

Appendix 1  
to the  
curriculum for  
Professional Bachelor's  
Degree Programme in  
Design & Business

Design & Business  
VIA Design

2017

# CONTENT

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<b>1</b>	<b>Speciality programme for Fashion Design</b>	<b>4</b>
<b>1.1</b>	<b>Syllabus; Creative Explorer</b>	<b>4</b>
<b>1.2</b>	<b>Syllabus; Womenswear</b>	<b>7</b>
<b>1.3</b>	<b>Syllabus; Menswear</b>	<b>10</b>
<b>1.4</b>	<b>Syllabus; Design Identity</b>	<b>13</b>

---

<b>2</b>	<b>Speciality programme for Pattern Design</b>	<b>16</b>
<b>2.1</b>	<b>Syllabus; Womenswear, Advanced Level</b>	<b>17</b>
<b>2.2</b>	<b>Syllabus; Casual Menswear</b>	<b>17</b>
<b>2.3</b>	<b>Syllabus; Formal menswear</b>	<b>28</b>
<b>2.4</b>	<b>Syllabus; Lingerie</b>	<b>33</b>

---

<b>3</b>	<b>Speciality programme for Branding &amp; Marketing Management</b>	<b>38</b>
<b>3.1</b>	<b>Syllabus; Corporate Branding</b>	<b>38</b>
<b>3.2</b>	<b>Syllabus; Brand Theory, Strategy and Innovation</b>	<b>41</b>
<b>3.3</b>	<b>Syllabus; Applied Market Analysis</b>	<b>45</b>
<b>3.4</b>	<b>Syllabus; Consumer Behaviour</b>	<b>47</b>
<b>3.5</b>	<b>Syllabus; Transmedia Branding</b>	<b>50</b>
<b>3.6</b>	<b>Syllabus; Brand Communication and Management</b>	<b>53</b>

---

<b>4</b>	<b>Speciality programme for Purchasing Management</b>	<b>56</b>
<b>4.1</b>	<b>Syllabus; Economy and Supply Network Dynamics</b>	<b>56</b>
<b>4.2</b>	<b>Syllabus; Strategic Purchasing</b>	<b>59</b>
<b>4.3</b>	<b>Syllabus; Negotiation Technique, Project Management and Management</b>	<b>61</b>
<b>4.4</b>	<b>Syllabus; Supplier Relationship Management</b>	<b>65</b>
<b>4.5</b>	<b>Syllabus; Organisation of Purchasing and Product Knowledge</b>	<b>68</b>
<b>4.6</b>	<b>Syllabus; Logistics Analysis and Fit</b>	<b>71</b>

---

<b>5</b>	<b>Speciality programme for Retail Management</b>	<b>75</b>
<b>5.1</b>	<b>Syllabus; Management and Human Resource Management in Retail</b>	<b>75</b>
<b>5.2</b>	<b>Syllabus; Strategy and Retail Innovation</b>	<b>78</b>
<b>5.3</b>	<b>Syllabus; Concept Management</b>	<b>80</b>
<b>5.4</b>	<b>Syllabus; Retail Marketing</b>	<b>83</b>
<b>5.5</b>	<b>Syllabus; Study Trip and Field Research</b>	<b>85</b>

---

<b>6</b>	<b>Speciality programme for Retail Design</b>	<b>88</b>
<b>6.1</b>	<b>Syllabus; Module 1</b>	<b>88</b>
<b>6.2</b>	<b>Syllabus; Module 2</b>	<b>91</b>
<b>6.3</b>	<b>Syllabus; Module 3</b>	<b>94</b>
<b>6.4</b>	<b>Syllabus; Module 4</b>	<b>96</b>
<b>6.5</b>	<b>Syllabus; Module 5</b>	<b>101</b>

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<b>7</b>	<b>Speciality programme for Entrepreneurship</b>	<b>104</b>
<b>7.1</b>	<b>Syllabus; Start Up 1 + 2</b>	<b>104</b>
<b>7.2</b>	<b>Syllabus; Design for Change</b>	<b>107</b>
<b>7.3</b>	<b>Syllabus; Idea Creation</b>	<b>110</b>
<b>7.4</b>	<b>Syllabus; Concept Validation</b>	<b>113</b>
<b>7.5</b>	<b>Syllabus; Business Development</b>	<b>116</b>
<b>7.6</b>	<b>Syllabus; Maturation &amp; Growth Opportunities</b>	<b>119</b>

---

<b>8</b>	<b>Speciality programme for Communication &amp; Media Strategy</b>	<b>123</b>
<b>8.1</b>	<b>Syllabus; Rhetorical Communication</b>	<b>123</b>
<b>8.2</b>	<b>Syllabus; Corporate Communication &amp; PR</b>	<b>126</b>
<b>8.3</b>	<b>Syllabus; Sociology, Culture and Media Analysis</b>	<b>130</b>
<b>8.4</b>	<b>Syllabus; Social Media</b>	<b>133</b>
<b>8.5</b>	<b>Syllabus; Content Marketing</b>	<b>136</b>
<b>8.6</b>	<b>Syllabus; Media Strategy</b>	<b>138</b>

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<b>9</b>	<b>Common Module</b>	<b>141</b>
<b>9.1</b>	<b>Syllabus; Common module</b>	<b>141</b>

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<b>10</b>	<b>Partner universitetes</b>	<b>145</b>
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# 1 Speciality programme for Fashion Design

Professional Bachelor's Degree Programme in Design & Business Fashion Design		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> <b>5 ECTS Creative explorer</b> <ul style="list-style-type: none"> <li>• Design research</li> <li>• Material experiments</li> <li>• Proces portfolio</li> </ul> <b>10 ECTS Womenswear</b> <ul style="list-style-type: none"> <li>• Design a womenswear collection</li> <li>• Construction and manufacturing</li> </ul>	<b>10 ECTS Speciality courses:</b> <b>10 ECTS Menswear</b> <ul style="list-style-type: none"> <li>• Development and experimentation materials and products</li> <li>• Design a menswear collection</li> <li>• Construction and manufacturing</li> </ul>	<b>5 ECTS Internship and exam</b>
<b>15 ECTS Common module and exam</b> <ul style="list-style-type: none"> <li>• Method and theory of knowledge</li> <li>• Sociology and trend</li> <li>• Company project - design and business</li> </ul>	<b>10 ECTS Electives and exam</b>	<b>5 ECTS Speciality courses and exam:</b> <b>5 ECTS Design identity</b> <ul style="list-style-type: none"> <li>• Design management - design portfolio</li> </ul>
	<b>10 ECTS Internship</b>	<b>20 ECTS Bachelor Project</b>

01.08.17 version 1

## 1.1 Syllabus; Creative Explorer

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Creative Explorer  
**Activity:** Speciality course, PBA Fashion Design

**Course level:** 5<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Malene Harsaae, Lene Pedersen, Anne Dorthe Buur Holmboe  
**Responsible:** The Fashion Design Speciality Team

**Number of days/course duration:** -  
**Number of lessons:** -

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS are allocated between the core areas of:

Design 3  
 Sociology 1  
 Communication 1

<b>Purpose:</b>	The purpose of the speciality course Creative Explorer is to qualify students to use the design process for idea and materials development purposes. Moreover, students should acquire skills to perform relevant research and communicate visually.
<b>Qualification level:</b>	
<b>Knowledge:</b>	Students should acquire knowledge of: <ul style="list-style-type: none"> <li>• research and fashion history</li> <li>• 3D form and shape</li> <li>• selecting materials</li> <li>• processing and experimenting with materials</li> <li>• visual communication methods.</li> </ul>
<b>Skills:</b>	Students should acquire skills in: <ul style="list-style-type: none"> <li>• reflecting on and arguing for solutions chosen</li> <li>• experimenting with silhouettes and shapes on the female body</li> <li>• carrying out a design process from inspiration to final line-up</li> <li>• selecting and reflecting on materials for use in design products</li> <li>• manipulating fabrics/materials</li> <li>• assessing final line-up for a given project.</li> </ul>
<b>Competences:</b>	Students should acquire competences in: <ul style="list-style-type: none"> <li>• taking responsibility for and independently managing an idea generation process</li> <li>• creating a line-up where form, colour and material form a synthesis and reflect the inspiration</li> <li>• performing design research</li> <li>• communicating visually in a portfolio.</li> </ul>
<b>Main content:</b>	<ul style="list-style-type: none"> <li>• Joint start-up day (for all specialities)</li> <li>• Introduction to fashion research</li> <li>• Fashion history</li> <li>• Material workshops</li> <li>• Silhouette exercises and photo documentation</li> <li>• Life-drawing</li> <li>• Portfolio exercises (tactile and visual)</li> <li>• Line-up methods</li> <li>• Students should hand in a portfolio as part of the course.</li> </ul>
<b>Didactics and pedagogical ideas:</b>	<p>Before project start-up, a research assignment focusing on fashion history will be handed out. This assignment must be completed before project kick-off.</p> <p>There is a joint project start-up day for all specialities at Campus.</p>

The introduction to the project will be followed by a lecture on fashion design research tools and methods and a lecture on fashion and fashion systems used historically and today.

The course includes:

- draping on mannequins with focus on silhouettes
- workshops and guidance on material manipulations and processing
- life-drawing exercises
- introduction and portfolio and line-up workshops.

To complete the project, students must hand in a process portfolio and exhibit a 3D prototype.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course are required to prepare the compulsory research paper assignment before project start.

**Equipment requirements:**

- Adobe CC programmes
- Materials for draping exercises and material manipulations
- Drawing and colouring tools.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum

<b>Specific requirements:</b>	for the Professional Bachelor's Degree Programme in Design & Business. No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 1.2 Syllabus; Womenswear

### Syllabus for the Professional BA Programme in Design and Business VIA Design

<b>Subject area:</b> Womenswear	<b>Course level:</b> 5 <sup>th</sup> semester
<b>Activity:</b> Speciality course, PBA Fashion Design	<b>Approved on:</b> 1 February 2018
<b>Prepared by:</b> Malene Harsaae, Lene Pedersen, Anne Dorthe Buur Holmboe	<b>Number of days/course duration:</b> -
<b>Responsible:</b> The Fashion Design Speciality Team	<b>Number of Lessons:</b> -
<b>ECTS credits:</b> 10 ECTS credits are allocated between the core areas of:	<b>Language of instruction:</b> English <b>Language of examination:</b> English
Design 5 Sociology 2 Communication 2 Business 1	

<b>Purpose:</b>	The purpose of the speciality course Womenswear is to qualify students to use research for the development of their personal language of form and to demonstrate familiarity with the proportions of the female body. Students should design a collection for a target group of their own choice and should work with pattern design and manufacturing womenswear. Students should be able to assess the applicability of a certain material to a specific product and target group as well as assess the final product and compare it to the assignment description.
<b>Qualification level: Knowledge:</b>	Students should acquire knowledge of: <ul style="list-style-type: none"> <li>• applying research for idea generation and process</li> <li>• manufacturing womenswear</li> </ul>

**Skills:**

- developing a visual concept and preparing a portfolio presentation.

Students should acquire skills in:

- applying different idea generation methods
- applying own research for the creation of contemporary womenswear.
- visual presentation of a design concept.

**Competences:**

Students should acquire competences in:

- developing their own individual language of form
- experimenting with shapes, colours and materials
- demonstrating familiarity with the female body and its proportions
- assessing and evaluating the design aesthetics of a specific product
- assessing and considering the applicability of material to target group and design
- assessing and evaluating own presentation material.

**Main Content:**

- Study trip focusing on research
- Introduction to the womenswear project
- Information about the use of guidance
- Research and analysis in relation to a selected target segment
- Draping
- Rapid prototyping
- Visual mind mapping
- Mixed media and manipulations of materials
- Idea generation process and sketching
- Developing print design in Adobe CC - 10 lessons
- Individual guidance and feedback on the assignment
- Mid-term pitch
- Introduction to production, pattern design and manufacturing
- Pattern design techniques; kimono sleeve with gusset, raglan sleeve and lapel repetition using the circle and additional method
- Alteration and fitting techniques
- Assessing product versus sketch
- Assessing fit and balance
- Ready-to-wear manufacturing methods
- Project work with guidance
- Oral presentation in class. It is a requirement that products are shown on a live model.

**Didactics and pedagogical ideas:**

The course starts with a study trip to Paris with mandatory visits; one will be to Premiere Vision.



At the beginning of the course, a designer specialised in womenswear will give a lecture. This will be followed by research, concept development, and idea generation. Students will equally design patterns for their products as well as prototype the first sample of the designs chosen.

The project concludes with an oral presentation session where each student presents his/her own project including design process, collection and outfit on a live model. The pattern design lecturer participates together with an internal design lecturer.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have participated in the speciality course Creative Explorer.

**Equipment requirements:**

- Computer with Adobe CC programmes
- Fabrics for draping and manufacturing
- Tools for pattern design
- Tools for sketching and drawing

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

**Specific requirements:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor’s Degree Programme in Design & Business.

No specific requirements.

**Re-examination:**

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor’s Degree Programme in Design & Business.

**Literature:**

For information on literature, see the list of literature attached to the course plan

### 1.3 Syllabus; Menswear

## Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Menswear

**Course level:** 6<sup>th</sup> semester

**Activity:** Speciality course, PBA Fashion Design

**Approved on:** 1 February 2018

**Number of days/course Duration:** -

**Prepared by:** Malene Harsaae, Lene Pedersen, Anne Dorthe Buur Holmboe

**Number of lessons:** -

**Responsible:** The Fashion Design Speciality Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 10 ECTS credits are allocated between the core areas of:

- Design 5
- Sociology 2
- Communication 1
- Business 2

**Purpose:**

The purpose of the speciality course Menswear is to qualify students to analyse and develop their own language of form as well as demonstrate an understanding of the proportions of the male body. The course will also include menswear manufacturing, and students will acquire skills to assess the choices of fabrics and their suitability for the products designed. Finally, students will develop skills to assess the final product and compare it to the assignment description.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

**Skills:**

- research and methods of analysis for idea generation purposes
  - manufacturing formal menswear.
- Students should acquire skills in:
- using different methods for developing design ideas and carrying out product development
  - researching and analysing menswear in a historical context.

**Competences:**

- Students should acquire competences in:
- developing a personal and individual language of form
  - experimenting with shapes, colours and materials
  - demonstrating an understanding of the male body and its proportions
  - evaluating and assessing shape and fit
  - assessing choice of materials based on target group and designs
  - defining and arguing for a menswear concept.

**Main content:**

- Start-up: History and brands by guest lecturers
- Research and analysis of a selected time period
- Concept descriptions
- Idea generation process and sketching
- Individual project work and guidance/feedback on the assignment
- Mid-way review
- Introduction to production, pattern design and manufacturing
- Analysis
- Pattern design techniques
- Fitting and alterations
- Evaluating product versus drawing
- Evaluating fit and balance
- Manufacturing methods
- Creating parts for a menswear blazer
- Oral presentation in class with designs shown on live model.

**Didactics and pedagogical ideas:**

The assignment will be introduced before the Christmas holidays (by the course lecturer).

The project is kicked-off by a guest lecture delivered by a speaker with special knowledge of menswear design.

External and internal guidance teachers will assist students during the idea and analysis phase.

Following the idea and analysis phase, students should construct and manufacture parts for the menswear product chosen.

The project concludes with an oral presentation. Each student is required to show their products on a live model.

The external and internal guidance teachers assisting students in their creative process will participate in the presentations.

Students have the opportunity to do a 5-week elective where they can develop their menswear project for the purpose of participation in a design competition if their product is selected for the competition. As part of the elective, students will equally have the opportunity to do an exam in their menswear project.

The project concludes an oral presentation of design process, collection and outfit.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have passed the womenswear project on the 5<sup>th</sup> semester.

**Equipment requirements:**

Adobe CC programmes

- Materials for manufacturing prototypes and products
- Tools for pattern design
- Drawing and colouring tools

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

<b>Internal/external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 1.4 Syllabus; Design Identity

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Design Identity

**Activity:** Speciality course, PBA Fashion Design

**Prepared by:** Malene Harsaae, Lene Pedersen, Anne Dorthe Buur Holmboe

**Responsible:** The Fashion Design Speciality Team

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Design 2

Communication 1

Business 2

**Course level:** 7<sup>th</sup> semester

**Approved on** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Design Identity is for students to acquire skills to clarify and communicate their own design identity. Moreover, students should become skilled to handle project planning as well as communicate and document their own skills and competences visually and in writing.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- communication of ideas and identity
- personal presentation portfolios
- sales- and presentation techniques
- project planning
- design management.

**Skills:**

Students should acquire skills in:

- reflecting on their personal design identity
- communicating ideas and identity through a portfolio
- presenting themselves through written communication
- communicating ideas and identity through film/media.

**Competences:**

Students should acquire competences in:

- communicating visually in a portfolio
- presenting their own design identity and design universe in written communication
- using relevant media as a method of communication.

**Main content:**

- Introduction to project planning
- Film or other relevant media workshop
- Preparation of portfolio
- Introduction to written media used in professional contexts
- Introduction to sales and presentation techniques (this part of the course can be undertaken by an external designer who is a VIA Design graduate)
- Introduction to design management
- Written purpose and research question for the final BA exam project.

**Didactics and pedagogical ideas:**

The project is preparation for the final BA exam project. The main focus of the course is for students to clarify and communicate their own design identity.

The course will also introduce methods for project planning.

Following this introduction, the individual projects prepared by students as part of their speciality course will be analysed for the purpose of pinpointing their design identity.

In addition, the course will focus on how to write interesting and professional texts.

Students will equally be introduced to design management.

A portfolio displaying students' personal design identity must be worked out.

The course concludes with an oral presentation in front of the design lecturer. The design lecturer will subsequently be awarded time for grading of the students' performance.

To complete the project, students must hand in their portfolio, a film or other form of media, written descriptions as well as deliver an oral presentation.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

The design projects prepared by students on the 5<sup>th</sup> and 6<sup>th</sup> semesters will be used for pinpointing students' personal design identity visually and in text.

**Equipment requirements:**

- Adobe CC programmes
- Video camera (A mobile phone may be used instead)
- Drawing and colouring tools

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7<sup>th</sup> semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7<sup>th</sup> semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

**Specific requirements:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Requirements for Re-examination:**

No specific requirements.

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Literature:**

For information on literature, see the list of literature attached to the course plan.

## 2 Speciality programme for Pattern Design

Professional Bachelor's Degree Programme in Design & Business Pattern Design		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> <b>5 ECTS Womenswear - advanced level</b> <ul style="list-style-type: none"> <li>• Draping/preparing products for production</li> <li>• Collars and sleeves</li> <li>• Fitting</li> </ul> <b>10 ECTS Casual menswear</b> <ul style="list-style-type: none"> <li>• Pattern design, grading and product development</li> <li>• Manufacturing</li> <li>• Design</li> <li>• Illustrator</li> <li>• Material knowledge</li> </ul>	<b>10 ECTS Speciality courses:</b> <b>10 ECTS Formal menswear</b> <ul style="list-style-type: none"> <li>• Pattern design, grading and product development</li> <li>• Manufacturing</li> <li>• Design</li> <li>• Illustrator</li> <li>• Material knowledge</li> </ul>	<b>5 ECTS Internship and exam</b>
	<b>10 ECTS Electives and exam</b>	<b>5 ECTS Speciality courses and exam:</b> <b>5 ECTS Lingerie</b> <ul style="list-style-type: none"> <li>• Pattern design/grading</li> <li>• Material knowledge</li> </ul>
<b>15 ECTS Common module and exam</b> <ul style="list-style-type: none"> <li>• Method and theory of knowledge</li> <li>• Sociology and trend</li> <li>• Company project - design and business</li> </ul>	<b>10 ECTS Internship</b>	<b>20 ECTS Bachelor project</b>

01.08.17 version 1



## 2.1 Syllabus; Womenswear, Advanced Level

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Womenswear, Advanced Level

**Course level:** 5<sup>th</sup> semester  
**Approved on:** 15 March 2018

**Activity:** Speciality course,  
PBA Pattern Design

**Number of days/course duration:** -

**Number of lessons:** -

**Prepared by:** Inge Thomasen, Anne Lise Opstad and Ida Wiuff Andersen

**Language of instruction:** English

**Responsible:** The Pattern Design Speciality Team

**Language of examination:** Danish/English

**ECTS credits:** 5 ECTS credits are allocated between the following core areas:

Pattern Design/Grading 3  
Product Development 1  
Material Knowledge 1

#### **Purpose:**

The purpose of the speciality course Womenswear Advanced Level is to provide students with the opportunity to work more in depth with a broad range of womenswear.

