives.

The second assessment of study activity is in connection with the registration for the Bachelor Exam. To be registered for the Bachelor Exam, students must have participated

in and passed selected projects as well as 6th semester electives. In addition, the speciality portfolio for 5th and 6th semester must have been handed in and approved. To be registered for the bachelor exam, students must have passed the 6th Semester Exam.

If for some reason the student cannot participate in the project, exemption may be applied for from the Head of Department of the speciality in question. Exemption must be applied for **before** the project/elective begins. If a student does not pass the project, a written reflection assignment with the student's assessment of the result and suggestions of how to improve his or her effort must be handed in. If for some reason, a student cannot participate in an elective, or if a student does not pass an elective, the student will be given the opportunity to participate in an elective under a special arrangement. Information on the possibilities that apply to students in this respect will be given in connection with the assessment of study activity. In special cases, exemption from electives may be applied for by Head of Department of the speciality in question.

11. Foreign Language Requirements

English on C-level must be passed before studies at TEKO can be commenced as certain texts in the teaching material used will be in English.

12. Transitional Provisions

The study programme for students on leave of absence or similar will be individually scheduled for each student.

12.1 Admission Requirements

Applicants who have completed a relevant academy profession degree programme or similar may apply for admission to TEKO. Relevant programmes include Academy Profession (AP) Degree in Design, Technology and Business, Academy Profession (AP) Degree in Multimedia Design and Communication, Academy Profession (AP) Degree in E-design, Academy Profession (AP) Degree in Marketing Management, Academy Profession (AP) Degree in Services Management, AP Degree in Process Technology, needlework teacher and Bachelor of Science (BSc) in Economics and Business Administration. All applicants must complete and pass an admission test to demonstrate that they meet the special requirements and have the competences required for the speciality applied for. The admission test will be different depending on the speciality applied for.

TEKO advises applicants to engage in a supplementary training programme if they do not meet the admission requirements for the Professional Bachelor's Degree Programme in Design and Business.

12.2 Admission Test

All applicants must complete and pass an admission test to demonstrate that they meet the specific requirements and have the competences required for the speciality applied for. The admission test will be different depending on the speciality applied for.

TEKO reserves the right not to set up new classes in a line of study or speciality if the number of qualified applicants is insufficient.

12.3 Transfer From one Speciality to Another

In general, transfer from one speciality to another must take place before the start of the 6th semester.

Transfer to another compulsory study programme can only take place if the applicant passes the admission test of the compulsory study programme applied for and if seats are available at the speciality applied for.

In addition, TEKO may require the student applying for transfer to another speciality to carry out supplementary study activities in connection with the transfer.

13. Exemption from the Rules of the Curriculum

In special circumstances, exemptions from the rules of the curriculum may be granted at TEKO's discretion. This applies only to rules made by TEKO.

14. Exams

14.1 6th Semester Exam

The exam will be based on a theme portfolio prepared during the work experience as well as an oral presentation and defence. The theme portfolio equals 25 ECTS-points of which the work experience accounts for 15 ECTS-points and selected 5th and 6th speciality subjects account for a minimum of 10 ECTS-points. The problem scenario forming the basis of the exam should document both the work experience as well as speciality subjects studied at the 5th and 6th semester.

The theme portfolio shall provide a suggested solution to the problem dealt with and shall document the work experience process in the form of working papers, thoughts, notes, sources, inspirational material, argumentation and ideas. The theme portfolio shall equally argue for and reflect on how the 5th and 6th semester speciality subjects have been incorporated in the suggested solution provided. Furthermore, the theme portfolio shall include a reflection and self-evaluation of the work experience and the process.

14.1.1 Requirements for Passing the Exam

A minimum mark of 02 must be obtained to pass the 6th semester exam.

14.2 Bachelor Project

The bachelor project exam consists of an individually written report/product and an oral presentation and defence. The project may take place as a collaboration between one or more students and a company.

The objective of the bachelor project is to provide students with the opportunity of independently carrying out project work relating to a practice-based task or problem within a key speciality area using an experimental, empirical and/or theoretical approach. The project shall demonstrate students' ability to individually and critically reflect on the problem or task approved and to document such reflection in a project report and/or products.

The problem statement forming the basis of the project must be prepared by the student and approved by TEKO.

