

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

VIA Design & Business
VIA University College
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1 Foreword

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

This curriculum consists of a national part and an institutional part. The national part includes the rules laid down for the AP Degree Programme in Design, Technology and Business in Denmark and is prepared jointly by the institutions offering the AP Degree Programme in Design, Technology and Business in Denmark. The national part of the curriculum is therefore common for all these institutions.

The curriculum is prepared according to the guidelines in the Ministerial Order no. 21 of 1 January 2020 on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes.

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

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

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

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

The acts and ministerial orders governing the course programme are specified in section 4.19, Legal basis.

2 Programme structure

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

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

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

2.1 Programme structure at VIA Design & Business

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

3 Curriculum – national part

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

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

3.1 The programme's goals for learning outcomes

The AP Degree Programme in Design, Technology and Business qualifies the graduate to independently plan, organise and execute tasks in textile, clothing, design and business associated with design, production, business, marketing and retail.

Knowledge

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

- the applied practice of the profession and the subject areas as well as key theory and methods in relation to the structure and role of the industry.
- practice and key theory and methods and how they are applied by the profession.

Skills

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

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

Competencies

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

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

3.1.1 Learning objectives for the individual study specialisations

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

3.1.1.1 Learning outcomes for study specialisation Design

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

Knowledge

The graduate will have knowledge about:

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

Skills

The graduate will have the skills to:

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

Competencies

The graduate will be able to:

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

3.1.1.2 Learning outcomes for study specialisation Production

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

Knowledge

The graduate will have knowledge about:

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

Skills

The graduate will have the skills to:

- use production methods, tools and skills in the profession
- assess practice-oriented issues and propose and select possible solutions
- communicate practice-oriented production-related issues and solutions to stakeholders.

Competencies

The graduate will be able to:

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

3.1.1.3 Learning outcomes for study specialisation Business

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

Knowledge

The graduate will have knowledge about:

- the profession and the practice of the business area
- practice and key applied design theory and methods.

Skills

The graduate will have the skills to:

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

Competencies

The graduate will be able to:

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

3.1.1.4 Learning outcomes for study specialisation Marketing

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

Knowledge

The graduate will have knowledge about:

- the profession as well as the practice of the branding and marketing area
- practice and key applied branding and marketing theory and methods.

Skills

The graduate will have the skills to:

- use branding and marketing methods, tools and skills in the profession
- assess practice-oriented issues and propose and select possible solutions
- communicate practice-related issues and solutions to stakeholders.

Competencies

The graduate will be able to:

- handle development-oriented situations in the development of solutions in branding and marketing
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.

3.1.1.5 Learning outcomes for study specialisation Retail

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

Knowledge

The graduate will have knowledge about:

- the profession and the practice of the retail area
- practice and applied retail theory and methods.

Skills

The graduate will have the skills to:

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

Competencies

The graduate will be able to:

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

3.2 National subject elements

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

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

3.2.1.1 Design

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

Learning objectives for Design

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- participate in interdisciplinary cooperation in all stages of the value chain in the development of a product or concept
- handle basic issues by means of design methods
- acquire new knowledge, skills and competencies within design in a structured context.

Number of ECTS credits

The subject element Design is worth 10 ECTS credits.

3.2.1.2 Business

The subject element **Business** consists of business models and economics, innovative problem solving, a company's value chain and its basis of existence. Focus is on business understanding, which includes collaboration, relation building and communication.

Learning objectives for Business

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Business is worth 10 ECTS credits

3.2.1.3 Technology

The subject element Technology consists of innovative industry-relevant technology that contributes to process and product development with a focus on material technology and sustainability. The subject area also contains prototyping, digital tools and data analysis.

Learning objectives for Technology

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will be able to:

- handle development-oriented and practice-based business-related tasks
- participate in disciplinary and interdisciplinary collaboration within the technological area with a professional approach
- acquire new knowledge, skills and competencies within technology in a structured context.

Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

3.2.2 National subject elements in study specialisation Design

Study specialisation Design contains three national subject elements.

3.2.2.1 Design

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

Learning objectives for Design

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Design is worth 15 ECTS credits.

3.2.2.2 Technology

The subject element **Technology** consists of analogue and digital manufacturing methods for design products and / or design concepts.

Learning objectives for Technology

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

- analyse and assess the use of relevant material and technology in relation to the manufacture of design products
- use relevant tools for the design of prototypes and solutions
- handle analogue and digital communication of solutions to partners and users.

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

3.2.2.3 Communication

The subject element **Communication** focuses on dissemination, argumentation and presentation of design solutions to internal and external partners and users.

Learning objectives for Communication

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- communicate design solutions professionally to partners and users
- acquire new knowledge, skills and competencies in relation to communication in a structured context.

Number of ECTS credits

The subject element Communication is worth 5 ECTS credits.

3.2.3 National subject elements in study specialisation Production

Study specialisation Production also has three national subject elements.

3.2.3.1 Product Development

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

Learning objectives for Product development

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

- use the key methods and tools in the field of design and industrial pattern design, pattern grading and manufacturing and apply the skills associated with employment in the industry
- assess practice-related issues as well as define and choose solutions within proportion and fit based on function and aesthetics
- communicate practice-based issues and solutions to internal and external stakeholders.

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Product Development is worth 15 ECTS credits.