Students will have the opportunity to work analytically and to experiment with and reflect on pattern design and grading solutions for womenswear. Moreover, the course should prepare students for developing identity-creating and competitive solutions with specific focus on collars and sleeves.

Students should acquire skills to design models directly on the mannequin and work with different draping techniques as a supplement to 2D construction.

The course will equally qualify students to:

- know draping as a tool for designing and developing ideas and creating innovative apparel
- analyse and reflect on the time spirit in regards to fit and silhouettes and implement this knowledge into the womenswear product development process
- assess and reflect on the properties and suitability of materials to design DNA and silhouettes and thereby gain knowledge and understanding of the applications and limitations of various materials for manufacturing of womenswear
- work with fitting and pattern alterations from a functional and aesthetic point of view

- communicate and argue for fit and design internally and externally
- apply tools to improve the structure of the work process.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- draping principles, methods and how to use them separately or in combination with 2D construction
- how to convert draped styles into patterns ready for production
- pattern design and grading theories and methods
- methods of analysis for selecting appropriate pattern design and draping methods
- form and functionality in apparel development
- product development practice of the profession and the influence of pattern design on the product development process
- contemporary style concepts in recent times
- the influence of materials on product design and functionality in terms of draping ability, expression and usability.

**Skills:**

Students should acquire skills in:

- draping according to different draping techniques
- assessing and applying draping as a supplement to 2D construction
- analysing and assessing the influence of the construction and grading methods chosen to the fit and silhouette of womenswear
- applying and combining manual (3D) and IT based tools (2D) for construction and grading
- developing complex and competitive pattern design and grading solutions taking design, fit and manufacturing methods into consideration.
- analysing, assessing and arguing for choice of material for a product/design with specific focus on draping ability, expression and functionality
- identifying fit-related issues and using fitting and pattern alteration principles and techniques to solve them
- assessing the final product based on the assignment description.

**Competences:**

Students should acquire competences in:

- independently developing solutions to issues related to the pattern design, alteration and grading of classical womenswear
- independently developing 3D constructions on a mannequin and converting drapings into 2D patterns that

may be used for preparing patterns ready for production on CAD

- independently selecting and arguing for appropriate manufacturing methods and materials to obtain the product and quality desired
- working analytically and reflectively with fit-related issues
- arguing for choices through the process.

## Main content:

### **Draping 18 lessons**

- Preparing mannequin and fabric
- Draping styles on mannequin
- Draping principles: Pli, bias-cut fabric, pleats and folds
- Dismantling the model and preparation of paper pattern
- Experimenting with fabrics on the mannequin
- Fast draping for idea generation
- Shingo Sato draping techniques
- Draping on mannequin based on own ideas.

### **Preparing draped styles for production 11 lessons**

- Converting paper pattern into CAD pattern
- Fusing and interlining
- Grading of draped styles
- Closures and lining development.

### **Pattern design and grading 35 lessons**

- Master patterns and basic models for outerwear
- Collars for enlarged necklines and rounded neckholes according to the addition method
- Lining solutions for outerwear.

Identification and selection of construction method

Identification of grading methods

Pattern design, fitting and grading

Material properties and fit optimisation

Pattern optimisation

Self-evaluation of own work.

## Didactics and pedagogical ideas:

The course will be covered by several different lecturers and consists of classroom instruction as well as self-study days. Self-study days are planned with individual work on assignments according to activity plan.

The combination of theory, practice and individual guidance/evaluation is central to the course.

It is important that self-study days for individual work/experimenting are planned in between the days of theory (see activity plan).

#### Draping:

The first part of the course is classroom teaching where students are introduced to the different draping techniques and learn how to drape on a mannequin based on instructions from the lecturer.

The draping on mannequin is followed by exercises and assignments.

To learn the craft of draping, it is important that students work with draping in practice. Students must document the working process through sketches and photos in a portfolio. Students are encouraged to reflect on their working process on a current basis.

#### Preparation of draped styles for production:

This part of the course is taught by a pattern design lecturer and focus is pattern development using CAD. Students should consider closures, lining development, grading, etc. in relation to industrial manufacturing. As part of the course, students will be introduced to interlining in draped models as well as to lining development and closures.

#### Pattern design and grading:

The pattern design and grading course is planned as lectures followed by individual work. This part of the course includes construction, experimenting and fitting of selected parts/components for the upper body with a high level of difficulty. Focusing on these aspects makes it possible to achieve a transfer of knowledge between the different construction methods.

Grading is performed immediately after the construction of products. This makes it easier to see the connection between the calculations prepared for construction purposes, the construction process itself and the calculation of size breaks. Based on an introduction to methods for identifying own mistakes, students are subsequently asked to evaluate, reflect on and correct their own work.

The work with assignments and subsequent feedback and reflection are important to obtain the learning objectives.

#### **Study activity:**

The students are recommended to include their work, feedback and written reflections in a work portfolio. According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students are required to use CAD programme for construction and grading, and to use industrial methods for product manufacturing

**Equipment requirements:**

Students must bring their own computer with the Gerber Cad Cam programme installed.

They are equally required to bring a digital camera for draping lessons. Students must acquire the teaching materials listed as well as materials for test sewing and final products at their own expense.

**Classroom requirements:**

Draping:

- Large classroom with whiteboard and projector
- One mannequin per student

Preparation of draped patterns and pattern design and grading:

- Classroom with access to plotter and projector
- Access to a digitizer/accuscan
- Access to the sewing lab

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7<sup>th</sup> semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7<sup>th</sup> semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning objectives for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Specific requirements:**

No specific requirements

<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, please see the list of literature attached to the course plan.

## 2.2 Syllabus; Casual Menswear

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Casual Menswear

**Activity:** Speciality course, PBA Pattern Design

**Prepared by:** Anne Lise Opstad, Inge Thomasen and Ida Wiuff Andersen

**Responsible:** The Pattern Design Speciality Team

**ECTS credits:** 10 ECTS credits are allocated between the core areas of:

Pattern Design/Grading 4  
Product Development 1  
Material Knowledge 2  
Communication 3

**Purpose:**

**Course level:** 5<sup>th</sup> semester

**Approved on:** 15 March 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** Danish/English

The purpose of the speciality course Casual Menswear is to provide students with the opportunity to work analytically and to experiment with and reflect on pattern design and grading solutions for casual menswear. Moreover, the course should prepare students for developing identity-creating and competitive solutions.

Students will obtain knowledge about how the theories and methods from the course may be used for developing the fit DNA that reflects the DNA of a design idea.

The course will equally qualify students to:

- analyse and reflect on the time spirit in regards to fit and silhouettes and to implement this knowledge into the process of developing casual menswear
- analyse a design idea with the purpose of developing menswear with the same silhouette, fit, proportions and details as the design idea
- reflect on which values the design idea is based on and how the discipline of pattern design supports the design DNA in practice

- assess and reflect on the suitability of materials and properties in relation to design DNA and silhouettes and thereby gain knowledge and understanding of the applications and limitations of various materials for manufacturing of casual menswear
- work with fit and alteration of casual menswear based on functionality and aesthetics
- define and explain the correct manufacturing methods for different product types
- communicate and argue for shape and design internally and externally and develop technical and visual documentation for use in industrial production
- analyse and assess the need for documentation of the products according to the production form.

Qualification level:

Knowledge:

Students should acquire knowledge of:

- theories and tools for decoding the functional and cultural values of product types within casual menswear
- how pattern design competences play an active role in a design and development process
- casual menswear traditions, norms and fashion style concepts in modern times
- fitting issues and techniques/solutions
- male anatomy
- the influence of materials on product design and functionality in terms of draping ability, expression and usability
- preparation of and requirements to product-related documentation: Professional, visual and written documentation.

Skills:

Students should acquire skills in:

- developing complex and competitive pattern design and grading solutions taking design, fit and production methods for casual menswear into consideration
- analysing, decoding and developing a design idea based on function and aesthetics
- reflecting on issues and justifying solutions in relation to form and function
- communicating and arguing for the choices made as a result of the fit chosen
- using IT-based tools for pattern design and grading
- converting prototypes into patterns ready for production
- analysing, assessing and determining grading principles using calculations for construction of the individual product types
- analysing, assessing and arguing for choice of material for a product/design

## Competences:

- analysing and preparing proportionally correct working sketches within the different product types of casual menswear
- identifying fit-related issues and using fitting and pattern alteration principles to solve them
- communicating globally on product-related issues
- using IT-based tools for documentation and communication purposes as well as for analysing and preparing measurement charts.

Students should acquire competences in:

- independently developing solutions to issues related to the construction, alteration and grading of casual menswear
- analysing a design idea for the purpose of manufacturing the product designed
- selecting and arguing for appropriate manufacturing methods and materials to obtain the product and quality desired
- working analytically and reflectively with fit-related issues
- independently developing technical and visual documentation to secure the quality of the production process
- communicating globally, professionally and interdisciplinarily
- presenting proposed solutions
- arguing for choices through the process
- assessing the final product based on the assignment description/design idea using an independent and reflective approach.

## Main content:

**Pattern design/grading/product development/documentation/fitting: 86 lessons**

- Analysis
- Construction techniques
- Raglan sleeves
- Kimono sleeves with gusset
- Development techniques
- Fitting techniques in theory and practice
- How to communicate fit-related issues through technical and visual documentation
- Preparing products for production
- Assessing the final product compared to the design idea
- Assessing fit, balance and applicability
- Grading theories
- Grading of details
- Height/width grading
- Technical documentation
- Working sketches



- Measurement chart
- Preparing products for production/pattern optimisation

**Manufacturing:** 7 lessons

- Product analysis
- Manufacturing methods
- Pressing technique

**Design:** 7 lessons

- Development of menswear
- Product research

**Illustrator:** 7 lessons

- Proportions
- Sketching techniques
- Detail drawing

**Material knowledge:** 7 lessons

- Specifications
- Materials testing

**Study trip:** 18 lessons

- Trend research
- Material knowledge
- Fit and detail research.

**Didactics and pedagogical ideas:**

Students work with an assignment during the course. The assignment and assessment criteria appear from the written assignment description.

The course will be covered by lecturers from different specialty teams and consists of classroom instruction, workshops, individual work and a study trip.

Self-study days are planned with individual work on the assignment.

The combination of theory, practice and self-study days is crucial to ensure optimal output from the course (see activity plan).

In order to create coherence between design and pattern design, the work of students must be based on a design idea or a brand's design DNA.

Study trips are important to the work of pattern designers and give them the opportunity to do research, acquire knowledge about current trends, fits and silhouettes as well as find inspiration for which details to include when designing patterns in the future. It is of great value to the collaboration

with the designer that the pattern designer experiences, acquires knowledge and gains personal impressions in relation to menswear.

As menswear is often manufactured in heavier materials than womenswear, it is important that students gain knowledge of specific materials for menswear and test the materials selected in the lab.

Working with illustrator and sketching, students will acquire skills to create the correct proportions for visual communication of menswear.

The purpose of the manufacturing lessons is to teach students industrial manufacturing methods for casual menswear.

The course concludes with an oral presentation of process and products in front of class on the last day of the course. The products are presented on live models.

Two days for correction of patterns in collaboration with students must be scheduled prior to the presentation. The correction process will focus on patterns, pattern optimisation and grading.

During the presentation, the lecturer will comment on products, working sketches and the presentation itself. As part of the overall grade, the student's written documentation will be corrected after the presentation.

The work with assignments and subsequent feedback and reflection are important to obtain the learning objectives.

Students are recommended to include their work, feedback and written reflections in a work portfolio.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students are required to use CAD programme for pattern design and grading, and to use industrial manufacturing methods for product manufacturing. Documentation should be prepared using appropriate IT programmes (drawing programme and spreadsheet programme).

**Equipment requirements:**

Students must bring their own computer with the Gerber Cad Cam programme and Adobe illustrator installed.

Students must acquire the teaching materials listed as well as materials for test sewing and final products at their own expense.

### Classroom requirements:

- Classroom with access to plotter and projector
- Machinery and gear for production of classical menswear
- Material lessons in LAB

### Exam form:

The student's compliance with the learning objectives of the speciality is tested at the 7<sup>th</sup> semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

### Internal/ external examiner:

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7<sup>th</sup> semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

### Assignments:

To meet the learning objectives for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale.

### Assessment criteria:

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

### Specific requirements:

No specific requirements

### Re-examination:

Re-examinations are conducted in accordance with the Curriculums for the Professional Bachelor's Degree Programme in Design & Business.

### Literature:

For information on literature, please see the list of literature attached to the course plan.

## 2.3 Syllabus; Formal menswear

### Syllabus for the Professional Bachelor in Design and Business, VIA Design

**Subject area:** Formal Menswear

**Course level:** 6<sup>th</sup> semester  
**Approved:** 1 February 2018

**Activity:** Speciality course,  
PBA Pattern Design

**Number of days/course duration:** 32 days

**Prepared by:** Inge Thomassen and Anne  
Lise Opstad

**Number of lessons:** 112 lessons  
Pattern design/grading/product develop-  
ment/including presentation: 56 lessons  
Manufacturing: 35 lessons  
Design: 7 lessons  
Illustrator: 7 lessons  
Material knowledge: 7 lessons

**Responsible:** The Pattern Design  
Speciality Team

**ECTS credits:** 10 ECTS credits are allo-  
cated between the core areas of:

Pattern Design/Grading 6  
Product Development 1  
Material Knowledge 1  
Communication 2

**Language of instruction:** English  
**Language of examination:** Danish/English

#### **Purpose:**

The purpose of the speciality course Formal Menswear is to provide students with the opportunity to work analytically and to experiment with and reflect on pattern design and grading solutions for casual menswear. Moreover, the course should prepare students for developing identity-creating and competitive solutions.

The course should give students knowledge and understanding of formal menswear from a historical and traditional craft perspective. Students should equally understand the characteristics of present-day industrial manufacturing of formal menswear.

Students will obtain knowledge about how the theories and methods from the course may be used for developing the fit DNA that reflects the DNA of a design idea.

The course will equally qualify students to;

- analyse and reflect on the time spirit in regards to fit and silhouettes and implement this knowledge into the process of developing formal menswear
- analyse a design idea with the purpose of developing menswear with the same silhouette, fit, proportions and details as the design idea
- reflect on which values the design idea is based and how the discipline of pattern design supports the design DNA in practice

- assess and reflect on the suitability of materials and properties in relation to design DNA and silhouettes and thereby gain knowledge and understanding of the applications and limitations of various materials for manufacturing of casual menswear
- work with fit and alteration of formal menswear based on functionality, aesthetics and traditions within the area of formal menswear
- define and explain the correct manufacturing methods for different product types
- communicate and argue for a design internally and externally and develop technical and visual documentation for use in industrial production
- analyse and assess the need for documentation of the products according to the production form.

#### Qualification level:

#### Knowledge:

Students should acquire knowledge of:

- theories and tools for decoding the functional and cultural values of product types within casual menswear
- how pattern design competences play an active role in a design and development process
- formal menswear traditions, norms and fashion style concepts in modern times
- fitting issues
- male anatomy
- the influence of materials on product design and functionality in terms of draping ability, expression and usability
- visual and written requirements to product-related documentation.

#### Skills:

Students should acquire skills in:

- developing complex and competitive pattern design and grading solutions taking design, fit and production methods of casual menswear into consideration
- analysing, decoding and developing a design idea based on function and aesthetics
- arguing for where and how the discipline of pattern design supports the design DNA of a brand in practice
- reflecting on issues and justifying solutions in relation to form and function
- communicating and arguing for the choices made as a result of the fit chosen
- using IT-based tools for construction and grading
- converting prototypes into patterns ready for production

## Competences:

- analysing, assessing and determining grading principles using calculations for construction of the individual products
- analysing, assessing and arguing for choice of material for a product/design
- analysing and preparing proportionally correct working sketches within the different product types of casual menswear
- communicating globally on product-related issues.
- using IT-based tools for documentation and communication purposes as well as for analysing and preparing measurement charts.

Students should acquire competences in:

- independently developing solutions to issues related to the construction, alteration and grading of formal menswear
- analysing a design idea for the purpose of manufacturing the product designed
- selecting and arguing for appropriate manufacturing methods and materials to obtain the product and quality desired
- working analytically and reflectively with fit-related issues
- independently developing technical and visual documentation to secure the quality of the production process
- presenting proposed solutions
- arguing for choices through the process
- assessing the final product based on the assignment description/design idea using an independent and reflective approach.

## Main content:

**Construction/grading/product development: 56 lessons**

- Analysis
- Construction techniques
- Development techniques
- Fitting techniques
- Preparing products for production
- Assessing the final product compared to the design idea
- Assessing fit, balance and applicability
- Grading theories
- Detailed grading
- Height/width grading
- Preparing products for production/pattern optimisation
- Technical documentation
- Working sketches
- Measurement chart

**Didactics and pedagogical ideas:**

**Manufacturing:** 35 lessons

- Manufacturing of blazer
- Manufacturing of classical mens' trousers
- Manufacturing of shirt and components.

**Design:** 7 lessons

- Development of menswear
- Product research

**Illustrator:** 7 lessons

- Proportions
- Sketching techniques

**Material Knowledge:** 7 lessons

- Specifications
- Materials testing

Students work with an assignment during the course. The assignment and assessment criteria appear from the written assignment description.

The course will be covered by lecturers from different specialty teams and consists of classroom instruction, workshops and individual work.

Self-study days are planned with individual work on assignments.

The combination of theory, practice and self-study days is crucial to ensure optimal output from the course (see activity plan).

In order to create coherence between design and construction, the work of students must be based on a design idea or a brand's design DNA.

As menswear is often manufactured in heavier materials than womenswear, it is important that students gain knowledge of specific materials for menswear and test the materials selected in the lab.

Working with illustrator and sketching, students will acquire skills to create the correct proportions for visual communication of menswear.

The purpose of the manufacturing lessons is to teach students industrial manufacturing methods for casual menswear.

The course concludes with an oral presentation of process

and products in front of class on the last day of the course. The products presented are presented on live models.

Two days for correction of patterns in collaboration with students must be scheduled prior to the presentation (45 minutes per student). Focus will be on patterns, pattern optimisation and grading.

During the presentation, the lecturer will comment on products, manufacturing and working sketches.

The manufacturing assignment is assessed separately.

A recommended grade for the course is registered with the Course Administration. The grade is according to the 7-point grading scale.

The work with assignments and following feedback and reflection are important in order to obtain the learning objectives

The students are recommended to gather their work, feedback and reflections in a work portfolio.

#### Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

#### Requirements for students taking this course:

Students are required to use CAD programme for construction and grading, and to use industrial manufacturing methods for product manufacturing. Documentation should be prepared using appropriate IT programmes (drawing programme and spreadsheet programme).