14.2.1 Requirements for Passing the Exam

A minimum mark of 02 must be obtained to pass the bachelor project exam.

14.3 Registration and De-registration for Exams

Students will automatically be registered for an exam if they meet the requirements for passing of projects and compulsory assignments stipulated by TEKO. Students who cannot register for an exam will be informed in writing.

Students who wish to de-register for an exam must do so in writing not later than one week after the commencement of the exam period. If the deregistration is late, the exam in question will be considered an exam attempt and will count as such. This does not apply if the student can document that the reason for delay is illness and such illness is documented by way of a doctor's statement.

15. Registration For the Exam

15.1 6th Semester Exam

See chapter 10 – Study Activity.

15.2 Bachelor Project

See chapter 10 – Study Activity.

16. Speciality Subjects (Specialities)

Specialities							6 th -7 th sem.
Fashion Design and Furniture Design	Pattern Design	Retail Design	Retail Management	Purchasing Management Fashion and Furniture	Entrepreneurship	Branding & Marketing Management	
Compulsory programme elements/Common core							5 th sem

16.1 Learning objectives for compulsory programme elements: 15 ECTS-points

5th semester

The objective of the compulsory programme elements is to provide students with the methodical and professional competences enabling them to become part of diverse collaborative networks within the profession and to do so on a theoretically well-founded and qualified basis.

On the basis of method and theory of science, the compulsory programme elements furthermore aim to enable students to describe, understand and explain complex relations in a systematic, analytic and logic manner.

The insight obtained based on interdisciplinary work further aims to secure and develop a joint frame of reference in the spectrum between design and business, creating a basis for developing valid solutions to subsequent programme assignments and projects.

The compulsory programme elements must be within the following core subjects:

- Design
- Business
- Sociology
- Method and theory of science

16.1.1 Design

The objective is to ensure that students acquire insight into the material and immaterial significance of design idioms. Moreover, students shall acquire an understanding of the significance of design in dealing with tasks or suggesting solutions to problems and shall acquire skills in using design to create competitive advantages.

Knowledge

Students shall have knowledge of:

- Design
- Trends

Skills

Students shall acquire skills in:

- assessing the possibilities and limits of design
- applying trend theory in the design process
- assessing the significance of design in dealing with tasks or solving actual problems

16.1.2 Business

The objective is for students to become able to apply innovation for business purposes. In addition, students shall acquire knowledge of diverse economic problems and obtain an overall understanding of the interrelationship between business elements.

Knowledge

Students shall have knowledge of:

- Economics
- Innovation

Skills

Students shall acquire skills in:

- using design in connection with market development
- working with innovation for business purposes
- assessing theoretical and practical problems and substantiating and selecting relevant solutions within the value chain

16.1.3 Sociology

The objective is for students to acquire an understanding of cultural and cross-cultural conditions and of semiotic methods and tools used for the purpose of understanding and decoding the context of a problem.

Knowledge

Students shall have knowledge of:

- Trends
- Innovation
- Cultural and cross-cultural conditions

Skills

Students shall have skills in:

- working with innovation for business purposes
- understanding, communicating and presenting professional problems in different cultural and cross-cultural contexts

16.1.4 Method and theory of science

The objective is for students to understand different theory of science based and methodical approaches to the development and application of the profession/speciality. Students shall know how to apply theory of science and method when assessing the significance of the subject as well as when assessing general principles and theories. Method and theory of science will enable students to describe, explain and understand complex issues using simple methods.

Knowledge

Students shall have knowledge of:

- method
- academic, conceptual framework

Skills

Students shall have skills in:

- applying scientific method and theory
- assessing theoretical and practical problems and substantiating and selecting relevant solutions within the framework of the value chain

Competences acquired through compulsory programme elements

Students shall have competences in:

- assessing and applying relevant methods for collecting, selecting, analysing and concluding on data
- participating in professional and interdisciplinary collaborations within all parts of the value chain
- dealing with complex and development-oriented problems within the profession
- working with ideas in a business-related context using a communicative and innovative platform
- identifying own learning needs and developing own knowledge, skills and competences

16.2 Speciality Learning Objectives: 30 ECTS-points

TEKO offers the following specialities: Design, Pattern Design, Concept Design, Retail Management, Business and Marketing. See the illustration in chapter 16 for an overview of the specialities offered.

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16.2.1 Fashion Design and Furniture Design

The objective is to qualify students to develop design using a professional approach. Students shall be able to decode trends, cultures and market conditions and to substantiate selections made in the design process. Students shall be able to communicate ideas and to combine an innovative, creative approach with a business approach.

Core subjects

Design

Sociology

Communication

Business understanding

The 30 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Design	15	15
Sociology	5	20
Communication	5	25
Business understanding	5	30

Design

The objective is for students to work with the design process using an analytic and experimenting approach. Furthermore, students shall be prepared to develop identity-creating and competitive design solutions.

Knowledge

Students shall have knowledge of:

- design processes
- concept development
- aesthetics and design theory
- materials
- ethics and sustainability

Skills

Students shall have skills in:

- reflecting on and arguing for relevant theories and methods
- carrying out a design process and working on the basis of an experimenting and commercial approach
- assessing, selecting and arguing for the materials chosen for a design
- developing innovative and competitive design concepts

Competences

Students shall have competences in:

- development-oriented tasks relating to design and idea generation
- taking responsibility for and independently carrying out a design and product development process
- applying an analytic and reflective approach to design work and to targeting a concept/product to the identity of a company or own design identity

16

Sociology

The objective is for students to analyse the Zeitgeist and to decode cultures and use knowledge obtained on this background for design development

Knowledge

Students shall have knowledge of:

- Trends
- Culture
- Semiotics

Skills

Students shall have skills in:

- analysing and transforming trends into inspiration that can be used for design development
- identifying and decoding cultures using relevant theories
- applying trend theories for clarification of consumption patterns and forecasting
- communicating product/concept-related issues to the global market

Competences

Students shall have competences in:

- analysing trends and cultures to substantiate selections made in the design process
- making the Zeitgeist become reflected in a design/product and adapting such design/product to the conscious as well as unconscious needs of consumers

Communication

The objective is for students to work professionally with communication and presentation and to argue for selections made. Moreover, students shall be able to consider sender and receiver identity.

Knowledge

Students shall have knowledge of:

- visual communication
- presentation
- argumentation strategy

Skills

Students shall have skills in:

- applying visual communication to support a product/concept
- analysing sender and receiver identity
- targeting communication material to the receiver

Competences

Students shall have skills in:

- individually preparing professional communication material using relevant communication theories
- presenting a design/concept and argue for the selections made using a strategic approach

Business understanding

The objective is for students to be take an analytic approach to the industry and to market conditions for the purpose of developing innovative and competitive design solutions.

Knowledge

Students shall have knowledge of:

- the industry and the company
- the market and the consumer

Skills

Students shall have skills in:

- collaborating within the value chain using a professional and interdisciplinary approach
- analysing and assessing current industry and market conditions and planning the design development taking this into account
- making target group analyses

Competences

Students shall have competences in:

- transforming and applying trend and market analyses in design and product development
- identifying consumer needs and transforming such needs into innovative solutions

16.2.2 Pattern Design

The objective is to qualify students to transform design proposals into product solutions and to manage the product development process relating to fashion construction and grading.

Core subjects

Fashion Construction and Grading
Product Development

The 30 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Fashion Construction and Grading	20	20
Product Development	10	30

Fashion Construction and Grading

The objective is for students to work with fashion construction and grading using an analytic and experimenting approach. Furthermore, students shall become prepared to develop identity-creating and competitive solutions to fashion construction and grading tasks.

Knowledge

Students shall have knowledge of:

- fashion construction and grading theories and methods
- form and functionality

Skills

Students shall have skills in:

- reflecting on and arguing for relevant theories and methods
- analysing and assessing the significance of construction and grading methods to the fit and silhouette of a garment
- developing innovative and competitive solutions to fashion construction and grading tasks
- applying manual and IT-based tools for fashion construction and grading
- applying IT-based tools for preparing documentation
- communicating information on product-related subjects to the global market

Competences

Students shall have competences in:

- assuming responsibility for and independently dealing with the fashion construction and grading process
- developing complex solutions to fashion construction and grading tasks
- working with fit-related problems using an analytic and reflective approach
- identifying own learning needs and developing own knowledge, skills and competences
- collaborating with global partners using a professional and interdisciplinary approach

Product Development

The objective is for students to be able to analyse the cut and silhouette Zeitgeist and to apply this knowledge to the product development process. Students shall acquire knowledge and understanding of the application and limits of different materials and treatment methods.