#### Equipment requirements:

Students must bring their own computer with the Gerber Cad Cam programme and Adobe Illustrator installed. Students must acquire the teaching materials listed as well as materials for test sewing and final products at their own expense.

- Classroom with access to plotter and projector
- Machinery and gear for production of classical menswear
- Material lessons in LAB

#### Exam form:

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.



<b>Internal/external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business
<b>Specific requirements:</b>	No specific requirements
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, please see the list of literature attached to the course plan.

## 2.4 Syllabus; Lingerie

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Lingerie

**Activity:** Specialty course, PBA Pattern Design

**Prepared by:** Inge Thomasen and Anne Lise Opstad

**Responsible:** The Pattern Design Speciality Team

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Pattern Design/Grading 2  
Product Development 2  
Material Knowledge 1

**Course level:** 7<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** 16 days

**Number of lessons:** 56 lessons

The 56 lessons are allocated in this way:  
Pattern design/grading/product development including presentation: 49 lessons  
Material Knowledge: 7 lessons

**Language of instruction:** English

**Language of examination:** Danish/English

## *Lingerie covers panties, bras and corseting*

### **Purpose:**

The purpose of the speciality course Lingerie is to provide students with the opportunity to work analytically and to experiment with and reflect on pattern design and grading solutions for lingerie. Moreover, the course should prepare students for developing competitive solutions for lingerie products.

Students will acquire knowledge and understanding of the properties of different materials as well as their suitability for lingerie manufacturing, including laces, elastics and accessories.

Students will learn professional lingerie terminology for the purpose of communicating with customers/suppliers.

The course will equally qualify students to:

- select and apply basic theories on pattern design, grading, pattern development and manufacturing of lingerie
- assess and select industrial methods for lingerie manufacturing
- analyse and reflect on the time spirit in regards to fit and silhouettes and implement this knowledge into the lingerie product development process.

### **Qualification level:**

### **Knowledge:**

Students should acquire knowledge of:

- form and functionality in lingerie development
- lingerie measurements and sizing systems, including bra cup sizes
- calculations, norms and terms within lingerie
- reduction in measurements when working with elastic fabrics
- industrial manufacturing methods
- the influence of materials on lingerie and its expression, functionality and care.

### **Skills:**

Students should acquire skills in:

- performing construction and grading calculations for lingerie
- developing basic blocks for lingerie
- pattern development for lingerie products
- applying grading theories and principles to lingerie design/development

- choosing manufacturing methods and materials for lingerie on a well-founded basis
- selecting, performing and combining 2 and 3 dimensional construction techniques on CAD as well as manually
- lingerie fitting
- developing patterns ready for production, including correct addition of seam allowance and marks. The pattern development should be based on the manufacturing methods chosen.

## Competences:

Students should acquire competences in:

- independently selecting the most appropriate theories and methods for problem-solving in relation to tight fit garments
- independently assessing silhouettes, details and methods and develop and grade lingerie based on this assessment
- working with fit-related issues within lingerie using an independent, analytical and reflective approach
- independently selecting and arguing for appropriate materials, need of machinery and lingerie manufacturing methods
- presenting proposed solutions
- arguing for choices through the process

## Main content:

### Pattern design, grading and product development:

49 lessons including presentation

- Introduction to lingerie
- Calculation for and construction of basic blocks for lingerie
- Calculation of lingerie grading rules
- Grading of lingerie basic blocks
- Reduction for elastic fabrics
- Pattern development techniques including grading
- Fitting and pattern alteration techniques
- Assessment of fit and silhouettes
- Preparing patterns for production and pattern optimisation
- Special machinery for lingerie manufacturing
- Lingerie manufacturing methods
- Elastics and accessories such as wires, straps and closures
- Presentation.

### Material knowhow:

- Materials for lingerie including laces

**Didactics and pedagogical Ideas:**

- Material requirements regarding hygiene, care and labelling
- Fastness and resistance (material properties)

Students work with an assignment during the course. The assignment and assessment criteria appear from the written assignment description.

The course includes classroom instruction as well as self-study days. Self-study days are planned with assignments and exercises according to the activity plan.

As there are special fastness, resistance and care requirements for lingerie fabric, the 7 lessons in material knowledge must be taught by a lecturer with special knowledge about lingerie fabrics/laces and with access to the lab. To acquire knowledge about the special machinery used for lingerie manufacturing, the course is a combination of lectures and instructions in the sewing lab.

As part of the material knowledge/product development/manufacturing lessons, the course may include a company visit.

The course concludes with an oral presentation of process and products in front of class on the last day of the course. During the presentation, the lecturer will comment on fit, choice of material and manufacturing. Patterns and grading are assessed subsequently and written feedback is provided on the elements not commented on at the oral presentation.

A recommended grade for the course is registered with the Course Administration. The grade is according to the 7-point grading scale.

The work with assignments and following feedback and reflection are important in order to obtain the learning objectives

The students are recommended to gather their work, feedback and reflections in a work portfolio.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students are required to use CAD programme for construction and grading, and to use industrial manufacturing methods for product manufacturing.

**Equipment requirements:**

Students must bring their own computer with the Gerber Cad Cam programme installed.

Students must acquire the teaching materials listed as well as materials for test sewing and final products at their own expense.

Classroom requirements:

- Classroom with access to plotter and projector
- Access to the sewing lab (lingerie sewing machines)
- Access to lab for material lessons

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/  
external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business

**Specific requirements:**

No specific requirements.

**Re-examination:**

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Literature:**

For information on literature, please see the list of literature attached to the course plan.

### 3 Speciality programme for Branding & Marketing Management

Professional Bachelor's Degree Programme in Design & Business Branding & Marketing Management		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> 5 ECTS Corporate branding 5 ECTS Brand Theory, Strategy and Innovation 5 ECTS Applied market analysis	<b>10 ECTS Speciality courses:</b> 5 ECTS Consumer behaviour 5 ECTS Transmedia branding and concept development	5 ECTS Internship and exam
<b>15 ECTS Common module and exam</b> <ul style="list-style-type: none"> <li>• Method and theory of knowledge</li> <li>• Sociology and trend</li> <li>• Company project - design and business</li> </ul>	10 ECTS Electives and exam	5 ECTS Speciality courses and exam: 5 ECTS Brand communication and management
	10 ECTS Internship	20 ECTS Bachelor Project

01.08.17 version 1

#### 3.1 Syllabus; Corporate Branding

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Corporate Branding

**Course level:** 5<sup>th</sup> semester

**Activity:** Speciality course, PBA  
Branding and Marketing Management

**Approved on:** 1 February 2018

**Prepared by:** Rune Thorbjørn Jason  
Clausen

**Number of days/course duration:** -  
**Number of lessons:** -

**Responsible:** The Branding and Marketing Management Specialty Team

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS are allocated between the core areas of:

Strategy and Management 2 ECTS  
Concept Development 2 ECTS  
Communication 1 ECTS

**Purpose:**

The purpose of the speciality course Corporate Branding is to qualify students to understand corporate branding in a holistic and cross-functional perspective involving the integration of both internal as well as external elements.

Based on a theoretical understanding, this course seeks to provide students with competences in organisational strategies of corporate branding that meet the requirements of the community and market, and that take the complexity of organisations into consideration.

**Qualification level:****Knowledge:**

Students should acquire knowledge of:

- the various logics that are in play and which characterise the design of a corporate brand:
- the role of marketing and communication in corporate branding
- the impact that stakeholders and the external environment have on the form of corporate branding
- organisational behavior, strategy and organisation culture
- brand expression (visual identity).

**Skills:**

Students should acquire skills in:

- analysing and evaluating corporate branding in a holistic and cross-functional perspective
- defining, selecting and evaluating how, when, and why different corporate branding processes are used in the context of new as well as existing businesses and organisations
- recommending the most appropriate theories and methods for problem-solving and analysis and arguing for and against their choices
- working in groups with a specific project and writing reports using appropriate report form as well as clear academic language..

**Competences:**

Students should acquire competences in:

- the use of selected theory and methods of problem solving and analysis
- developing corporate branding strategies that take community, market and organisational complexity into consideration
- evaluating the implications of selected brand strategies
- the communication of solutions. Moreover, students should be able to reflect on and argue for the solution and the stages of the process.

**Main content:**

- Introduction to corporate branding as a concept and function and its role in the company
- Distinction between 'product branding' and 'corporate branding'
- Corporate Branding and market communication
- Corporate Branding and stakeholder analysis, including CSR and Public Relations
- Corporate Branding and organisational culture
- Corporate Branding and visual identity (brand expression)
- Case work testing theories, methods and techniques in relation to Corporate Branding
- Graphic design.

**Didactics and pedagogical Ideas:**

The course combines lectures with group work, cases and exercises. There will be lectures for most topics based on texts and textbook in combination with exercises in class. In addition, students will work in groups with a continuous project.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

None.

**Equipment requirements:**

Smartboard

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Internal/ external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.



<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, please see the list of literature attached to the course plan.

## 3.2 Syllabus; Brand Theory, Strategy and Innovation

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Brand Theory, Strategy and Innovation

**Course level:** 5<sup>th</sup> semester

**Activity:** Speciality course, PBA Branding and Marketing Management

**Approved on:** 1 February 2018

**Prepared by:** Rene Claus Larsen  
**Responsible:** The Branding and Marketing Management Specialty Team

**Number of days/course duration:** -  
**Number of Lessons:** -

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Strategy and Management 3 ECTS  
Concept Development 2 ECTS

#### **Purpose:**

The purpose of the speciality course Brand Theory, Strategy and Innovation is to qualify students to work with different perspectives in branding and brand management that include:

- market structures, behavioural economics versus demand economics
- innovative ways of working with branding strategies
- introduction to various branding theories and their practical application
- supporting the student's critical reflection on the theories discussed.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- how markets can be designed as a consequence of the different approaches to branding
- the various branding theories, basic assumptions, theoretical building blocks, methods for data collection and implications for brand management
- new innovative approaches to branding and marketing
- cultural branding, Blue Ocean strategy, Disruption, brand ecology.

**Skills:**

Students should acquire skills in:

- applying relevant theoretical models for analysis of corporate brand challenges and brand decisions
- evaluating theoretical and practice-based issues regarding the company's brands and justifying its choice
- selecting the most suitable theories and methods for problem solving within the subject area covered by the course
- using relevant and supportive arguments to disseminate the results/recommendations
- describing market formation based on various branding perspectives.

**Competences:**

Students should acquire competences in:

- evaluating the branding and market creation in fashion, furniture and lifestyle industry markets
- working innovatively to develop brand strategies for companies in the fashion, furniture and lifestyle industry
- applying relevant evidence-based methods to optimise branding and marketing and conveying solutions
- presenting and reasoning for their choices through the process.

**Main content:**

- Brand theories
- Behavioural economic approach to branding
- Demand economics
- Market formation
- Evidence-based branding and marketing
- New innovative approaches to branding and marketing
- How is the fashion, furniture and lifestyle industry market structured?

**Didactics and pedagogical ideas:**

The course combines lectures with group work, cases and exercises. There will be lectures for most topics based on texts and textbook in combination with exercises in class. In addition, students will work in groups with a continuous project.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

None.

**Equipment requirements:**

None.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/ external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, please see the list of literature attached to the course plan.

### 3.3 Syllabus; Applied Market Analysis

## Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Applied Market Analysis  
**Activity:** Speciality course, PBA  
Branding and Marketing Management

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Rene Claus Larsen  
**Responsible:** The Branding and Marketing Management Specialty Team

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**ECTS credits** 5 ECTS credits are allocated between the core areas of:

Strategy and Management 3 ECTS  
Concept Development 2 ECTS

#### Purpose:

The purpose of the speciality course Applied Market Analysis is to qualify students to prepare market analyses of both quantitative and qualitative nature. Based on students' theoretical understanding, this course seeks to develop their skills in the organisation and performance of strategic analysis that predicts and explains the company's macro and micro-environment. In addition, students will develop competences to apply this knowledge in the construction of scenarios that can support business strategy and management and contribute to the creation of competitive advantages.

#### Qualification level:

#### Knowledge:

Students should acquire knowledge of:

- the quantitative and qualitative analysis process as well as various relevant analysis forms and techniques
- advantages and disadvantages of the two main approaches, and an understanding of the circumstances in which they are most usable, including knowledge of design of "mixed method" analysis strategies
- how to visualise and present data.

#### Skills:

Students should acquire skills in:

- organising and performing market analyses in relation to the company and its continued development using a theoretical approach
- collecting, processing and critically evaluating the validity of data
- creating visual representations of both major quantifiable amounts of data as well as context-specific qualitative empirical analysis.

**Competences:**

Students should acquire competences in:

- taking a critical stance towards the theory, technique and method of the subject area. Moreover, students should learn to see restrictions as opportunities in the respective analysis forms and techniques
- creating a market analysis that can argue for and provide qualified proposals for the company's future development and trend, including distinguishing between megatrends, trends and fashion trends
- placing analytical results in a context with other business planning and operations (value chain).

**Main content:**

- Quantitative data and analysis form:
  - i) Forecast techniques
  - ii) Causal analysis (linear and multiple regression)
  - iii) Time series (trends and fluctuations; growth rates)
  - iv) Big Data
  - v) Infographics
- Qualitative data and analysis process:
  - i) The importance of data collection (ethnography, focus groups, observations, etc.)
  - ii) Selection of analysis strategies (coding, opinion analysis, grounded theory)
  - iii) Data display (index tree, array)
  - iv) Data verification and reflection

**Didactics and pedagogical Ideas:**

The course combines lectures with group work, cases and exercises. There will be lectures for most topics based on texts and textbook in combination with exercises in class. In addition, students will work in groups with a continuous project.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

None.

**Equipment requirements:**

None.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

<b>Internal/ external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, please see the list of literature attached to the course plan.

### 3.4 Syllabus; Consumer Behaviour

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

<b>Subject area:</b> Consumer Behaviour	<b>Course level:</b> 6 <sup>th</sup> semester
<b>Activity:</b> Speciality course, PBA Branding and Marketing Management	<b>Approved on:</b> 1 February 2018
<b>Prepared by:</b> Erik Kristian Sloth	<b>Number of days/course duration:</b> -
<b>Responsible:</b> The Branding and Marketing Management Specialty Team	<b>Number of lessons:</b> -
<b>ECTS credits:</b> 5 ECTS credits are allocated between the core areas of:	<b>Language of instruction:</b> English
Strategy and Management 1 ECTS	<b>Language of examination:</b> English
Concept Development 2 ECTS	
Communication 2 ECTS	

**Purpose:**

The purpose of the speciality course Consumer Behaviour is to qualify students to understand consumer behaviour in a cultural, social and branding marketing context. Moreover, students should become able to understand how consumer behaviour influences strategy and management, concept development and communication.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- definitions of consumption and consumer based on different theoretical perspectives, including psychological, behavioural-oriented and opinion-based approaches to consumption
- consumer insight and analysis as the basis for a brand strategy
- consumer behaviour in a cultural and social context
- consumer culture and sustainability.

**Skills:**

Students should acquire skills in:

- multi-perspective approaches to consumer behaviour
- selecting the most suitable theories and methods for problem-solving with the purpose of developing a strategy for brand and customer relations
- segmentation based on different criteria and objectives.

**Competences:**

Students should acquire competences in:

- critical evaluation of analysis and reports regarding consumption and consumer trends
- understanding consumer insight as the impetus for a strategy, concept development and communication strategies
- critical reflection on the use of consumer insight in branding and marketing management.

**Main content:**

- Introduction to consumer behavior as a research area and how knowledge about consumer behaviour is used in branding and marketing management
- Practical application of consumer insights in case material
- Introduction to the various theoretical disciplines in consumer behaviour research and their application, including:
  - Learning and memory
  - Motivation and values
  - Identity, personality and self.
- Economic, psychological and behavioural theory



- Network-based consumer behaviour and the importance of consumer-to-consumer communication, social media and lifestyle.

**Didactics and pedagogical ideas:**

The course will include self-study, classroom instruction, practice teaching, project work/problem-oriented teaching.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

None.

**Equipment requirements:**

None.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business

**Specific requirements:**

No specific requirements

**Re-examination:**

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Literature:**

For information on literature, please see the list of literature attached to the course plan.

### 3.5 Syllabus; Transmedia Branding

## Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Transmedia Branding and Concept Development

**Course level:** 6<sup>th</sup> semester

**Activity:** Speciality course, PBA Branding and Marketing Management

**Approved on:** 1 February 2018

**Prepared by:** Erik Kristian Sloth  
**Responsible:** The Branding and Marketing Management Specialty Team

**Number of days/course duration:** -  
**Number of lessons:** -

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Concept Development: 1 ECTS  
Communication: 4 ECTS

**Purpose:**

The purpose of the speciality course Transmedia Branding and Concept Development is to qualify students to understand media development in a cultural, societal and branding marketing context. Moreover, students should work with the consequences of this for strategic management, concept development and communication.

Students must develop a strategy and practical ideas for a media event for a given brand.

**Qualification level:****Knowledge:**

Students should acquire knowledge of:

- theories about media convergence, transmedia branding and-storytelling
- theories about brand communities
- social media in a cultural and social context
- consumer insight through social listening and netnography
- ethical considerations in marketing and branding
- how to create relevant content in branding based on analysis of brand culture and identity

**Skills:**

- insight into popular, audience, and crowd-culture influences on brand creation.

Students should acquire skills in:

- how to identify a legitimate and credible brand story
- consumer insights obtained through social listening and netnography on social media and search sites
- development of media objects through storytelling for transmedia events
- developing ideas for transmedia campaigns.

**Competences:**

Students should acquire competences in:

- identifying relevant stories that can create value for a brand and its customers
- developing transmedia events
- developing narrative strategies for transmedia branding
- presenting and visualising narrative strategies of transmedia branding.

**Main content:**

- Introduction to theories of media convergence and transmedia branding
- Introduction to storytelling
- Methods for media research, social listening and netnography
- Concept development of a media object for a transmedia strategic platform
- Media planning
- Case-based assignment based on a media object.

**Didactics and pedagogical ideas:**

The course includes self-study activities, classroom teaching, practice teaching and project work/problem-oriented teaching.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

None.

**Equipment requirements:**

Smartboard projector

<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/ external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, please see the list of literature attached to the course plan.

## 3.6 Syllabus; Brand Communication and Management

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Brand Communication and Management

**Course level:** 7<sup>th</sup> semester

**Activity:** Speciality Subject, PBA Branding and Marketing Management

**Approved on:** 1 February 2018

**Prepared by:** Pia Hansen

**Number of days/course duration:** -

**Number of lessons:** -

**Responsible:** The Branding and Marketing Management Specialty Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Strategy and Management 1 ECTS

Concept Development 2 ECTS

Communication 2 ECTS

#### Purpose:

The purpose of the speciality course Brand Communication and Management is to give students the opportunity to work in depth and achieve competences in working with Brand Communication and Management in practice.

#### Qualification level:

#### Knowledge:

Students should acquire knowledge of:

- developing and implementing brand communication
- brand management in practice
- communication planning
- using analogue and digital media in practice
- legal and ethical aspects of communication
- preparation of materials designed to visually communicate ideas
- the content of agency briefings

#### Skills:

Students should acquire skills in:

- independently developing brand identity elements using the 360 brand identity model
- solving real-world brand identity problems
- working with analogue and digital media and their use in practice-based consumer communication
- assessing theoretical solutions to practice-based problem scenarios related to company brand identity
- arguing for and communicating the results/recommendations for a company's brand identity.

**Competences:**

Students should acquire competences in:

- independently managing development-oriented and practice-based issues
- creation and implementation of visual elements for brand identity communications
- using selected theory and methods for problem solving within the topics covered by the course
- communicating proposed solutions verbally and visually.

**Main content:**

- Working with a practice-based case for a company within the lifestyle industry
- Analysing brand identity
- Design and synergy between elements
- Using idea generation to propose creative brief content
- Endorsement strategies and the use of endorsement methods in practice
- The commercial room of a brand: Point of sales communication, exhibitions and fairs
- Employer branding; employee guideline
- Tone of voice guideline
- Ethics and legal aspects
- Creation of elements that are part of the brand's 360 identity
- Synergy effects of brand elements  
As a minimum, two days Adobe instruction.

**Didactics and pedagogical Ideas:**

The course will include lectures, a number of workshops, fair and company visits. On self-study days, students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

None.

**Equipment requirements:**

For the course, students must have an English version of Adobe installed on their PCs.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/  
external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business

**Specific requirements:**

No specific requirements.

**Re-examination:**

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Literature:**

For information on literature, please see the list of literature attached to the course plan.

## 4 Speciality programme for Purchasing Management

Professional Bachelor's Degree Programme in Design & Business Purchasing Management		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> 5 ECTS Economics and Supply network dynamic 5 ECTS Strategic purchasing 5 ECTS Negotiation technique and project management	<b>10 ECTS Speciality courses:</b> 5 ECTS Supplier relationship management 5 ECTS Organisation of purchasing and product knowledge	5 ECTS Internship and exam
<b>15 ECTS Common module and exam</b> <ul style="list-style-type: none"> <li>• Method and theory of knowledge</li> <li>• Sociology and trend</li> <li>• Company project - design and business</li> </ul>	10 ECTS Electives and exam	5 ECTS Speciality courses and exam: 5 ECTS Logistic analysis and fit
	10 ECTS Internship	20 ECTS Bachelor Project

01.08.17 version 1

### 4.1 Syllabus; Economy and Supply Network Dynamics

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Economy and Supply Network Dynamics

**Activity:** Speciality course, PBA Purchasing Management

**Prepared by:** Finn Thestrup

**Responsible:** The Purchasing Management Speciality Team

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Logistics 5 ECTS

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English



**Purpose:**

The purpose of the speciality course Economy and Supply Network Dynamics is for students should acquire competences within the specific areas of economy covered by the course.

Independently and in collaboration with others, students should become able to manage logistics processes in relation to the supply chain. This includes day-to-day operation as well as preparation of objectives and strategies for the area.

Students should acquire knowledge of and become able to select and apply a number of models and methods to improve logistics efficiency. Through the course, students should gain knowledge of other logistics methods and models and become able to use them.

**Qualification level:****Knowledge:**

Students should acquire knowledge of:

- theories and methods relating to Activity-based Costing, Total Cost of Ownership, country analysis and calculation of logistics costs

**Skills:**

Students should acquire skills in:

- understanding the dynamics of the entire supply network all the way to the end-user, with specific focus on uncertainty.
- understanding the correlation between the focal company and its entire supply network
- calculating specific key figures of relevance to logistics and preparing forecasts for future planning, allocation of resources and preparation of action plans
- using Activity-based Costing and TCO
- carrying out a comparative country analysis of the supply market applying statistical material based on the domestic as well as the international markets.

**Competences:**

Students should acquire competences in:

- applying logistics theory and methods in the form of methods and techniques for problem-solving purposes
- selecting suppliers on a qualified basis
- basing decisions on an ABC analysis, including the use of different "objects"
- selecting products and suppliers based on TCO calculations
- communicating suggested solutions
- presenting and arguing for their choices in the process
- reflecting on their own learning needs.

**Main content:****Economy:**

Activity-based Costing  
Total Cost of Ownership  
Comparative country analysis

**Supply Network Dynamics:**

Logistics concepts  
Capacity management  
Forecasting - advanced  
Material flow in the supply chain  
S & OP  
Inventory management  
Management across the supply chain  
Logistics analysis and implementation.

**Didactics and pedagogical ideas:**

The speciality course will include classroom teaching, exercises, cases, games and dialogue.

On self-study days, students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have completed the AP Degree Programme in Design, Technology and Business or similar programme.

**Equipment requirements:**

The Microsoft Office package

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as

	well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 4.2 Syllabus; Strategic Purchasing

### Syllabus for the Professional BA Programme in Design and Business VIA Design

<b>Subject area:</b> Strategic Purchasing	<b>Course level:</b> 5 <sup>th</sup> semester
<b>Activity:</b> Speciality course, PBA Purchasing Management	<b>Approved on:</b> 1 February 2018
<b>Prepared by:</b> Jette Winie Jensen, Ulla Norman Christensen and Inger Gerdsen	<b>Number of days/course duration:</b> - <b>Number of lessons:</b> -
<b>Responsible:</b> The Purchasing Management Speciality Team	<b>Language of instruction:</b> English <b>Language of examination:</b> English
<b>ECTS credits:</b> 5 ECTS credits are allocated to the core area of:  Commerce 5 ECTS	

<b>Purpose:</b>	The purpose of the speciality course Strategic Purchasing is for students to acquire knowledge of purchasing strategy development and to develop competences in working with segmentation of suppliers, governance structures, sustainability sourcing.
<b>Qualification level:</b>	
<b>Knowledge:</b>	Students should acquire knowledge of: <ul style="list-style-type: none"> <li>• relevant commercial theories and methods</li> </ul>

<p><b>Skills:</b></p>	<ul style="list-style-type: none"> <li>• relevant strategic purchasing theories and methods</li> <li>• relevant theories and methods on micro and macro economics and its impact on strategic purchasing.</li> </ul> <p>Students should acquire skills in:</p> <ul style="list-style-type: none"> <li>• assessing market conditions and planning commercial strategies and company concepts with focus on purchasing strategy development, buyer-supplier exchange governance and sustainability sourcing</li> <li>• communicating practice-based issues and solutions to partners and users.</li> </ul>
<p><b>Competences:</b></p>	<p>Students should acquire competences in:</p> <ul style="list-style-type: none"> <li>• handling complex and development-based study and work-related issues in relation to purchasing strategy development and segmentation, buyer-supplier exchange governance and sustainability sourcing</li> <li>• participating in and managing interdisciplinary collaborations across the value chain in accordance with the ethics of the profession</li> <li>• identifying own learning and development needs in relation to the profession and developing own knowledge and skills.</li> </ul>
<p><b>Main content:</b></p>	<ul style="list-style-type: none"> <li>• Purchasing strategy and category management</li> <li>• Supplier segmentation</li> <li>• Buyer-supplier exchange governance</li> <li>• Sustainability sourcing.</li> </ul>
<p><b>Didactics and pedagogical ideas:</b></p>	<p>In addition to the lessons planned, the course will also include self-study days where students work with assignments and exercises.</p>
<p><b>Study activity:</b></p>	<p>According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.</p>
<p><b>Requirements for students taking this course:</b></p>	<p>Students taking this course must have knowledge, skills and competences equivalent to AP Degree level in purchasing and supplier collaboration.</p>
<p><b>Equipment requirements:</b></p>	<p>No specific requirements.</p>
<p><b>Exam form:</b></p>	<p>The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf.</p>

<b>Internal/ external examiner:</b>	section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assessment criteria:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Specific requirements:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Re-examination:</b>	No specific requirements.
<b>Literature:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business. For information on literature, see the list of literature attached to the course plan.

### 4.3 Syllabus; Negotiation Technique, Project Management and Management

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Negotiation Technique, Project Management and Management  
**Activity:** Speciality course, PBA  
Purchasing Management

**Prepared by:** Lisbeth Jensen, Finn Thestrup, Jette Winie Jensen and Inger Gerdsen

**Responsible:** The Purchasing Management Speciality Team

**Course level:** 5<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Number of days/course duration:** -  
**Number of lessons:** -

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Communication 5 ECTS

**Purpose:**

The purpose of the speciality course Negotiation Technique and Project Management is for students to acquire management, negotiation and project management competences. Students should work in depth with communication issues of relevance to various collaborative relationships involving managers, customers and suppliers.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- the management role and elements involved in strategic and change management.
- negotiation methods and techniques
- project management methods and techniques.

**Skills:**

Students should acquire skills in:

- communicating practice-based issues and solutions to partners and users
- using relevant management theories and methods to describe the concept of management and the management role
- applying relevant theories and methods to describe factors and elements impacting on strategic decision-making. In addition, students should acquire knowledge of how change affects various aspects of a company
- applying relevant theories and methods to organise, control and manage projects and project teams
- communicating issues and proposing solutions to the project team and other relevant partners
- assessing and applying different negotiation techniques
- planning, carrying out and evaluating a negotiation process
- communicating with partners using questioning technique, active listening and argumentation
- using knowledge of their own negotiation style.

**Competences:**

Students should acquire competences in:

- handling complex and development-based study and work-related issues
- participating in negotiations and acting as a company's negotiator
- handling strategic development tasks
- participating in and managing interdisciplinary collaborations across the value chain in accordance with the ethics of the profession
- dealing with issues relating to the ethics of negotiation
- acting as team leaders
- taking on managerial tasks in a business context and guiding processes of change
- identifying own learning and development needs in relation to the profession and developing own knowledge and skills
- reflecting on their potential future role as managers and the advantages and disadvantages involved.

#### Main content:

#### Negotiation technique and project management (49 lessons):

- Preparing, completing and following-up on the negotiation process
- Negotiation tactics and how to choose negotiation strategy
- Types of negotiations – roles in negotiations
- Relationship-building and negotiation ethics
- Communication – questioning technique and active listening
- Tools and methods for:
  - Planning and organising projects
  - The project group and team roles
  - The role of the project manager
  - Project management.

#### Management (21 lessons):

- The management role
- Staff management
- Change management
- Strategic management

#### Didactics and pedagogical ideas:

As part of the course in negotiation technique and project management, students are offered to do a Garuda test of personality.

	<p>The negotiation course is a combination of classroom teaching focusing on theory and method and practical exercises, including roleplays.</p> <p>The management course combines classroom teaching focusing on theory and method. To complete the course, students should prepare a large group assignment based on a company and its management.</p>
<b>Study activity:</b>	<p>According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.</p>
<b>Requirements for students taking this course:</b>	<p>The course in management requires basic knowledge of management theory, organisational structure, company culture, theories of motivation and the learning organisation.</p>
<b>Equipment requirements:</b>	<p>The project management course uses the programme Mindview.</p>
<b>Exam form:</b>	<p>The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<b>Internal/external examiner:</b>	<p>Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<b>Assignments:</b>	<p>To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.</p>
<b>Assessment criteria:</b>	<p>For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<b>Specific requirements:</b>	<p>No specific requirements.</p>
<b>Re-examination:</b>	<p>Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>



**Literature:**

For information on literature, see the list of literature attached to the course plan.

#### 4.4 Syllabus; Supplier Relationship Management

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Supplier Relationship Management

**Activity:** Speciality course, PBA Purchasing Management

**Prepared by:** Jette Winie Jensen, Ulla Normann Christensen and Inger Gerd-sen

**Responsible:** The Purchasing Management Speciality Team

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Commerce 5 ECTS

**Course level:** 6<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Supplier Relationship Management is for students to acquire knowledge of supplier relationship management and to develop competences to work with attractiveness, mobility of resources, supplier evaluation and selection, supplier development and ESI and supply risk management.

**Qualification level:****Knowledge:**

Students should acquire knowledge of:

- commercial theories and methods
- theories and methods of supplier relationship management
- theories and methods of attractiveness and mobilisation of resources
- theories and methods for supplier evaluation and selection
- theories of supplier development and early supplier involvement (ESI)
- theories and methods of supplier risk management
- the implication of micro and macro economic issues for supplier relationship management.

## Skills:

Students should acquire skills in:

- assessing market conditions and planning business strategies and company concepts with focus on:
  - supplier relationship management and attractiveness
  - mobilisation of resources
  - supplier evaluation and selection
  - supplier development and ESI
  - supply risk management.
- assessing the economic development in significant markets and adapting the focus on specific parameters to this development
- assessing and devising a supply risk management strategy for a company
- communicating practice-based issues and solutions to partners and users.

## Competences:

Students should acquire competences in:

- handling complex and development-based study and work-related issues regarding:
  - supplier relationship management and attractiveness
  - mobilisation of resources
  - supplier evaluation and selection
  - supplier development and ESI
  - supply risk management
- 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.

## Main content:

- Supplier relationship management
- Attractiveness
- Supplier evaluation
- Supplier selection
- Mobilisation of resources
- Supplier development and ESI
- Supply risk management

## Didactics and pedagogical ideas:

On self-study days, students work with assignments and exercises.

An external lecturer should be scheduled for two days of the course (Professor Chris Ellegaard or a lecturer with similar competences)

<b>Study activity:</b>	According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.
<b>Requirements for students taking this course:</b>	Students must have knowledge of the syllabus for the 5 <sup>th</sup> semester.
<b>Equipment requirements:</b>	No specific requirements.
<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 4.5 Syllabus; Organisation of Purchasing and Product Knowledge

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Organisation of Purchasing and Product Knowledge

**Activity:** Speciality course, PBA  
Purchasing Management

**Prepared by:** Jette Winie Jensen, Anders Mølbæk and Inger Gerdsen

**Responsible:** The Purchasing Management Speciality Team

**Course level:** 6<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -  
**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Commerce 5 ECTS

#### Purpose:

The purpose of the speciality course Organisation of Purchasing and Product Knowledge is for students to acquire competences in organisation of purchasing, product knowledge and product specifications. Moreover, students should acquire skills to assess the suitability of products for specific purposes.

#### Qualification level:

#### Knowledge:

Students should acquire knowledge of:

- relevant theories and methods for organisation of purchasing. Students should equally gain knowledge of different network structures
- methods for specifying properties of textile products and for identifying their suitability for specific purposes
- professional terminology used for materials and trimmings.

#### Skills:

Students should acquire skills in:

- assessing market conditions and planning the commercial strategies and concepts of a company accordingly
- analysing the use of agents in purchasing
- identifying the structural and functional considerations relating to the use of agents and purchasing offices

- identifying the organisational position of the purchasing department and assessing the implication of this
- assessing and substantiating the application of alternative materials
- understanding and communicating the implication of material constructions
- understanding and communicating the significance of material properties to the fit, scope of use and price of textile products
- communicating practice-based issues and solutions to partners and users. This includes:
  - issues related to the organisation of purchasing
  - issues related to clothing and textile products.

#### Competences:

Students should acquire competences in:

- managing complex and development-based study and work-related issues in the area of purchasing
- organising the purchasing function. Students should equally become able to perform internal and external purchasing organisation tasks
- assessing and understanding the composition of the various textile materials
- understanding the influence of different properties on the final product and its price
- independently participating in and managing interdisciplinary collaborations across the value chain in accordance with the ethics of the profession. This includes organising purchasing in collaboration with internal and external partners
- identifying own learning and development needs in relation to the profession and developing own knowledge and skills.

#### Main content:

##### Organisation of Purchasing (21 lessons):

- The role of agents and intermediaries in the purchasing process
- Structural considerations related to the use of agents and purchasing offices
- Structures of purchasing organisations (central and decentralised)
- The role of the purchasing department (in relation to internal and external partners).

##### Product knowledge (42 lessons)

- Possibilities and limits of materials and their use
- Impact of textile material constructions on fibres, yarns, weave and finishing

- Suitability of a textile material for a specific clothing item
- Correlation between fit and suitability of textile materials
- Correlation and significance of textile materials to the quality and price of the finished product.

**Didactics and pedagogical ideas:**

**The course may be a combination of:**

- Classroom teaching
- Assignments
- Lectures
- Hands-on using relevant textile samples
- Exercises in the lab.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students should have basic knowledge of materials. This includes types of fibres and yarns as well as fabric structures and comfort properties.

**Equipment requirements:**

**Product development** Access to laboratory

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

#### 4.6 Syllabus; Logistics Analysis and Fit

### Syllabus for the BA Programme in Design and Business VIA Design

**Subject area:** Logistics Analysis and Fit  
**Activity:** Speciality course, PBA  
Purchasing Management

**Course level:** 7<sup>th</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Finn Thestrup, Ida Wiuff Andersen, Inger Gerdsen and Carsten Mølbæk Jensen

**Number of days/course duration:** -  
**Number of lessons:** -

**Responsible:** The Purchasing Management Speciality Team

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Logistics 5 ECTS credits

**Purpose:** The purpose of the speciality course Logistics Analysis and Fit is for students to acquire competences in working with the specific issues that relate to logistics analysis, fit and visual appearance of products.

**Qualification level:**

**Knowledge:** In Logistics Analysis, students should acquire knowledge of:

- methods of analysis
- potential for improvement
- implementation of new measures
- control procedures in the supply chain.

In Fit, students should acquire knowledge of:

- manufacturing methods
- the importance of fit to the product

## Skills:

- common platform for communication
- grading

In Logistics Analysis, students should acquire skills in:

- identifying and assessing potential value chain partnerships. This includes:
  - assessing the economic development in significant markets and adapting the focus on specific parameters to this development
  - assessing the application potential of relevant IT tools and IT management systems
  - formulating the logistics strategy, including Network Design, based on the company's overall business strategy
  - optimising logistics (total supply network) through the development of a complex, differentiated multi-channel strategy
  - preparing a logistics analysis and devising a revised logistics strategy as well as working out an action and implementation plan for the revised strategy.

In Fit, students should acquire skills in:

- assessing fit issues
- assessing the correlation between design, function and materials
- understanding and decoding a measurement chart
- assessing relevant manufacturing methods.

## Competences:

Students should acquire competences in:

- handling complex and development-oriented study and work-related issues
- managing and participating in interdisciplinary collaborations across the value chain in accordance with the ethics of the profession. This includes:
  - using an analytical approach when assessing the quality, fit and manufacture of different product types
  - listing the points of reference, etc. necessary to manage and monitor the entire logistics system
- identifying own learning and development needs in relation to the profession and developing own knowledge and skills.

## Main content:

Logistics Analysis (21 lessons):



- Application and elements of the logistic analysis
- Supply network strategies
- Design for logistics
- Adaptation of function strategy to overall business strategy and the correlation between the two strategies
- From objective to concept to action plan
- Managing and controlling the entire logistics system.

**Fit (35 lessons):**

Product testing

- Analysis of fit
- Technical terms for product types and details
- Presentation of manufacturing methods
- Selection of materials based on product type

Research in selected stores

- Preparation of focus points
- Testing of fit
- Photos of products during fitting
- Preparing material for presentation
- Presenting the material

Product/pattern adjustment

- Fitting methods
- Supplier communication

Documentation and grading

- Different sizing systems
- Construction of different products
- Grading of different products
- Documentation required.

Didactics and pedagogical ideas:

**Fit:**

The course starts with an introduction to basic theory and continues with research and self-study in smaller groups.

**Logistic analysis:**

Lectures, dialogue, theoretical and practical exercises as well as cases.

Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

Requirements for students taking this course:

No specific requirements.

Equipment requirements:

**Fit:**

Students are asked to bring writing tools, measurement tape, camera, computer and possibly products.