Knowledge

Students shall have knowledge of:

- the product development practice applied in the profession
- the impact of materials on a product/design
- the style concepts used in the fashion industry in modern times

Skills

Students shall have skills in:

- analysing, decoding and product developing a design proposal
- analysing, assessing and arguing for a selection of material for a product/design

Competences

Students shall have competences in:

- preparing and implementing complex product development solutions
- developing suggested solutions taking materials and treatment methods into account

16.2.3 Retail Design

Core subjects

Concept development

Behaviour

2D & 3D

The 30 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Concept development	15	15
Behaviour	10	25
2D & 3D	5	30

Concept development

Knowledge

Students shall have knowledge of:

- concept theory
- idea generation and innovation
- material knowledge
- brand decoding

Skills

Students shall have skills in:

- reflecting on current and coming trends and tendencies significant to the development of a concept

- preparing and communicating concept suggestions in the form of sketches as well as final drawings
- presenting suggestions of which material to use in concepts
- managing and carrying out creative processes from idea to finished concept
- developing and maintaining concepts

Competences

Students shall have competences in:

- understanding and identifying complex problems for the purpose of preparing suggestions of how to solve such problems using an interdisciplinary approach
- understanding and working with interior decoration and room design using a design and architectural approach and making selections based on knowledge of traditions, breach with traditions and new thinking
- considering the economic preconditions and consequences of the development and maintenance of a given concept

Behaviour

Knowledge

Students shall have knowledge of:

- trends
- consumer behaviour and customer psychology
- sociology
- store design

Skills

Students shall have skills in:

- producing solutions based on analyses of sociological and behavioural issues

Competences

Students shall have competences in:

- developing ideas which communicate a concept based on knowledge of how we perceive and sense. The ideas communicated should create and reflect an atmosphere of spaciousness

2D & 3D

Knowledge

Students shall have knowledge of:

- drawing
- graphic design
- architecture

Skills

Students shall have skills in:

- communicating and presenting projects demonstrating spaciousness electronically as well as physically
- developing and preparing graphic solutions to concept tasks

Competences

Students shall have competences in:

- developing communicative material for internal as well as for external presentation of the concept to contemporary and future media

16.2.4 Retail Management

Core subjects

Retail Management
Concept Development and Management
Retail Marketing
Customer Behaviour

The 30 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Retail Management	8	8
Concept Development and Management	8	16
Retail Marketing	7	23
Customer Behaviour	7	30

Retail Management

Knowledge

Students shall have knowledge of:

- Human resource
- Human resource management
- Sales management
- Project management

Skills

Students shall have skills in:

- managing and motivating retail staff
- planning and carrying out competence development courses
- taking responsibility for and independently managing a development process

Competences

Students shall have competences in:

- managing retail staff and business procedures relating hereto
- communicating company vision, mission statement, values, strategies and policies and networking internally and externally with company shareholders

Concept Development and Management

Knowledge

Students shall have knowledge of:

- concept development
- concept management
- optimisation of operations
- the structure of retail trade

Skills

Students shall have skills in:

- identifying how to optimise an existing retail concept

- developing new retail concepts on the basis of the strategic situation of a company

Competences

Students shall have competences in:

- managing the development of a new retail concept on the basis of the strategic situation of a company

Retail Marketing

Knowledge

Students shall have knowledge of:

- models for target group analysis
- consumer behaviour
- retail marketing mix
- user-driven innovation

Skills

Students shall have skills in:

- analysing the market, different customer segments and potential competitors and in using this knowledge to optimise a company's marketing
- acting in an international retail company

Competences

Students shall have competences in:

- benchmarking, identifying problem areas and presenting suggestions that may contribute to improving the results of the individual store

Customer Behaviour

Knowledge

Students shall have knowledge of:

- purchasing and consumer behaviour
- atmosphere
- sociology
- location

Skills

Students shall have skills in:

- analysing consumer needs, preferences and in-store customer behaviour
- making appropriate decisions regarding retail location and site selection

Competences

Students shall have competences in:

- participating actively in the creative work relating to campaigns and store expression, including graphic design, interior design and atmosphere

16.2.5 Purchasing Management specialising in Fashion or Furniture

The objective is to qualify students to independently plan, manage and carry out complex processes within the fashion and lifestyle industry using a theoretical and methodical approach. Furthermore, students having completed this programme will be qualified to study a higher education programme with a national or international educational institu-

tion. Students shall be qualified to work professionally and responsibly with design and business-related processes and problems in the fashion and lifestyle industry.