<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/ external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 5 Speciality programme for Retail Management

Professional Bachelor's Degree Programme in Design & Business Retail Management		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> 5 ECTS <b>Management &amp; human ressource management in retail</b> 5 ECTS <b>Strategy &amp; retail innovation</b> 5 ECTS <b>Concept management</b>	<b>10 ECTS Speciality courses:</b> <b>10 ECTS Retail marketing</b> <ul style="list-style-type: none"> <li>• New media &amp; crosschannel</li> </ul>	5 ECTS <b>Internship and exam</b>
	<b>10 ECTS Electives and exam</b>	5 ECTS <b>Speciality courses and exam:</b> 5 ECTS <b>Study trip &amp; field research</b>
<b>15 ECTS Common module and exam</b> <ul style="list-style-type: none"> <li>• Method and theory of knowledge</li> <li>• Sociology and trend</li> <li>• Company project - design and business</li> </ul>	<b>10 ECTS Internship</b>	<b>20 ECTS Bachelor Project</b>

01.08.17 version 1

### 5.1 Syllabus; Management and Human Resource Management in Retail

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Management and Human Resource Management in Retail

**Course level:** 5<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Activity:** Speciality course, PBA Retail Management

**Number of days/course duration:** -  
**Number of lessons:** -

**Prepared by:** Pelle Ivan Olsen  
**Responsible:** The Retail Management Speciality Team

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Retail Management 5 ECTS

**Purpose:**

The purpose of the speciality course Management and Human Resource Management in Retail is for students to acquire skills in retail staff management and staff management

procedures. Students should equally gain skills to join company-internal networks as well as networks with external and international partners.

Moreover, students should acquire qualifications to manage challenges as well as work with various tasks in relation to human resource management.

#### Qualification level:

#### Knowledge:

Students should acquire knowledge of:

- HR management with focus on modern management theory used for practical management purposes.
- recruiting, staff retention, maintenance, evaluation, compensation, implementation of new technologies as well as staff development and discharge
- international HR opportunities and challenges both when working individually as well as when collaborating with others
- national and international sales management
- project management
- legal aspects of HR management.

#### Skills:

Students should acquire skills in:

- managing and motivating staff
- planning and carrying out competence development courses
- implementing new HR strategies
- assuming responsibility for and independently managing development processes.

#### Competences:

Students should acquire competences in:

- retail staff management and staff management procedures
- communicating company vision, mission, values, strategies and policies. Students should also be able to network internally as well as with external business partners.

#### Main content:

- Management now and in the future
- HR and HRM tasks, challenges and functions
- Short and long-term strategic planning
- HR and HRM strategies
- Innovative organisational strategy
- Change management
- Collaboration strategies
- HR, HRM and technology
- Management and technology
- International HR and HRM
- International management

- Legal issues pertaining to HR and HRM.

**Didactics and pedagogical ideas:**

The course includes classroom teaching, group and individual work as well as discussions, assignments, cases and workshops.

The case assignments will be based on the fashion and lifestyle industry and will combine relevant theories and practices within HR and management with focus on strategy, tactics and operations.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have completed the AP Degree in Design, Technology and Business or a similar programme.

**Equipment requirements:**

Laptop and internet access

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/ external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Specific requirements:**

No specific requirements.

<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 5.2 Syllabus; Strategy and Retail Innovation

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Strategy and Retail Innovation

**Activity:** Speciality course, PBA Retail Management

**Prepared by:** Hanne Thaarup Mølbak

**Responsible:** The Retail Management Speciality Team

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Concept Development 5 ECTS

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Strategy and Retail Innovation is for students to obtain profound knowledge of retail structure. On this background, students must be able to identify new market opportunities and help develop and manage new retail concepts.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- retail structure
- retail strategy
- innovation
- concept development.

**Skills:**

Students should acquire skills in:

- market assessment
- developing new retail concepts based on a company's strategic situation.

**Competences:**

Students should acquire competences in:

**Main content:**

- managing the development of a new retail concept based on the strategic situation of a company
- being part of networks both internally and with external stakeholders in international retail businesses.
- Introduction to retail structure
- Introduction to retail strategy
- Presentation and application of theories, methods and techniques in relation to innovation and concept development
- Application of theories, methods and techniques related to concept development in retail.

**Didactics and pedagogical ideas:**

The course will include presentations and workshops as well as desk and field research related retail concept development.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have passed the AP Degree in Design, Technology and Business or similar. Moreover, students must be enrolled in the 5<sup>th</sup> semester on the BA Programme in Retail Management.

**Equipment requirements:**

Computer, camera, as well as pen and paper

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

<b>Specific requirements:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Re-examination:</b>	No specific requirements.
<b>Literature:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.  For information on literature, see the list of literature attached to the course plan.

### 5.3 Syllabus; Concept Management

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

<b>Subject area:</b> Concept Management	<b>Course level:</b> 5 <sup>th</sup> semester
<b>Activity:</b> Speciality course, PBA Retail Management	<b>Approved on:</b> 1 February 2018
<b>Prepared by:</b> Hanne Thaarup Mølbak	<b>Number of days/course duration:</b> - <b>Number of lessons:</b> -
<b>Responsible:</b> The Retail Management Speciality Team	<b>Language of instruction:</b> English <b>Language of examination:</b> English
<b>ECTS credits:</b> 5 ECTS credits are allocated to the core area of:  Concept Management 5 ECTS	

<b>Purpose:</b>	The purpose of the speciality course Concept Management is for students to develop skills to decode and understand operational and economic issues of retail concepts. On this background, students should be able to optimise the operation of a retail concept on the national as well as on the international market.
<b>Qualification level:</b>	
<b>Knowledge:</b>	Students should acquire knowledge of: <ul style="list-style-type: none"> <li>• how optimisation of operations may be used as a strategic tool for putting focus on the development of a company's internal processes, customers, learning processes and financial issues.</li> <li>• optimisation of operations from a tactical and operational perspective</li> <li>• key figures and performance measurement of stores</li> </ul>



### Skills:

- supply and demand issues viewed in the context of price and sales development
- annual reports, profit and loss account, balance sheet and management reporting
- store investment and profitability
- geographic location viewed in relation to store format
- cross-channel and sales channel performance assessment
- performance management and sales management (short term perspective).

Students should acquire skills in:

- identifying how to optimise an existing retail concept
- interpreting financial information and initiating concrete measures on this background
- understanding key figures and applying them to the store's financial and operational development
- reading and understanding annual reports
- performing basic investment analysis
- preparing profit and loss accounts and calculating simple key figures and other KPIs
- conducting an overall economic and strategic assessment of the retail market
- understanding which parameters are important to store location
- optimising and selecting sales channels based on company strategy
- understanding different types of cost and their development.

### Competences:

Students should acquire competences in:

- benchmarking and identifying problem areas and presenting suggestions that may contribute to improving the results of the individual store
- being part of company-internal networks as well as networks with external or international partners
- understanding and addressing the multifaceted issues relating to business economics and operations that retailers must deal with at the strategic, tactical and operational level.

### Main content:

- Analysis and KPI measurement
- Analysis and data traffic measurement
- Financial decision-making in general and in a store context
- Costs and types of costs of stores
- Store investments
- Key figures and performance measurement of stores

- Considerations regarding optimisation of store operations
- Geographical location of a store
- Performance management and management
- Annual reports
- Management reporting
- Corporate forms
- Balanced score card
- Benchmarking.

**Didactics and pedagogical ideas:**

The course includes classroom teaching, group work and individual work as well as discussions, assignments, cases and workshops.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have completed the AP Degree in Design, Technology and Business or similar.

**Equipment requirements:**

Laptop and internet access.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 5.4 Syllabus; Retail Marketing

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Retail Marketing

**Course level:** 6<sup>th</sup> semester

**Approved on:** 1 February 2018

**Activity:** Speciality course, PBA Retail Management

**Number of days/course duration:** -

**Prepared by:** Hanne Thaarup Mølbak

**Number of lessons:** -

**Responsible:** The Retail Management Speciality Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 10 ECTS credits are allocated to the core area of:

Retail Marketing 10 ECTS

#### Purpose

The purpose of the speciality course Retail Marketing is for students to acquire skills to analyse and understand the development within consumer behavior and to use their knowledge of this area to create an ideal marketing mix. Students should be able to create a coherent purchasing experience across channels. Moreover, students should gain skills to support concept development and strategy work through analysis and research. Finally, students should gain knowledge of the new media and technologies used within retail.

#### Qualification level:

#### Knowledge:

Students should acquire knowledge of:

- consumer behavior and retail marketing theory
- retail development trends and factors, including new technologies, media and sales channels
- the BMC model as a method for developing new cross-channel business models which include the latest knowledge of marketing, new media, technology and e-commerce
- how to build a cross channel

**Skills:**

- rules and regulations applying to marketing.

Students should acquire skills in:

- transforming consumer behavior theory and retail marketing into new business opportunities and cross-channel solutions
- using the BMC model
- identifying and describing target groups
- developing a customer-centric cross-channel concept.

**Competences:**

Student should acquire competences in:

- selecting consumer behavior theory and methods for developing cross-channel business models and solutions
- presenting and arguing for their choices through the process
- reflecting on own learning needs.

**Main content:**

- Consumer behavior theory and retail marketing theory
- Development trends and factors influencing retail, including new technology, new media and sales channels
- Using the BMC model for developing cross-channel business models based on knowledge of:
  - Retail and consumer behavior development trends
  - Identification of target groups
  - Product/service
  - Price, logistics and purchasing
  - Channels and e-commerce
  - Location
  - New media and technology
- Rules and regulations applying to marketing.

**Didactics and pedagogical ideas:**

The course will consist of presentations and group work founded on problem based learning principles.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have completed the 5<sup>th</sup> semester of the BA Programme in Retail Management.

**Equipment requirements:**

Laptop

<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 5.5 Syllabus; Study Trip and Field Research

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Study Trip and Field Research

**Course level:** 7<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Activity:** Speciality course, PBA Retail Management

**Number of days/course duration:** -  
**Number of lessons:** -

**Prepared by:** Hope Bruun  
**Responsible:** The Retail Management Speciality Team

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Customer Behaviour 5 ECTS

**Purpose:**

The purpose of the speciality course Study Trip and Field Research is for students to apply the retail knowledge already acquired to real world scenarios. Using their observation and research skills, students should propose reasonable solutions to a given problem.

**Qualification level:**

Students should acquire knowledge of:

**Knowledge:**

- customer buying behavior
- store merchandising
- space management
- personal selling
- customer loyalty programmes
- collection and analysis of customer data
- experience economy.

**Skills:**

Students should acquire skills in:

- applying academic theories and models to develop solutions to real world issues
- using research to obtain information needed to identify and solve problems
- analysing customer needs, preferences and behaviour in the different sales channels.

**Competences:**

Students should acquire competences in:

- research methods and methods of analysis
- identification of problems within a retail concept
- performing a situation analysis of a foreign country
- analysing and researching 'foreign' concepts
- applying theory to practice in regards to campaigns and retail concepts, including design, decoration and atmosphere.
- proposing solutions to retail challenges that are both commercial and forward-thinking and will improve concept performance.

**Main content:**

- Research methods
- Project planning
- Application of models and theories to real world situations
- Cultural norms/business practices
- International retail strategy
- Concept development and control
- Presentation skills.

**Didactics and pedagogical ideas:**

The course is a combination of lectures, study trip, field research, research and self-study primarily based on the PBL method.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must be enrolled in the BA Retail Management programme.

**Equipment requirements:**

Estimated travel costs for the 3 to 4-day study trip to a nearby city:

- DKK 3000 (transportation and accommodation) plus food
- A phone to take pictures during the study trip

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Specific requirements:**

No specific requirements.

**Re-examination:**

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Literature:**

For information on literature, see the list of literature attached to the course plan.

## 6 Speciality programme for Retail Design

Professional Bachelor's Degree Programme in Design & Business Retail Design		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> <b>5 ECTS Module 1</b> • Architecture and Design History, Sketching and 3D II <b>5 ECTS Module 2</b> • Graphic design I, styling and Store design II <b>5 ECTS Module 3</b> • Perception and Experience, Ethnographic Research and Store Design III	<b>10 ECTS Speciality courses:</b> <b>10 ECTS Module 4</b> • Store design IV, 3D III and Graphic design II  <b>10 ECTS Electives and exam</b>  <b>10 ECTS Internship</b>	<b>5 ECTS Internship and exam</b>  <b>5 ECTS Speciality courses and exam:</b> <b>5 ECTS Module 5</b> • Personal expression and future spaces  <b>20 ECTS Bachelor Project</b>
<b>15 ECTS Common module and exam</b> • Method and theory of knowledge • Sociology and trend • Company project - design and business		

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### 6.1 Syllabus; Module 1

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Module 1: Architecture and Design History, Sketching, 3D II

**Activity:** Specialty course, PBA Retail Design

**Prepared by:** Christina Bisgaard Jacobsen  
**Responsible:** The Retail Design Speciality Team

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Concept Development 1  
2D & 3D 2

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English



**Purpose:**

The purpose of the speciality course Architecture and Design History is for students to acquire knowledge of and skills in architecture and design history.

Students should acquire knowledge of different architectural and design periods and should become familiar with design process and sketching as methods to discuss and communicate commercial space design solutions. Students should become able to use a 3D programme for visualising interior design solutions.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- theoretical knowledge of specific design and architectural periods before 1945
- design process
- sketching methods
- advanced use of SketchUp Pro using different plug-ins and production of walk-through film
- using Thea Render to produce photo-like renderings

**Skills:**

Students should acquire skills in:

- reflecting on the impact of architecture and design history on present day choices
- sketching different design ideas
- illustrating the design process through sketches
- visualising and describing space based on an idea. In addition, students should become able to present the visualisation and description to others.

**Competences:**

Students should acquire competences in:

- using sketching for exploring commercial space design options
- using sketching to communicate visually and orally
- arguing for their choice of specific style elements and interior decoration suggestions
- using 3D for presenting and selling a final design proposal
- using SketchUp Layout for producing drawings of plan and sections of dimensional accuracy..

**Main content:**

The module covers the following three courses:

- "Architecture and design history"
- "Sketching"
- "3D II"

The module also covers project work that may provide students with practical knowledge of how to use specific methods and tools for space design purposes.

The course "**Architecture and Design History**" covers important periods up to 1945 and will provide students with knowledge of different periods and design traditions. Students will become able to understand commercial space design based on their knowledge of design and architecture and will become able to make choices based on knowledge of traditions, breach with traditions and new thinking.

The course "**Sketching**" focuses on the design process and covers space analysis and understanding as well as exercises training students' exploratory and test sketching skills. Sketching will be used as a method for communicating space design solutions.

The course "**3D II**" focuses on teaching students how to use SketchUp pro and Thea Render. However, to the extent necessary, the course will also include a recap of how to use SketchUp at an advanced level.

Students will become able to illustrate solutions using plan, front and sectional view, "walk-through" film as well as photo realistic rendering. The course focuses on rendering.

Didactics and pedagogical Ideas:

The course will alternate between lectures, hands-on exercises and project work.

Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

Requirements for students taking this course:

Students must have basic understanding of SketchUp equivalent to the 3-D I course of the AP Degree course in Retail Design & Management.

Equipment requirements:

For the 3-D II course, students should have access to computers with SketchUp Pro and Thea Render. Students should bring a mouse with scrolling wheel.

Exam form:

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

Internal/ external examiner:

Assignments will be assessed by an internal examiner.

<b>Assignments:</b>	The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assessment criteria:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 6.2 Syllabus; Module 2

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Module 2: Graphic Design I, Styling, Store Design II

**Activity:** Specialty course, PBA Retail Design

**Prepared by:** Signe Mørk Madsen

**Responsible:** The Retail Design Speciality Team

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:  
Graphic design 1 ECTS  
Concept Development 2 ECTS  
Method and Theory of Science 2 ECTS

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Graphic Design I, Styling and Store Design I is for students to acquire tools to develop spatial concepts with a strong overall conceptual framework.

Moreover, students should acquire tools to prepare a professional presentation of their concept on wall posters.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- overall conceptual frameworks of store design concepts
- store design principles and elements
- bubble diagrammes and their use
- tools for creating store design solutions, including light styling of interior space and products
- product portfolios for communication purposes
- useful workflows for photoshoots
- poster layout using Adobe InDesign.

**Skills:**

Students should acquire skills in:

- developing a strong conceptual framework
- using space management, store design tools and styling to support the conceptual framework
- using Adobe InDesign for wall poster layout.

**Competences:**

Students should acquire competences in:

- using styling and space design theory and method for designing store concepts with a strong conceptual framework that clearly communicates brand/personality
- communicating solutions using wall posters
- presenting and arguing for their choices through the process.

**Main content:**

Through the course in **“Store Design II”**, students will develop their design process with the aim of creating store layouts that generate optimal customer flow. The course focuses on conceptualisation and conceptual frameworks.

The course in **“Styling”** develops students’ ability to choose a suitable location, to style commercial spaces and products as well as plan photoshoots.

The course **“Graphic Design I”** develops students’ ability to lay out and plot wall posters using IT.

Students should hand in a module assignment (Module 2 assignment) based on the three subject areas covered by the courses of the module.

<b>Didactics and pedagogical ideas:</b>	The course includes presentations, workshops and discussions as well as self-study days where students work with assignments, exercises as well as the Module 2 assignment.
<b>Study activity:</b>	According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.
<b>Requirements for students taking this course:</b>	Students must have completed the AP Degree in Design, Technology and Business or similar.
<b>Equipment requirements:</b>	Adobe programme package, SketchUp Pro samt Thea Render. Computer and a mouse with scrolling function.
<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/ external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 6.3 Syllabus; Module 3

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Module 3: Perception and Experience, Ethnographic Research, Store Design III

**Activity:** Specialty course, PBA Retail Design

**Prepared by:** Christina Bisgaard Jacobsen  
**Responsible:** The Retail Design Speciality Team

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -  
**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Concept Development 2 ECTS  
Behaviour 3 ECTS

#### Purpose:

The purpose of the speciality course Perception and Experience, Ethnographic Research and Store Design III is for students to become able to create ideas based on knowledge of perception and experience. Students should gain insight into basic perception psychology, the factors that influence experience and perception and ethnographic methods as a tool for research and analysis in retail design. Students should develop and consider their own design process.

Students should be aware of cross-channel and digitisation in relation to a brand's overall concept and physical store design.

#### Qualification level

#### Knowledge:

Students should acquire knowledge of:

- how we perceive space and atmosphere
- how to define experience
- trends and developments in perception and experience research
- cross-channel and digitisation development
- theory about design process and methods.

#### Skills:

Students should acquire skills in:

- using knowledge of perception to choose effects for space design and interior decoration
- knowing how consumer behavior can impact on sales area design

- knowing how basic aspects of human behavior such as perception and experience can impact on sales area design
- planning a design process.

#### Competences:

Students should acquire competences in:

- designing a commercial sales area based on a business concept description. The design of the sales area should reflect a deliberate choice of effects that express the vision, mission and values of the company.
- ensuring that the sales area and the experience to be associated with this area are based on the target group and its behavior
- ensuring that the sales area and the experience created in this area is different and reflects the brand.
- ensuring interaction between different platforms for a brand concept
- ensuring that digitisation is considered when designing the sales area.

#### Main content:

The module covers the following courses: "Ethnographic research", "Perception and experience", "Store Design". Module 3 also covers project work in relation to these courses.

The course "**Perception and Experience**" covers an introduction to basic principles and theories regarding perception and experience. In addition, the course will introduce recent trends in perception and experience research.

The course "**Ethnographic Research**" covers a presentation of basic concepts and methods in anthropology relevant for a design context.

The course in "**Store Design III**" is based on cross-channel and digitisation as focal points for developing a store design concept. In addition, students' design process and methods will be further developed in this course.

#### Didactics and pedagogical ideas:

The course will alternate between lectures, hands-on exercises and project work.

#### Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

#### Requirements for students taking this course:

Students taking this course must have taken part in the courses and projects that are part of the PBA in Retail Design.

<b>Equipment requirements:</b>	Adobe package, SketchUp Pro and Thea Render. Computer and a mouse with scrolling function.
<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/ external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 6.4 Syllabus; Module 4

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Module 4: Store Design IV, 3D III, Graphic Design II  
**Activity:** Specialty course, PBA Retail Design

**Prepared by:** Judith Frederiksen

**Course level:** 6<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Number of days/course duration:** -  
**Number of lessons:** -

**Language of instruction:** English



**Responsible:** The Retail Design Speciality Team

**Language of examination:** English

**ECTS credits:** 10 ECTS credits are allocated between the core areas of:

Concept Development 4 ECTS

2D & 3D 2 ECTS

Graphic Design 4 ECTS

**Purpose:**

The purpose of the speciality course Store Design IV, 3D III and Graphic Design II is for students to acquire skills to handle complex development tasks focusing on the entire space as well as details. Through the module, students will gain knowledge of contemporary and innovative materials used in elements and interiors for commercial spaces. Moreover, students will acquire knowledge of basic building construction. Students will become qualified to make scale drawings and renderings in SketchUp Pro and Thea Render. Furthermore, students will become able to develop graphic solutions for use in branding as well as by sales outlets.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- element/display construction
- contemporary materials used in furniture design
- innovative materials
- pricing of interiors
- basic building construction
- advanced use of SketchUp pro and Thea Render in combination with the programmes of the Adobe CC package
- professional graphic terminology
- graphic trends
- graphic production methods.

**Skills:**

Students should acquire skills in:

- designing commercial concepts in detail as well as preparing drawings of dimensional accuracy
- choosing relevant material palette for a concept
- producing presentation/sales material that communicates the conceptual idea of the project
- selling concepts orally
- using Adobe programmes to create visual communication with photos and graphics for use in stores
- selling concepts graphically.

**Competences:**

Students should acquire competences in:

## Main content:

- developing concept proposals for commercial spaces and producing sales material
- communicating/selling solutions and products using graphic tools.

The module consists of three courses: "**Store Design IV**", "**3D III**" and "**Graphic Design II**". In addition, students will carry out project work in relation to these courses.

The course "**Store Design IV**" includes analysis of interesting, good or well-known commercial space designs to identify the architectural tools and elements used. The course also covers material knowledge including new and contemporary materials.

The assignment to be prepared as part of the course focuses on the redesign and rebuilding of an existing commercial space.

Students may collect architectural drawings from the drawing archive in the municipality of Aarhus.

Store Design IV also includes: A) Element and Detail (28 lessons) and B) Basic Building Construction (14 lessons).

### **A) Element and Detail**

Students may gain knowledge of materials via material collections for example available at the materials lab at Aarhus School of Architecture.

Company visits may be part of the course if agreements can be made with relevant companies in the course period. Company visits are only possible if the students can arrange transportation themselves. Examples of relevant companies include: VKS Inventa, Expedit or other companies producing retail furniture and interior design solutions.

Finally, the Element and Detail course includes cost estimates. Cost estimates are used when considering possible alterations and adaptations to existing concepts and buildings.

### **B - Basic Building Construction**

Basic building construction covers knowledge of the construction of buildings and knowledge of construction elements used in floors, walls, etc.

Knowledge is obtained through a combination of literature / theory and exercises. If it is possible for the lecturer to arrange this, a craftsman may facilitate and evaluate the exercises used as part of the course.

The course "**3D III**" is a continuation of the 3D I course that is part of the AP Degree in Design, Technology and Business

and the 3D II course on the 5<sup>th</sup> semester of the PBA in Retail Design. The course trains students in preparing drawings of dimensional accuracy. Moreover, students will acquire skills to prepare personalised project drawings for project sales purposes.

The course "**Graphic design II**" includes typographies, 2D graphic communication and trim. To develop a visual concept, the Adobe programmes are used. Focus is in particular on marketing materials for use in stores.

**Didactic and pedagogical ideas:**

Students are required to read the materials listed, incl. articles, for each class, cf. course plan handed out. Teaching will primarily focus on elaborating core subject areas of the curriculum using practical examples/ implementation.

The teaching will consist of classroom teaching, group work and individual work and will focus on both theory and practice.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students must have completed the courses 3DI and 3DII or similar SketchUp courses and be able to make plan, front view and perspectives using SketchUp.

**Equipment requirements:**

Students must have SketchUp Pro, Thea Render and Adobe CC installed on their own PC and bring mouse with scrolling function.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literatur:</b>	For information on literature, see the list of literature attached to the course plan.

## 6.5 Syllabus; Module 5

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Module 5: The Personal Expression, Room of the Future

**Activity:** Speciality course, PBA Retail Design

**Prepared by:** Judith Frederiksen

**Responsible:** The Retail Design Speciality Team

**Course level:** 7<sup>th</sup> semester

**Approved:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:

Concept Development 1 ECTS

Behaviour 2 ECTS

2D & 3D 1 ECTS

Method and Theory of Science 1 ECTS

#### Purpose:

The purpose of the speciality course The Personal Expression and Room of the Future is to qualify students to conceptualise a "room of the future" and produce a visual illustration of this room using one or more presentation forms. Through the module, students will acquire knowledge "the personal expression" and become able to relate to their own professional strengths and weaknesses using a reflective approach.

#### Qualification level:

#### Knowledge:

Students should acquire knowledge of:

- the importance of taste and preference and their influence on personal design choices and stakeholder decisions in a given project
- their own competence profile
- traditional spaces and changes in their use and possible new definitions of space
- trend development
- methods for creating future scenarios.

#### Skills:

Students should acquire skills in:

- using their personal expression as part of **their own "brand"**
- challenging contemporary conventions about room types/ concepts
- choosing **the right expression** in connection with concept development and concept presentation in professional contexts

- understanding the preferences and choices of other people.

**Competences:**

Students should acquire competences in:

- considering their own visual expression using a reflective approach
- considering how personal taste and visual expression can influence the solution to a given task
- innovating and/or defining space functions and developing spaces designed for function and user needs.

**Main content:**

The module includes "**The Personal Expression**" and "**Room of the Future**". The module includes project work related to these courses.

"**The Personal Expression**" will be based on the student's portfolio and internships and will focus on the students' personal design choices.

Students work with personalisation of visual presentations. The course is divided into: **The Graphic Personal Expression** (21 lessons) and **The Professional Expression** (14 lessons).

The course "**Room of the Future**" provides students with the opportunity to work with the concept of commercial space using a more free and imaginative approach. The purpose of the lectures that are part of the course is to make students reflect on and innovate room functions and designs.

**Didactics and pedagogical ideas:**

Students are required to read the materials listed, incl. articles, for each class, cf. course plan handed out. Teaching will primarily focus on elaborating core subject areas of the curriculum using practical examples/ implementation.

The teaching will consist of classroom teaching, group work and individual work and will focus on both theory and practice.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have participated in all PBA Retail Design courses and internships and must have updated their portfolio with work representing these courses and internships on a current basis. The work included in the portfolio forms the bases of the first part of this module.

<b>Equipment requirements:</b>	Students must have SketchUp Pro, Thea Render and Adobe CC installed on their own PC and bring a mouse with scrolling function.
<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 7 Speciality programme for Entrepreneurship

Professional Bachelor's Degree Programme in Design & Business Entrepreneurship		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> 5 ECTS StartUp 1+2 5 ECTS Design for change 5 ECTS Idea creation	<b>10 ECTS Speciality courses:</b> 5 ECTS Concept validation 5 ECTS Business development	5 ECTS Internship and exam
	10 ECTS Electives and exam	5 ECTS Speciality courses and exam: 5 ECTS Maturation & growth opportunities
<b>15 ECTS Common module and exam</b> <ul style="list-style-type: none"> <li>• Method and theory of knowledge</li> <li>• Sociology and trend</li> <li>• Company project - design and business</li> </ul>	10 ECTS Internship	20 ECTS Bachelor project

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### 7.1 Syllabus; Start Up 1 + 2

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Start Up 1 + 2  
**Activity:** Speciality course, PBA  
 Entrepreneurship

**Course level:** 5<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Thomas Bredahl  
**Responsible:** The Entrepreneurship Speciality Team

**Number of days/course duration:** -  
**Number of lessons:** -

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

**Language of instruction:** English  
**Language of examination:** English

Entrepreneurship 5

#### Purpose:

The purpose of the speciality course Start Up 1 + 2 is to introduce students to entrepreneurship and innovation in theory and practice. Accordingly, the course will present a num-



ber of theories and practical tools used in the area of entrepreneurship. Students will learn to identify and communicate their own personal and professional competences and will learn about different forms of entrepreneurial processes. The course will equally introduce and analyse different entrepreneurial concepts and business models.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- different schools of theory in innovation and entrepreneurship
- the psychology of entrepreneurship
- own competences – Bird in Hand principle
- process models used in entrepreneurship
- business models, including Social EntrepreneurshipProcesmodeller

**Skills:**

Students should acquire skills in:

- analysing and categorising entrepreneurial models and theories
- working with entrepreneurial models
- identifying their own competences
- analysing business models
- applying a number of entrepreneurial process models
- preparing an NABC-pitch
- networking.

**Competences:**

Students should acquire competences in:

- keeping updated on the development of the subject area and develop knowledge of entrepreneurial skills and competences
- handling and navigating in complex design processes
- small scale product and market analysis
- working with networking as a competence
- reflecting on own learning needs
- choosing methods based on the specific entrepreneurial process.

**Main content:**

- Introduction to the subject area of entrepreneurship
- Introduction to the subject area of innovation
- Introduction to entrepreneurship theory
- Introduction to Effectuation
- Introduction to Business Model You
- Introduction to Lean Start-up
- Introduction to Design Thinking
- Introduction to business models
- Introduction to psychological approaches to entrepreneurship.

**Didactics and pedagogical ideas:**

The course will include a mix of:

- presentation and discussion of theory
- Individual coaching/individual coaching
- "Familie-coaching"/"Family coaching"
- Små markedsanalyser/small scale market analysis
- company visit(s)
- field research
- guest lecturers.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have completed the AP Degree Programme in Design, Technology and Business or similar.

**Equipment requirements:**

Laptop.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Specific requirements:**

No specific requirements.

<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 7.2 Syllabus; Design for Change

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Design for Change

**Activity:** Speciality course

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Thomas Østergaard  
**Responsible:** The Entrepreneurship Speciality Team

**Number of days/course duration:** -  
**Number of lessons:** -

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

**Language of instruction:** English  
**Language of examination:** English

Innovation 5

#### **Purpose:**

The purpose of the speciality course Design for Change is to qualify students to:

- develop and implement business models based on social innovation, social design or social entrepreneurship
- formulate realisable business plans based on People, Planet, Profit, sustainability and the circular economy
- apply the Design for Social Innovation method to innovation processes
- understand and make use of the legal and business aspects characteristic of socio-economic businesses
- navigate in the welfare society and in the challenges involved in collaborating with the civil society, the market, NGOs and the public
- apply digital platforms to create and distribute sustainable products and services (sharing economies/crowdsourcing, etc.)
- apply Design Thinking to a socio-economic context with focus on interdisciplinarity.

#### **Qualification level:**

#### **Knowledge:**

Students should acquire knowledge of:

- sustainability, shared economies, social design and the circular economy

- methods and theory relating to Design for Social Innovation
- sustainable and social assessment models, including Life Cycle Assessment (LCA) and Cradle to Cradle
- Public Private Partnerships (PPPs)
- international and national networks, organisations and players in the fields of Social Entrepreneurship, Social Design and Design for Social Innovation
- sustainable, social and humane business models.

#### Skills:

Students should acquire skills in:

- developing business plans integrating social, environmental and sustainable elements
- Relatere en produktionscyklus til LCA, Cradle to Cradle og People, Planet og Profit Modeller. relating a production cycle to LCA, Cradle to Cradle and People, Planet and Profit models
- facilitating and driving innovation processes with continued and increased focus on social innovation, sustainability and environment
- spotting new markets and business models for developing services, products and experiences with focus on sustainability, environment and social responsibility
- designing relations between relevant players in regards to a product or service prior to testing, launching or implementing the product or service
- listing criteria for success and measurement of environmental, sustainable and/or social values of a product or service
- mapping, communicating and interacting with potential customers, shared economy players, investors, co-creators and citizens through digital platforms and communities.

#### Competences:

Students should acquire competences in:

- developing and setting up a new business using the Design for Innovation approach and PPP
- Etablere det nødvendige netværk, såvel videnmæssigt som finansielt indenfor felterne bæredygtighed, miljø og socialt ansvar creating the networks necessary within the areas of sustainability, environment and social responsibility to share knowledge and obtain financing for the projects
- Kortlægge virksomhedens muligheder for udvikling og vækst med fokus på PPP
- mapping the opportunities for businesses to grow and develop with focus on PPP
- documenting the viability of the concept in a future perspective

**Main content:**

- working inter-disciplinarily with solution models and innovation applying Design Thinking, LCA, C2C and PPP models.
- Introduction to post-industrial paradigm shifts – from lineary to circular economy, sustainability, Social Design, C2C and LCA
- Introduction to design processes, the complex social puzzle and Social Design Methods Menu
- Sustainable and social market analysis
- Sustainable and social risk analysis
- Sustainable and social networking/forms of financing
- Concept development and/or identifying market potential of businesses using the Social Design, PPP, C2C or LCA approach
- Managing interdisciplinary teams
- Erkendelse og anvendelse af egen faglighed i en tværkulturel og tværdisciplinær kontekst. Recognising and applying academic and professional skills in a cross-cultural and interdisciplinary context.

**Didactics and pedagogical ideas:**

The course is a combination of lectures/presentations, facilitation and casework. During the course, students will be split into design teams formed on the basis of students' interdisciplinary competences. The course will include field studies and working in design labs.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have completed and passed the 4<sup>th</sup> semester.

**Equipment requirements:**

Access to workshops: Wood, metal, textile, 3D printers, laser cutter, etc.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and

	during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

### 7.3 Syllabus; Idea Creation

## Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Idea Creation

**Activity:** Speciality course, PBA  
Entrepreneurship

**Prepared by:** Henrik Mariendal Andersen

**Responsible:** The Entrepreneurship  
Speciality Team

**ECTS credits:** 5 ECTS credits are allocated  
to the core area of:

Creative Processes 5

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course is for students to become qualified to apply a systematic approach to idea generation and development. Moreover, students should acquire skills to use a conceptual approach to their ideas as well as to present and take ownership of ideas.

**Qualification level:  
Knowledge:**

Students should acquire knowledge of:

- creativity, including techniques
- idea generation methods and tools

- innovation tools and innovation management
- self-efficacy & identification of competences
- value creation
- conceptualisation - business models
- presentation, pitching.

#### Skills:

Students should acquire skills in:

- being part of creative processes
- collaboration and networking
- managing creative and innovative processes
- transforming ideas into products, services and/or concepts
- applying concrete development tools
- presenting (pitching) ideas to stakeholders
- implementing value proposition measures (VP process).

#### Competences:

Students should acquire competences in:

- generating, selecting, developing and qualifying ideas
- planning, managing and carrying out creative/innovative processes
- transforming ideas into business/project opportunities
- taking responsibility for and ownership of processes, ideas and concepts.

#### Main content:

- Creativity and creativity theories
  - The creative space
  - From creativity to value creation
- Idea generation
  - Generating, developing and selecting ideas
  - Methods applied at the various stages of idea generation.
- Innovation
  - The innovation process
  - The circle of innovation
  - Innovation theories and methods
- Self-efficacy & identification of competences
  - The student as an innovator and entrepreneur
  - Influences on and development of self-efficacy
  - Self-reflection – stakeholder analysis
- Conceptualisation
  - Further development of ideas
  - Ownership of ideas/projects
  - Description – pitching – presentation - ownership
- Preparing for testing (lean).

#### Didactics and pedagogical ideas:

- Presentations (lectures) + workshops/exercises
- Action-learning in groups based on own projects
- The lecturer will facilitate the project/group work in the process leading up to the conceptualisation

- Presentations (using pitching as a process tool)
- Guest lectures
- Participation in current events and activities

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

- Students participating in this course must have completed the AP Degree in Design, Technology and Business or a similar programme
- Students must have completed the StartUp module.

**Equipment requirements:**

Classrooms for lectures, workshops, group work and presentations

Incubator environment – idea/innovation room

Students should acquire the teaching materials listed at their own expense. In addition, they are required to pay miscellaneous material and transportation costs in connection with the course.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.



<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 7.4 Syllabus; Concept Validation

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Concept Validation  
**Activity:** Speciality course

**Course level:** 6<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Henrik Mariendal Andersen  
**Responsible:** The Entrepreneurship  
Speciality Team

**Number of days/course duration:** -  
**Number of lessons:** -

**ECTS credits:** 5 ECTS credits are allocated  
to the core area of:

**Language of instruction:** English  
**Language of examination:** English

Creative processes 5

#### **Purpose:**

The purpose of the speciality course Concept Validation is for students to acquire skills to plan, test and develop their own projects using a structured, scientific and experience-based approach.

The project should be prepared so that it will be possible to do a "Go/no go" test at the end of the course. It should equally be possible to prepare an action plan and a more detailed description of the project (business plan). Finally, it should be possible to execute and realise the concept.

#### **Qualification level:**

#### **Knowledge:**

Students should acquire knowledge of:

- concept development
- user-driven innovation
- business models and business descriptions
- tests and documentation
- process and method development
- forms of presentation and presentation technique.

## Skills:

Students should acquire skills in:

- turning ideas/disharmonies into concepts
- Arbejde helhedsorienteret (projekt-/forretningsfokus) applying a holistic approach to their work (project/business focus)
- Vurdere / analysere en idé's bæredygtighed assessing/analysing the viability of an idea
- applying user-driven innovation (students should apply methods for user involvement)
- employing research, test and documentation methods
- choosing or rejecting relevant business models
- preparing communicative/visual presentation material
- contacting customers/users/stakeholders to establish professional collaborations
- collaboration/networking
- carrying out a Value Proposition Design process.

## Competences:

Students should acquire competences in:

- planning and completing a concept development process
- analysing concept potential
- having meetings and preparing documentation, tests, pivot and reconceptualisation
- identifying the "optimal" business model
- involving users, customers and partners, etc. as needed
- communicating and presenting a concept orally and in writing.

## Main content:

- Concept strategy and development
- Business Model Generation - process
- Business models
- Documenting the commercial basis of business
- User-driven innovation
- Customer Development (CD-process – 4 steps)
- Value Proposition Design (Canvas + process)
- Lean Start Up (Lean Validation Board / Javellin Board)
- Experimenting, testing and documenting
- Communication and presentation techniques.

## Didactics and pedagogical ideas:

Lectures/presentations  
Workshops/exercises

The lecturer facilitates the concept development process.

1<sup>st</sup> milestone: Midway project pitch (class activity)

2<sup>nd</sup> milestone: Setting-up and performing experiments with the involvement of users.