Core subjects

Business

Logistics

Communication

The 30 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Business	15	15
Logistics	10	25
Communication	5	30

Business

Knowledge

Students shall have knowledge of:

- business
- economics
- products

Skills

Students shall have skills in:

- analysing and assessing market conditions and planning the business strategies and concepts of a company on this background
- analysing and assessing potential value chain partnerships
- assessing and substantiating the application of alternative materials
- analysing the economic development in significant markets and adapting the focus on parameters to this

Competences

Students shall have competences in:

- dealing with complex and development-based study and work-related problems
- independently participating in and managing interdisciplinary collaborations across the value chain in accordance with the ethics of the profession
- identifying own learning and development needs in relation to the profession and developing own knowledge and skills

Logistics

Knowledge

Students shall have knowledge of:

- economics
- logistics and supply chain management

Skills

Students shall have skills in:

- analysing and assessing potential value chain partnerships
- analysing the economic development in significant markets and adapting the focus on parameters to this

Competences

Students shall have competences in:

- dealing with complex and development-based study and work-related problems
- independently participating in and managing interdisciplinary collaborations across the value chain in accordance with the ethics of the profession
- identifying own learning and development needs in relation to the profession and developing own knowledge and skills

Communication

Knowledge

Students shall have knowledge of:

- communication

Skills

Students shall have skills in:

- analysing and assessing application potential of relevant IT tools and IT management systems
- communicating practice-based problems and solutions to collaborators and users
- assessing, substantiating and applying different negotiation techniques

Competences

Students shall have competences in:

- dealing with complex and development-based study and work-related problems
- independently participating in and managing interdisciplinary collaborations across the value chain in accordance with the ethics of the profession
- identifying own learning and development needs in relation to the profession and developing own knowledge and skills

16.2.6 Branding & Marketing Management

Core subjects

Strategy and Management

Concept development

Communication

The 30 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Strategy and Management	10	10
Concept Development	10	20
Communication	10	30

Strategy and Management

The objective is to qualify students to plan, manage and structure strategic processes using a commercial approach. Students shall acquire skills to focus on the business concept of a company and to create coherence in its value chain and among its internal and external shareholders. Students shall be able to acquire knowledge of market conditions for the purpose of making sustainable and cost-effective decisions.

Knowledge

Students shall have knowledge of:

- strategic planning
- project management
- strategic marketing
- brand management
- business understanding

Skills

Students shall have skills in:

- applying analysis tools to identify the relation between a brand and a customer
- identifying supply and demand currents in the market
- planning and carrying out projects

Competences

Students shall have competences in:

- developing, planning, carrying out and evaluating currents and approaches to marketing in a national as well as international context
- developing and implementing identity creation measures in a company using a strategic and creative approach
- developing and maintaining company brands and concepts
- managing and developing projects at a strategic level
- dealing with complex problems and solutions using a business-oriented approach

Concept development

The objective is to qualify students to work analytically, creatively, conceptually and commercially with company branding. Students shall acquire knowledge of practical methods and tools for the purpose of planning, developing and implementing new as well as existing concepts in accordance with the business concept and identity of a company. Students shall be able to familiarise themselves with new trends and integrate such trends in the development of concepts using an innovative approach.

Knowledge

Students shall have knowledge of:

- strategic planning
- project management
- strategic marketing
- brand management
- business understanding
- trendspotting
- identity

Skills

Students shall have skills in:

- planning and carrying out projects
- identifying supply and demand currents in the market
- applying methods for working on the basis of a conceptual and commercial platform

Competences

Students shall have competences in:

- developing, planning, carrying out and evaluating currents and approaches to marketing in a national as well as international context

- developing and implementing identity creation measures in a company using a strategic and creative approach
- developing and maintaining company brands and concepts
- managing and developing projects at a strategic level
- developing and optimising the communication platform of a company
- dealing with complex problems and solutions using a business-oriented approach

Communication

The objective is to qualify students to communicate the brand and concept of a company on the basis of its strategy, business concept and identity. Students shall be able to express and adapt messages to the needs of different target groups. Students shall acquire knowledge of methods and tools for the purpose of developing, planning, implementing and maintaining the communication platform of a company.