<p><b>Study activity:</b></p>	<p>Decision/conclusion (Go/NoGo): Presentation of projects in class. Students should equally hand-in a written description of the project documenting its viability.</p> <p>Students equally have the opportunity of participating in the Danish Entrepreneurship Award arranged by the Danish Foundation for Entrepreneurship and supported by VIA Incubator, etc.</p> <p>According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.</p>
<p><b>Requirements for students taking this course:</b></p>	<p>Students taking this course must have completed the "IdeaCreation" course.</p>
<p><b>Equipment requirements:</b></p>	<p>Access to the internet and to creative visualisation programmes</p> <p>Classrooms for lectures, workshops, group work and presentations</p> <p>Prototyping may require the use of workshop facilities</p> <p>Access to VIA Incubator</p> <p>Students should acquire the teaching materials listed at their own expense. In addition, they are required to pay miscellaneous material and transportation costs in connection with the project.</p>
<p><b>Exam form:</b></p>	<p>The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<p><b>Internal/external examiner:</b></p>	<p>Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<p><b>Assignments:</b></p>	<p>To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.</p>

<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 7.5 Syllabus; Business Development

### Syllabus for the Professional BA Programme in Design and Business VIA Design

<b>Subject area:</b> Business Development	<b>Course level:</b> 6 <sup>th</sup> semester
<b>Activity:</b> Speciality course	<b>Approved on:</b> 1 February 2018
<b>Prepared by:</b> Thomas Østergaard	<b>Number of days/course duration:</b> -
<b>Responsible:</b> The Entrepreneurship Speciality Team	<b>Number of lessons:</b> -
<b>ECTS credits:</b> 5 ECTS credits are awarded to the core area of:	<b>Language of instruction:</b> English
Entrepreneurship 5	<b>Language of examination:</b> Danish/English

<b>Purpose:</b>	The purpose of the speciality course Business Development is for students to become qualified to develop and test the short-and long-term validity of concepts, etc. Moreover, students should draft realisable business plans for presentation to investors and produce business plans using different business models. Finally, students should know and understand the role of the entrepreneur in a creative and innovative project.
<b>Qualification level:</b>	
<b>Knowledge:</b>	Students should acquire knowledge of: <ul style="list-style-type: none"> <li>• test forms and their area of application</li> <li>• business models based on the entire value chain</li> <li>• the implications of networks and the core competences of networks</li> </ul>

- Gameplan, Gantt charts, critical success factors, risk management and budgets
- students should become experienced in applying project management tools. Moreover, students should be aware of how such tools may affect motivation of project staff and realisation of project objectives
- the influence of communication with main focus on the application of online communication platforms
- legal aspects relating to:
  - protection of concepts
  - setting up own business
  - drafting contracts.

## Skills:

Students should acquire skills in:

- formulating a business plan that will convince investors of the viability of the concept/idea/product. The business plan should particularly focus on: pain/gain issues
- concept viability
- relevant budgets
- investment, cash, operating and private budgets
- critical success factors and risk analyses
- competences required – networks
- establishing contact with potential investors
- testing concept viability – stakeholder analysis
- concept development year 2-3
- specifying intentions, objectives and visions for setting up their own companies
- listing project objectives for their own/team projects and allocating team roles to team members. Students should equally check that the milestones listed for the project are achieved.
- looking into the legal aspects of setting up businesses, such as:
  - concept protection
  - The Marketing Practices Act
  - The Salaried Employees Act
  - contracts etc.
  - owning or renting premises
  - briefing an agency for the purpose of communicating a business concept.

## Competences:

Students should acquire competences in:

- developing and setting up a new business to point go/no go
- creating the network necessary to share knowledge and financing options
- analysing own strengths and weaknesses for the purpose of improving the ability to carry out individual and collective projects
- documenting the viability of the concept in a future perspective

- reflecting on own learning needs.

**Main content:**

The main content of this course will depend on the individual business plans and strategies prepared by students. Typical subjects could be:

- Strategy
- Business models/business plans
- Market analysis
- Risk analysis
- Networking/financing
- Budgeting/economics
- Advertising
- Project management
- Organisation
- Legal aspects
- Administrative systems
- Profile analysis.

**Didactics and pedagogical ideas:**

The course is a combination of lectures/presentations, facilitation and casework. The course may include individual and class sessions with students. The course also includes field study.

Entrepreneurial teaching methods will be introduced gradually.

**Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have passed the 5<sup>th</sup> semester.

**Equipment requirements:**

None.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as

well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Specific requirements:**

No specific requirements.

**Re-examination:**

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Literature:**

For information on literature, see the list of literature attached to the course plan.

## 7.6 Syllabus; Maturation & Growth Opportunities

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:**

Maturation & Growth Opportunities

**Activity:** Speciality course

**Course level:** 7<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Prepared by:** Thomas Bredahl

**Responsible:** The Entrepreneurship

Speciality Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Project Management/Organisation 5

**Purpose:**

The purpose of the speciality course Maturation and Growth Opportunities is to clarify and identify the basis for a project, business area or business. Moreover, students should become able to develop strategies and operational development and growth plans for this project, business area or business.

Based on their own 6<sup>th</sup> semester projects or projects from internship hosts or other businesses/organisations, students should acquire knowledge of the elements of a viable business as well as of the operational basis and tools required to operate a business. They should equally develop their skills in

applying growth and development strategies to the sales process.

Students should develop skills to apply growth and development methods and tools and should acquire knowledge and ability to navigate in requirements, criteria, barriers, etc.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- viable business strategies
- financial basis and responsibility
- sales, sales methods, techniques and strategy
- using/developing networks and network strategy
- professional advisory services
- parameters of growth and scaling
- growth, potential, strategies and the concept of scaling

**Skills:**

Students should acquire skills in:

- understanding business models and financial coherence
- reading and understanding financial reports and budgets and performing administrative routines
- knowing the sales process
- organising sales campaigns based on business strategy
- identifying, prioritising and developing network relations
- At kende og kunne anvende relevante rådgivningsmuligheder i relation til vækst og udvikling knowing and applying relevant advisory opportunities to secure business growth and development
- developing and implementing growth and concept strategies
- interacting with international/global players and adding a global perspective to a business concept
- creating a framework for the growth process in their own concepts (and possibly of concepts developed by others). Students should equally acquire skills to apply relevant tools and plans for growth.

**Competences:**

Students should acquire competences in:

- entering into dialogue with advisers on a qualified background – especially in relation to finance, growth and development strategies
- applying a professional approach to their sales work (sales process management)
- testing their concept in relation to customers/advisors and/or partners
- working with relevant growth tools and methods such as the wheel of growth, my growth profile (Min Vækstprofil) and similar.



**Main content:**

- Financial basis of business and concepts
  - Reporting and administrative systems
  - Budgeting and financing
  - VAT/tax
- Growth and the concept of growth
  - Scaling
  - Growth opportunities and strategies
  - Growth plan
  - Misc. tools for growth (the wheel of growth, the growth star, my growth profile, etc.)
- Professional advisory services
  - Networks and network development
  - Professional advisors
  - Board of Directors/Advisory Board
- Sales and the sales process
  - Sales strategies and sales techniques
  - Sales platforms and digitalisation strategies

**Didactics and pedagogical ideas:**

Lectures and discussions  
Exercises/roleplays

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have completed the AP Degree in Design, Technology and Business or a similar programme.

Students must have completed the Business Development course and their internship.

**Equipment requirements:**

Internet access

Classrooms for lectures, exercises and presentations

Access to Student Incubator

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/  
external examiner:**

Assignments will be assessed by an internal examiner.

The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

**Assessment criteria:**

For assessment criteria, please see information on the 7<sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Specific requirements:**

No specific requirements.

**Re-examination:**

Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Literature:**

For information on literature, see the list of literature attached to the course plan.

## 8 Speciality programme for Communication & Media Strategy

Professional Bachelor's Degree Programme in Design & Business– Communication & Media Strategy		
Programme duration: 1 ½ years		
5th semester	6th semester	7th semester
<b>15 ECTS Speciality courses:</b> 5 ECTS Rhetorical Communication 5 ECTS Corporate communication & PR 5 ECTS Sociology, Cultur & Media Analysis	<b>10 ECTS Speciality courses:</b> 5 ECTS Social media 5 ECTS Content marketing	5 ECTS Internship and exam
	10 ECTS Electives and exam	5 ECTS Speciality courses and exam 5 ECTS Media strategy
<b>15 ECTS Common module and exam</b> <ul style="list-style-type: none"> <li>• Method and theory of knowledge</li> <li>• Sociology and trend</li> <li>• Company project - design and business</li> </ul>	10 ECTS Internship	20 ECTS Bachelor Project

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### 8.1 Syllabus; Rhetorical Communication

#### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Rhetorical Communication  
**Activity:** Speciality course, PBA  
 Communication and Media Strategy

**Course level:** 5<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Ida Naja Mitchell Brieghel  
**Responsible:** The Communication & Media  
 Strategy Speciality Team

**Number of days/course duration:** -

**Number of lessons:** -

**ECTS credits:** ECTS credits are allocated to  
 the core area of:

**Language of instruction:** English  
**Language of examination:** English

Communication 5 ECTS

**Purpose:**

The purpose of the speciality course Rhetorical Communication is to focus on creative and critical communication and for students to acquire skills to create catchy messages supporting a company's brand and identity. Moreover, the course aims at:

- developing the student's ability to understand and apply rhetorical concepts, style and argumentation when communicating news, taking part in debates and when writing speeches
- developing the student's understanding of and ability to prepare correct and easy-to-understand written communication in English
- developing the student's creative writing skills as well as a linguistic sensitivity that will also affect the student's ability to analyse texts
- developing the student's awareness of the writing process. Moreover, students should achieve competences to produce written texts for various purposes as well as texts that use non-linguistic expressions and may be used in different media
- developing the student's ability to identify applicable solutions to concrete communication tasks.

## Qualification level

### Knowledge:

Students should acquire knowledge of:

- basic classical and modern rhetorical concepts and methods
- writing processes, reading, creativity and innovation
- text production used in combination with other aesthetic and cultural expressions
- sources of the good story and messages that sell.

### Skills:

Students should acquire skills in:

- preparing creative communication using rhetorical tools
- creating informative/communicative and selling messages as well as messages that make people change their attitude. The target group for such messages should be the various stakeholders of an organisation
- matching a message with the relevant media, for example press releases, sales letters, intranet, internet, Facebook, etc.
- identifying relevant media and brand/organisation stakeholders
- being able to spot the potential stories in a company and using them in a communicative context.

### Competences:

Students should acquire competences in:

- analysing a debate/speech as well as writing and delivering a speech and writing clear and precise texts
- translating their understanding of the value chain activities of a company into messages that can be communicated to the public
- performing high-level analyses primarily aimed at identifying the form of expression and quality of the communication analysed

**Main content:**

- working innovatively and critically with a focus on the communicative product
- independently handling complex and development-oriented problems relating to the theories studied as well as to their use in relevant, practice-based contexts
- considering the theoretical and practical aspects of the subject area from a broad and holistic perspective
- identifying own learning needs at the end of the course and developing own knowledge and skills within the subject area. The identification of learning needs should be considered in the context of the industry/profession.

- Forms of appeal
- Framework
- Stylistics
- Definition of target groups
- Oral presentation:
  - Logic and argumentation
  - Correct and incorrect written language
  - Genres and methods
- The importance of timing and relevance to preparing an effective press release
- Creative writing
- Linguistic analysis of messages for organisations and forms of expression
- Critical writing
- Theory on writing processes and reading, on creativity and innovation as well as on text production used in combination with other forms of expression and in different media.

**Didactics and pedagogical ideas:**

The course is a combination of lectures/presentations, exercises/discussions and written homework.

On self-study days, students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:  
Equipment requirements:**

No specific requirements.  
No specific requirements.

<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/ external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 8.2 Syllabus; Corporate Communication & PR

### Syllabus for the Professional BA Programme in Design and Business VIA Design

<b>Subject Area:</b> Corporate Communication & PR	<b>Course level:</b> 5 <sup>th</sup> semester
<b>Activity:</b> Speciality course, PBA Communication and Media Strategy	<b>Approved on:</b> 1 February 2018
<b>Prepared by:</b> Ida Naja Mitchell Brieghel	<b>Number of days/course duration:</b> 7 days/ 3 weeks
<b>Responsible:</b> The Communication and Media Strategy Speciality Team	<b>Number of lessons:</b> 49
<b>ECTS credits:</b> 5 ECTS credits are allocated to the core area of:	<b>Language of instruction:</b> English <b>Language of examination:</b> English

**Purpose:**

The purpose of the speciality course Corporate Communication & PR is for students to acquire skills to:

- analyse and discuss the background, dimensions and impact of the communication of a given organisation based on theoretical knowledge of corporate communication
- analyse and discuss the need for and examples of corporate communication based on relevant theory
- identify applicable solutions to concrete communication tasks
- discuss and assess the different theories and methods of the speciality course.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- sources of the good story
- business understanding and the commercial value associated with communicating the company's identity to the public through messages/news and stories
- press relations in good and bad times
- the processes involved in planning a communication process, including the specific challenges/requirements of the individual tools applied
- commercial and social media and their development viewed in a historical as well as a future perspective
- corporate branding
- PR
- CSR
- stakeholder theory
- issue management
- crisis communication
- public affairs
- spin
- internal communication
- press relations
- cross-cultural communication.

**Skills:**

Students should acquire skills in:

- analysing the correlation between brand, company, the public and other stakeholders
- identifying relevant media and brand/company stakeholders
- being able to spot the potential stories in the company and using them in a communicative context
- independently searching for, developing and communicating the company's messages/news/stories

- planning a communication process taking the requirements to the individual tasks/elements involved into consideration
- assessing and analysing theoretical and practice-based problems related to the company's messages/news/stories and arguing for their choice
- developing corporate communication strategies as well as strategies within all its sub-disciplines.

#### Competences:

Students should acquire competences in:

- translating their understanding of the value chain activities of companies into communication strategies for use when formulating messages that can be communicated to the public
- being critical towards corporate communication as a strategic management tool and choosing relevant focus areas with this in mind
- tailoring company communication strategies based on relevant data from the different functions of a company's value chain
- linking the corporate communication strategy applied to a company's overall strategy and objectives
- acquiring skills and new knowledge of the subject area. This includes an ability to spot the development in both commercial and social media
- independently handling complex and development-oriented problems relating to the theories studied as well as to their use in practice
- considering the theoretical and practical aspects of the subject area from a broad and holistic perspective
- identifying own learning needs at the end of the course and developing own knowledge and skills within the subject area. The identification of learning needs should be considered in the context of the industry/profession.

#### Main content:

The course will introduce and discuss how communication is created, received and interpreted by different stakeholders. Students are introduced to different theoretical and analytical tools that may be applied for creating a theoretical and practical understanding of communication in the field of tension between company, market and society. Moreover, the course will include an introduction to how strategy, creativity and identity may be analysed when different social actors try to create meaning through communication. Planning aspects and communication disciplines supporting a company's identity and brand will equally be discussed.

#### Didactics and pedagogical ideas:

The course will include self-study, classroom teaching, exercises and project-work/problem-based teaching. Moreover, the course will include a discussion of theory based on cases.



<b>Study activity:</b>	<p>On self-study days, students work with assignments and exercises.</p>
<b>Requirements for students taking this course:</b>	<p>According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.</p>
<b>Equipment requirements:</b>	<p>No specific requirements.</p>
<b>Exam form:</b>	<p>No specific requirements.</p>
<b>Internal/external examiner:</b>	<p>The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<b>Internal/external examiner:</b>	<p>Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<b>Assignments:</b>	<p>To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.</p>
<b>Assessment criteria:</b>	<p>For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<b>Specific requirements:</b>	<p>No specific requirements.</p>
<b>Re-examination:</b>	<p>Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design &amp; Business.</p>
<b>Literature:</b>	<p>For information on literature, see the list of literature attached to the course plan.</p>

## 8.3 Syllabus; Sociology, Culture and Media Analysis

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Sociology, Culture and Media Analysis

**Activity:** Speciality course, PBA  
Communication and Media Strategy

**Prepared by:** Helle Christiansen and  
Ida Naja Mitchell Brieghel

**Responsible:** The Communication and Media Strategy Speciality Team

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Sociology 5 ECTS

**Course level:** 5<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** 14 days of 2 x 7 lessons allocated over a three-week period; in total 6 weeks

**Number of lessons:** 98 lessons.  
Sociology and Culture: 49 lessons  
Media Analysis: 49 lessons

**Language of instruction:** English

**Language of examination:** English

#### Purpose:

The purpose of the speciality course Sociology and Culture is to develop students' ability to understand communication in the context of sociological and cultural concepts and factors. Moreover, students should become able to understand and decode communication and interaction between people.

The purpose of the Media Analysis course is for students to become able to analyse the media industry, media technology and media users, specifically with a view to understanding their interrelationship as well as their effect on culture and society.

#### Qualification level:

#### Knowledge:

Through the Sociology and Culture course, students should acquire knowledge of:

- sociological and cultural concepts and central issues of relevance to sociology and culture
- research and field work methods
- how sociological and cultural theories influence communication.

Through the Media Analysis course, students should acquire knowledge of:

- basic media-analytical theories, concepts and methods
- the development of the media through time.

## Skills:

Through the Sociology and Culture course, students should:

- gain insight into the communication patterns of different groups based on a sociological/cultural problem definition
- become able to identify and apply different sociological theories
- develop skills to apply field studies to gain insight into users, markets and media.

Through the Media Analysis course, students should:

- become able to identify and apply different media-scientific theories
- become able to apply media analysis to obtain knowledge about the media used in society as well as its interrelationship
- identify, use and assess the development in the media industry, media technology and media users.

## Competences:

Through the Sociology and Culture course, students should acquire competences in:

- providing well-based suggestions for how modern human beings interact and what affects them based on the methods and research discussed during the course
- providing well-based suggestions for how modern human beings communicate based on the methods and research discussed during the course
- providing well-based suggestions for how the interaction and communication of modern human beings affect companies' communication based on the methods and research discussed during the course.

Based on the Media Analysis course, students should acquire competences in:

- analysing the media landscape in a historical and contemporary perspective and providing well-substantiated suggestions for future developments in the media industry, the media technology and in relation to media users with a view to optimising companies' communication
- considering how the different opportunities of the media may be used in the best way to optimise company communication.

## Main content:

Sociology and Culture:

- The concept of sociology
- Key sociologists and schools of sociology
- Sociologists and media understanding
- The concept of culture (including subculture and counter culture)
- Anthropology and field studies

- Types of society (postmodern, network, attention and experience society, etc.)

#### Media Analysis:

- Media used in our society
  - Technologies
  - Media content
    - o Semiotics
    - o Polysemy
    - o Genres
- Media, power and control
- marxisme, ideologi og Frankfurter SchuleMarxism, ideology and Frankfurter Schule
- habermasHabermas
- public servicePublic service
- nyhedskonstruktionNews construction
- medier, identitet og kulturMedia, identity and culture
- etnicitet og diasporaEthnicity and diaspora
- kønnene og seksualitetGender and sexuality
- subkulturSubculture
- mætning.Saturation.

#### Didactics and pedagogical ideas:

The course will include self-study, classroom teaching, exercises and project-work/problem-based teaching. Moreover, the theory of the subject area will be discussed based on cases. For didactical purposes, the course is split into two independent courses: Sociology and Culture and Media Analysis.

#### Study activity:

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

#### Requirements for students taking this course:

No specific requirements.

#### Equipment requirements:

No specific requirements.

#### Exam form:

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

#### Internal/external examiner:

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 8.4 Syllabus; Social Media

### Syllabus for the Professional BA Programme in Design and Business VIA Design

<b>Subject area:</b> Social Media	<b>Course level:</b> 6 <sup>th</sup> semester
<b>Activity:</b> Speciality course, PBA Communication and Media Strategy	<b>Approved on:</b> 1 February 2018
<b>Prepared by:</b> Ida Naja Mitchell Brieghel	<b>Number of days/course duration:</b> -
<b>Responsible:</b> The Communication & Media Strategy Speciality Team	<b>Number of lessons:</b> -
<b>ECTS credits:</b> 5 ECTS credits are allocated to the core area of: Trend 5 ECTS	<b>Language of instruction:</b> English
	<b>Language of examination:</b> English

<b>Purpose:</b>	The purpose of the Social Media speciality course is to qualify students to work with social media communication using an independent and professional approach. This includes designing, planning and implementing a social media strategy for an organisation.
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## Qualification level:

### Knowledge:

Students should acquire knowledge of:

- social media and their development viewed in a historical and future perspective
- the various social media platforms available as well as their “affordances”. The course will also focus on the basis and opportunities for creating dialogue and commitment when using social media
- the processes involved in planning a social media strategy as well as managing the social media dialogue of an organisation.

### Skills:

Students should acquire skills in:

- identifying relevant social media platforms suitable for specific organisational communication and online presence
- analysing and assessing the communication, dialogue and user-involvement on the social media
- assessing the relevance of specific platforms and media based on target group needs and social media presence
- planning and implementing communication and user-involvement on the social media
- considering the use of social media from an ethical, critical and analytical perspective.

### Competences:

Students should acquire competences in:

- analysing, discussing and assessing the different theories, methods as well as national and international practice of the subject area
- analysing, discussing and assessing the applicability of the different social media platforms available to handle the communication need and online strategy of a specific organisation based on relevant theory and practice
- explaining and providing a perspective on how social media may be used as a communication channel for communicating with the various stakeholders of an organisation
- independently translating knowledge and skills into practice and using this as a basis for strategic, tactical and operational communication and social media user involvement
- independently developing and implementing a social media strategy based on the specific needs of an organisation.

### Main content:

As part of the course, the different social media platforms as well as their use in practice will be presented and discussed. Students will be introduced to different theoretical and analytical tools that may be applied for creating a theoretical and practical understanding of social media in the field of tension

between company, market and society. The course will also focus on how social media may support a company's communication strategy, identity and brand. This work will be based on literature, cases as well as participation in the Social Media Week conference in the US.

**Main focus areas:**

- Social media history and development
- The digital revolution, networks and how they affect communication between organisations and people
- Objectives and key performance indicators in relation to social media communication and presence
- Social media platforms, their use in practice as well as their properties, requirements and opportunities
- Viral communication
- Planning of user-involving activities
- Social media sales and customer service
- Monitoring publicity
- Measurement
- Social media strategy viewed in the context of corporate strategy

**Didactics and Pedagogical Ideas:**

The course will include self-study, classroom teaching, exercises and project-work/problem-based teaching. Moreover, the theory of the subject area will be discussed based on practice. In this connection, the course will include a study trip to the Social Media Week conference in the US.

On self-study days, students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

No specific requirements. Students must have a valid passport to take part in the study trip. Please contact the course lecturer in regards to questions about visa.

**Equipment requirements:**

No specific requirements.

**Exam form:**

The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Internal/external examiner:**

Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.

**Assignments:**

<b>Assessment criteria:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Specific requirements:</b>	For assessment criteria, please see information on the 7 <sup>th</sup> semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.  The course includes a one week study trip to the Social Media Conference in the US. The study trip is equivalent to 28 of the 66 lessons scheduled for the course. If a student is prevented from taking part in the study trip, the student must complete a course on online and offline material as well as an assignment in replacement of the 28 lessons.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 8.5 Syllabus; Content Marketing

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Content Marketing  
**Activity:** Speciality course, PBA  
Communication and Media Strategy

**Course level:** 6<sup>th</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Helle Christiansen  
**Responsible:** The Communication and Media Speciality Team

**Number of days/course duration:** -  
**Number of lessons:** -

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

**Language of instruction:** English  
**Language of examination:** English

Communication 5 ECTS

#### **Purpose:**

The purpose of the speciality course Content Marketing is for students to gain understanding of content marketing and become able to develop specific content marketing strategy proposals.



**Qualification level:****Knowledge:**

Students should acquire knowledge of:

- the concept of content marketing and how it is used for communication purposes
- content marketing as part of a business strategy
- media that may be used for supporting a pull strategy.

**Skills:**

Students should acquire skills in:

- creating core stories that may form the basis of a content marketing strategy
- applying methods and channels that may be part of a content marketing strategy
- creating content that is meaningful to a specific target group.

**Competences:**

Students should acquire competences in:

- applying central metaphors and concepts for a content marketing strategy
- creating a pull effect among users
- creating content at one or more digital channels/media.

**Main content:**

- Introduction to content marketing
- Storytelling as part of a content marketing strategy
- How to devise a content marketing strategy?
- Which media do you use in your content marketing strategy?
- Algorithms
- How to create a pull effect among users
- Working with media to create content marketing.

**Didactics and pedagogical ideas:**

The course will include lectures, assignments and practical (hands-on) work with content marketing strategy elements.

**Study activity:**

According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.

**Requirements for students taking this course:**

Students taking this course must have passed the 5<sup>th</sup> semester.

**Equipment requirements:**

The course will be conducted in an IT class room with IT equipment and internet access. Students are required to bring their own PC.

<b>Exam form:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Internal/external examiner:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Assessment criteria:</b>	For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Specific requirements:</b>	No specific requirements.
<b>Re-examination:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Literature:</b>	For information on literature, see the list of literature attached to the course plan.

## 8.6 Syllabus; Media Strategy

### Syllabus for the Professional BA Programme in Design and Business VIA Design

**Subject area:** Media Strategy

**Activity:** Speciality course, PBA in Communication and Media Strategy

**Prepared by:** Ida Naja Mitchell Brieghel

**Responsible:** The Communication & Media Strategy Speciality Team

**ECTS credits:** 5 ECTS credits are allocated to the core area of:

Innovation 5 ECTS

**Course level:** 7<sup>th</sup> semester

**Approved on:** 1 February 2018

**Number of days/course duration:** -

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Media Strategy is for students to acquire skills to plan the media and campaign strategy of an organisation based on knowledge acquired through the courses in Media Analysis, Rhetorical Communication and Corporate Communication & PR,

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- basic media-specific theories, concepts and methods
- how to plan and carry out a media and campaign strategy
- media synergy in cross-media contexts.

**Skills:**

Students should acquire skills in:

- identifying and applying media and/or campaign-strategic theories
- maximising the effect of communication using a cross-media strategy
- planning and implementing media and communication campaigns.

**Competences:**

Students should acquire competences in:

- independently translating knowledge and skills into practice in working with a media strategy at a strategic, tactical and operational level
- analysing the media landscape
- developing well-based strategic and tactical plans for an organisation's media strategy based on their analysis.

**Main content:**

- Cross media strategy
- Technologies
- Media planning
- Target group analysis
- Media habits
- Campaign planning.

**Didactics and pedagogical ideas:**

The course will include self-study, classroom teaching, exercises and project-work/problem-based teaching. In addition, the theory of the subject area will be discussed based on cases.

On self-study days, students work with assignments and exercises.

**Study activity:**

<b>Requirements for students taking this course:</b>	According to the Ministerial Order on Academy Profession Programmes and Professional Bachelor's Programmes, students must participate in the study programme planned by the educational institution.
<b>Equipment requirements:</b>	The course is based on knowledge obtained in the courses Media Analysis, Rhetorical Communication and Corporate Communication & PR. Students taking this course must have passed these courses.
<b>Exam form:</b>	No specific requirements.
<b>Internal/external examiner:</b>	The student's compliance with the learning objectives of the speciality is tested at the 7th semester speciality exam, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assignments:</b>	Assignments will be assessed by an internal examiner. The speciality exam at the end of the 7th semester will be assessed by an external examiner, cf. section 3.6 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Assessment criteria:</b>	To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course. Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.
<b>Specific requirements:</b>	For assessment criteria, please see information on the 7th semester speciality exam in section 3.6.3.3 of the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
<b>Re-examination:</b>	No specific requirements.
<b>Literature:</b>	Re-examinations are conducted in accordance with the Curriculum for the Professional Bachelor's Degree Programme in Design & Business.
	For information on literature, see the list of literature attached to the course plan.

9.1 Syllabus; Common module

Syllabus for the Professional BA Programme in  
Design and Business  
VIA Design

**Subject area:** Common Module  
**Activity:** Common Module, PBA

**Course level:** 5<sup>th</sup>.semester  
**Approved on:** 1 August 2018

**Prepared by:** Susanne Gram Thrane, Hanne Thaarup Mølbak, Lene Pedersen, Jette Winie Jensen

**Number of days/course duration:** -  
**Number of lessons:** -

**Responsible:** The lecturer responsible for the 5<sup>th</sup> semester.

**Language of instruction:** English  
**Language of examination:** English

**ECTS credits:** 15 ECTS credits are allocated between the core areas of:

Theory of science 2.5 ECTS  
Sociology 2.5 ECTS  
Design 5 ECTS  
Business 5 ECTS

**Purpose:**

The purpose of the common module is for students to acquire theoretical, methodical and professional competences within the subject areas of theory of science, trend & sociology and design & business.

Using a qualified and theoretical approach, students should acquire skills to be part of interdisciplinary collaborations in the value chains of fashion and lifestyle companies.

**Qualification level:**

**Knowledge:**

Students should acquire knowledge of:

- design
- aesthetics
- semiotics
- trend
- business-related and economic issues in a national and international context
- how innovation may be used for developing business concepts
- method, innovation, product and business development
- cultural and cross-cultural issues
- trend and trend theory
- empirical method used for product development

- theory and method
- research design and validity.

### Skills:

Students should acquire skills in:

- selecting and applying design theories and methods
- assessing design from an aesthetic, functional and technological perspective
- assessing the possibilities and limitations of design in relation to trends, consumers and contexts
- assessing the significance of design in solving actual or specific problems
- working with design using a commercial approach
- working innovatively for business purposes
- assessing theoretical and practical issues and motivating and selecting relevant solutions
- working innovatively with concept development based on knowledge of cultural differences
- identifying, communicating and presenting problems of a professional nature in different cultural and cross-cultural contexts
- using scientific method and theory
- assessing the possibilities and limits of theoretical and practical methods for addressing specific problems
- arguing for and choosing relevant theory and method across the value chain.

### Competences:

Students should acquire competences in:

- assessing and applying relevant theories and methods and collecting, selecting, analysing and concluding on data for use in a study or work-related context
- being part of professional and interdisciplinary collaborations within the value chain
- addressing complex and development-based issues of relevance to the profession
- using a communicative and innovative approach when working with business ideas in the context of the fashion and lifestyle industry
- identifying own learning needs and developing own knowledge, skills and competences.

### Main content:

Theory of science, trend & sociology:

- introduction to the process framework of the common module, milestones and gate checks
- introduction to theory of science and method
- sociological concepts
- cultural and intercultural issues
- trends and methods of analysis
- sociological research methods and trendspotting

- research design, empirical methods and evidence
- pitch technique and pitching trends using argumentation and documentation
- research proposal
- using desk and field research
- critical approach to method and content of group work.

#### Design & Business:

- group formation and group dynamics
- process management model, e.g. Design Thinking Model
- introduction to company cases with companies representing the fashion and furniture industry
- identifying challenges in case company and target group needs
- techniques and methods for idea generation and assessment
- innovation processes and concept development
- the value proposition, business model and economic issues of relevance to the concept
- pitching
- legal issues, including design protection
- prototyping
- desk and field research including user involvement
- prototype testing and empirical method in product development
- presentation of group projects/results and subsequent selection for presentation to case company.

#### Didactics and pedagogical ideas:

Through presentations, self-study, exercises and workshops, students will meet the learning objectives specified for the common module.

The module concludes with a common module exam that includes a group presentation of the result of the group project and a subsequent individual part, cf. the Ministerial Order on Exams on Professionally Oriented Higher Education Programmes.

#### Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution.

#### Requirements for students taking this course:

No specific requirements.

**Equipment requirements:**

PC and the Microsoft Office package

**Assignment/examination details:**

The common module concludes with a common module exam (according to the Ministerial Order on Exams on Professionally Oriented Higher Education Programmes). The exam consists of an oral group exam, which will not be graded, and an individual oral exam for which the student will be given a grade.

**Internal/external examiner:**

The exam will be assessed by an internal examiner.

**Assignments:**

The student's performance is assessed using the 7-point grading scale.

**Assessment criteria:**

The exam is assessed based on the student's ability to:

- demonstrate knowledge of the topic of the exam question
- provide a perspective on the topic of the exam question based on the research design and solution proposed by the group
- demonstrate knowledge of how to work with theory of science and methodology
- demonstrate knowledge of how to plan and carry out research
- relate to the interrelationship of the core areas and view this in a cultural and social context
- reflect on and transfer theoretical knowledge to a practice-based and interdisciplinary context
- apply technical terms and professional terminology used within the core areas of the course module
- use relevant technical terms and professional terminology.

**Specific requirements:**

No specific requirements.

**Re-examination:**

If the student's performance does not obtain a minimum grade of 02, the student must be offered a re-examination (see the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes).

**Literature:**

For information on literature, see the list of literature attached to the course plan.



## 10 Partner universitetes

Erasmus Exchange Partner:	Relevant for specified BA Specialities at VIA Design
<b>Belgium</b>	
Hogeschool Gent, University College Gent www.hogent.be	School of Textile Technology: Pattern Design, Fashion Design, Purchasing Management
<b>The Czech Republic</b>	
Technical University of Liberec, Faculty of Textile Engineering	Fashion Design, Pattern design
<b>Estonia</b>	
Estonian Entrepreneurship University of Applied Sciences: www.mk.ee	Branding & Marketing
<b>Finland</b>	
HAMK University of Applied Sciences http://www.hamk.fi/english/Sivut/default.aspx	Branding & Marketing Fashion Design, Pattern Design
University of Helsinki http://www.helsinki.fi/	Fashion Design
<b>France</b>	
Lycée Tézenas du Montcel www.tezenas.org	Branding & Marketing
Catholic University of Lille, College of Communication ISTC http://www.univcatholille.fr/aboutus/welcome.asp	Branding & Marketing
<b>Germany</b>	
Duale Hochschule, BadenWürttemberg, http://www.heilbronn.dhbw.de/international/juniorprogram.html	Branding & Marketing, Retail Management, Purchasing Management
Hochschule Niederrhein www.hs-niederrhein.de	Pattern Design, Fashion Design
Hochschule Reutlingen, Germany www.reutlingenuniversity.de	Branding & Marketing, Retail Management Fashion Design, Pattern Design
<b>Ireland</b>	
Griffith College, Dublin https://www.griffith.ie/	Fashion Design, Pattern Design
<b>Italy</b>	
IED, Milano http://www.ied.edu/milan/design-school	Visual Fashion Communication, Retail Design, Fashion Design. Without Erasmus + funding: Branding & Marketing
Politecnico di Milano http://www.polimi.it/en/english-version/	Fashion Design, Retail Design, Furniture Design
<b>Latvia</b>	
Art Academy of Latvia www.lma.lv	Fashion Design, Furniture Design, Pattern Design
<b>Lithuania</b>	
Vilnius College of Design, Vilnius www.dizainokolegija.lt	Fashion Design, Pattern Design
<b>The Netherlands</b>	

Saxion Hogeschool Enschede <a href="http://www.saxion.nl">www.saxion.nl</a>	Purchasing Management, Branding & Marketing
CHN Stenden/Emmen – Retail Business School <a href="http://www.stenden.nl">www.stenden.nl</a>	Retail Management, Branding & Marketing, Purchasing Management
Amsterdam Fashion Institute <a href="http://www.amfi.hva.nl">www.amfi.hva.nl</a>	Fashion Design, Branding & Marketing
Fontys University of Applied Sciences <a href="http://fontys.edu/">http://fontys.edu/</a>	Branding & Marketing, Purchasing Management, Visual Fashion Communication
Leiden University of Applied Sciences <a href="http://www.hsleiden.nl/">http://www.hsleiden.nl/</a>	Retail Management, Branding & Marketing,
<b>Norway</b>	
Westerdals – Oslo School of Arts, Communication and Technology <a href="https://www.westerdals.no">https://www.westerdals.no</a>	Retail Design
<b>Romania</b>	
National University of Arts Bucharest <a href="http://www.unarte.org/nationaluniversity-of-arts-bucharestabout-presentation.php">http://www.unarte.org/nationaluniversity-of-arts-bucharestabout-presentation.php</a>	Fashion Design
<b>Spain</b>	
IED Barcelona and Madrid <a href="http://www.iedbarcelona.es/en/">http://www.iedbarcelona.es/en/</a>	Retail Design, Visual Fashion Communication, Furniture Design,  Without Erasmus Funding; Fashion Design, Branding & Marketing
Universidad Loyola Andalucia <a href="http://www.ulojola.es">www.ulojola.es</a>	Branding & Marketing
<b>Sweden</b>	
University of Gothenburg/Steneby School of Craft and Design <a href="http://www.steneby.se">http://www.steneby.se</a>	Furniture Design
<b>Turkey</b>	
Beykent University, Istanbul <a href="http://www.beykent.edu.tr">http://www.beykent.edu.tr</a>	Branding & Marketing Purchasing Management
<b>The UK</b>	
Manchester Metropolitan University/GB (Hollings Faculty) <a href="http://www.mmu.ac.uk">www.mmu.ac.uk</a>	Fashion Design, Pattern Design, Branding & Marketing, Purchasing Management
Robert Gordon University, Scotland <i>Gray's School of Art</i> <a href="http://www.rgu.ac.uk">http://www.rgu.ac.uk</a> <a href="http://graysartschoolaberdeen.com/">http://graysartschoolaberdeen.com/</a>	Fashion Design, Visual Fashion Communication
Robert Gordon University, Scotland <i>Aberdeen Business School</i> <a href="http://www.rgu.ac.uk">http://www.rgu.ac.uk</a> <a href="http://www.rgu.ac.uk/about/faculties-schools-anddepartments/aberdeenbusiness-school/aberdeenbusiness-school">http://www.rgu.ac.uk/about/faculties-schools-anddepartments/aberdeenbusiness-school/aberdeenbusiness-school</a>	Branding & Marketing, Retail Management, Purchasing Management
Nottingham Trent University <a href="http://www.ntu.ac.uk/">http://www.ntu.ac.uk/</a>	Retail Design, Retail Management, Branding & Marketing, Purchasing Management

Southampton Solent University <a href="https://www.solent.ac.uk">https://www.solent.ac.uk</a>	Visual Fashion Communication, Branding & Marketing, Purchasing Management, Retail Design, Retail Management
<b>OTHER EXCHANGE PARTNERS NO ERASMUS FUNDING</b>	
<b>Canada</b>	
Emily Carr University of Art and Design, Vancouver <a href="http://www.ecuad.ca">http://www.ecuad.ca</a>	Furniture Design
Humber College Institute of Technology and Advanced Learning, Toronto <a href="http://business.humber.ca">http://business.humber.ca</a>	Marketing & Branding, Purchasing Management, Retail Management
Kwantlen Polytechnic University, Vancouver <a href="http://www.kpu.ca">http://www.kpu.ca</a>	Fashion Design, Pattern Design, Branding & Marketing
Ryerson University, Toronto <a href="http://www.ryerson.ca/fcad/">http://www.ryerson.ca/fcad/</a>	Fashion Design, Pattern Design, Visual Fashion Communication,
<b>France</b>	
Parsons Paris School of Art and Design. The New School. <a href="http://www.newschool.edu/parsons-paris/">www.newschool.edu/parsons-paris/</a>	Fashion Design, Visual Fashion Communication, Branding & Marketing
<b>New Zealand</b>	
Auckland University of Technology, Auckland <a href="http://www.aut.ac.nz/">http://www.aut.ac.nz/</a>	Fashion Design, Pattern Design
Waikato Institute of Technology, Wintec <a href="https://www.wintec.ac.nz">https://www.wintec.ac.nz</a>	Fashion Design, Retail Design
<b>USA</b>	
Manhattan Institute of Management, New York <a href="http://www.mimusa.org/">http://www.mimusa.org/</a>	Branding & Marketing
<b>Vietnam</b>	
HUTECH Institute of International Education and Training <a href="http://www.hutech.edu.vn/english/institutes-centers/hutech-institute-of-international-education">http://www.hutech.edu.vn/english/institutes-centers/hutech-institute-of-international-education</a>	Branding & Marketing, Purchasing Management, Retail Management