Knowledge

Students shall have knowledge of:

- graphic design
- identity
- brand management

Skills

Students shall have skills in:

- communicating branding strategies to internal and external shareholders
- applying communication tools to communicate the brand of a company

Competences

Students shall have competences in:

- developing, planning, carrying out and evaluating currents and approaches to marketing in a national as well as international context
- developing and implementing identity creation measures in a company using a strategic and creative approach
- developing and maintaining company brands and concepts
- developing and optimising the communication platform of a company
- dealing with complex problems and solutions using a business-oriented approach

16.2.7. Entrepreneurship

Core subjects

Spotting Trends & Opportunities

Idea Generation

Concept Design

Planning & Action

The 30 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Spotting Trends & Opportunities	5	5
Idea Generation	5	10
Concept Design	10	20
Planning	5	25
Action	5	30

Spotting Trends & Opportunities

The objective is to develop students' ability to spot trends and in this way uncover entrepreneurship potential. Students should develop their ability to apply user-based research methods that are based on different theoretical approaches.

Knowledge

Students shall have knowledge of:

- different trend spotting methods
- different research and field work methods

Skills

Students shall have skills in:

- using trendspotting and field studies methodically to obtain insight into the users and the market
- creating the basis and opportunity for entrepreneurship activities

Competences

Students shall have skills in:

- suggesting qualified future opportunities in the market based on research and field studies

Idea Generation

The objective is to qualify students to generate new concepts and develop existing concepts, products and services applying the tools of the subject area studied.

Knowledge

Students shall have knowledge of:

- idea generation methods
- idea generation tools
- innovation tools
- innovation management
- creativity

Skills

Students shall have skills in:

- developing and suggesting ideas and transforming such ideas into products, services and/or concepts and presenting these ideas to interested parties
- managing an innovation process using facilitation as well as development tools and user-driven innovation
- preparing a portfolio
- presenting ideas to interested parties

Competences

Students shall have skills in:

- coaching, managing and facilitating others in a development process
- selecting useful ideas
- planning and carrying out a development process

Concept Design

Students should become qualified to develop, plan and realise a new concept focusing on concept development, managing development processes, applying theory of science in practice as well as the synergy between design, business and scientific methods.

Knowledge

Students shall have knowledge of:

- concept strategy
- concept development
- user-driven innovation
- visual presentation material
- networking

Skills

Students shall have skills in:

- assessing the viability of an idea and translating an idea into a concept
- working holistically and network-oriented
- using user-driven innovation, research methods, idea generation tools and scientific methods
- developing commercial visual material for external/internal launching of a product, idea or concept

Competences

Students shall have skills in:

- working holistically
- developing and planning a concept strategy
- analysing, combining and assessing a concept from idea to consumer
- arguing for the viability of a concept

Planning

The objective is to develop students' ability to develop realisable development plans for a company and prepare a company for the implementation of such plans. In addition, the objective is to give students the opportunity to use different business models in connection with the development of a concept for their own company.

Knowledge

Students shall have knowledge of:

- business models
- value chain network
- selling an idea
- customer contact

Skills

Students shall have skills in:

- developing a business case based on a pre-defined strategy using a methodical approach
- developing an organisation and a network for the newly-established company

Competences

Students shall have skills in:

- developing and starting a new company and establishing the network necessary both in terms of knowledge and financing

Action

The objective is for students to set up their own company, event or similar activity. Students should develop their plans and subsequently reflect on the process and result. Students should document the actual realisation of their plans.

Knowledge

Students shall have knowledge of:

- project plan
- business plan
- business concept or concept for a similar activity
- report/portfolio

Skills

Students shall have skills in:

- developing, planning and realising a business plan using a methodical approach
- obtaining/producing valid documentation for the realisation of plans

Competences

Students shall have skills in:

- setting up the organisation and network required to realise the business plan
- reflecting on process and result

Please contact the Students' Counselling Office or the Course Administration if you have any questions to this curriculum.