3.2.3.2 Technology

The subject element **Technology** provides a basic understanding of production methods for product manufacturing, including the use of relevant technology for sustainable and industrial processes. Focus is on the aesthetic and technical properties of materials in relation to appearance, comfort, application and sustainability.

Learning objectives for Technology

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

- apply the key methods and tools of the subject area and the skills associated with employment in the industry
- assess practice-oriented issues and propose and select possible solutions within product manufacturing
- communicate practice-related issues and solutions in the product-manufacturing process to partners.

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

3.2.3.3 Quality Assurance

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

Learning objectives for Quality assurance

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

- apply the key methods and tools of the subject area to production preparation and quality assurance as well as the skills associated with employment in the industry
- assess practice-oriented issues and propose and select possible solutions within quality assurance
- communicate practice-oriented issues and solutions using technical and visual documentation for communication with manufacturers and suppliers for the purpose of creating sustainable solutions.

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Quality assurance is worth 5 ECTS credits.

3.2.4 National subject elements in study specialisation Business

Study specialisation Business contains three national subject elements.

3.2.4.1 Commerce

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

Learning objectives for Commerce

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Commerce is worth 10 ECTS credits.

3.2.4.2 Supply Chain Management

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

Learning objectives for Supply Chain Management

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- handle development-oriented situations, including a company's material and flow of goods
- participate in professional and interdisciplinary collaboration with a professional approach that promotes national and international collaborations

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

Number of ECTS credits

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

3.2.4.3 Product Knowledge

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

Learning objectives for Product development

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- handle and take part in production and product development processes.
- participate in disciplinary and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to product, materials and technology in a structured context.

Number of ECTS credits

The subject element Product knowledge is worth 10 ECTS credits.

3.2.5 National subject elements in study specialisation Marketing

Study specialisation Marketing contains three national subject elements.

3.2.5.1 Concept Development

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

Learning objectives for Concept development

Knowledge

The student will gain knowledge about:

- theory and methods in the development and design of concepts in relation to the practice of the profession and the subject area
- key applied theories and methods in concept development.

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Concept development is worth 15 ECTS credits.

3.2.5.2 Communication

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

Learning objectives for Communication

Knowledge

The student will gain knowledge about:

- theory and methods in the development and design of communication products in relation to the practice of the profession and the subject area
- key applied theories and methods in communication.

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Communication is worth 10 ECTS credits.

3.2.5.3 Management

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

Learning objectives for Management

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Management is worth 5 ECTS credits.

3.2.6 National subject elements in study specialisation Retail

Study specialisation Retail contains three national subject elements.

3.2.6.1 Retail Design

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

Learning objectives for Retail design

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

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

Number of ECTS credits

The subject element Retail design is worth 15 ECTS credits.

3.2.6.2 Retail Marketing

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

Learning objectives for Retail marketing

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- handle development-oriented situations based on added value for customers and prospects and concepts
- participate in disciplinary and interdisciplinary cooperation based on a professional approach
- acquire new knowledge, skills and competencies in data collection and future consumer behaviour in the retail trade.

Number of ECTS credits

The subject element Retail marketing is worth 10 ECTS credits.

3.2.6.3 Retail Management

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

Learning objectives for Retail management

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

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

Competencies

The student will learn to:

- handle development-related operational situations
- participate in disciplinary and interdisciplinary cooperation based on a professional approach
- acquire new knowledge, skills and competencies in the operation and development of a sustainable concept.

Number of ECTS credits

The subject element Retail management is worth 5 ECTS credits.

3.2.7 Number of exams in the national subject elements

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

3.3 Internship

3.3.1 Learning objectives for the internship

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

Knowledge

The student will gain knowledge about:

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

Skills

The student will get the skills to:

- use key methods and tools as well as acquire skills associated with the profession
- assess practice-oriented issues and propose and select possible solutions

- assess and communicate practice-based solutions to the company and users.

Competencies

The student will learn to:

- handle development-orientated situations related to daily tasks in a company
- participate in disciplinary and interdisciplinary cooperation based on a professional approach
- acquire new knowledge, skills and competencies in relation to the company in a structured context.

Number of ECTS credits

The internship is worth 15 ECTS credits.

Number of exams

The internship concludes with an exam.

3.4 Requirements for the final exam project

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

The final exam project must document the student's understanding of practice and key applied theories and methods in relation to a practice-orientated problem based on a specific assignment within the area of the programme. The problem statement, which must be central to the programme in Design, Technology and Business and the profession, must be prepared by the student, possibly in cooperation with a public or private company. The educational institution must approve the problem statement.

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

Exams for the final exam project

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

Number of ECTS credits

The final exam project is worth 15 ECTS credits.

Exam form

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

3.5 Rules on credit – national curriculum

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

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

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

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

3.6 Commencement and transitional scheme

3.6.1 Commencement

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

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

3.6.2 Transitional scheme

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

4 Curriculum – institutional part

This curriculum consists of a national part and an institutional part. The institutional part consists of rules specific to the AP Degree Programme in Design, Technology and Business at VIA Design, VIA University College. (in the following referred to as VIA Design & Business). These rules have been set by VIA University College.

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

4.1 Placement of programme elements, internships and exams

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

AP Degree Programme in Design, Technology and Business			
1 st year of study		2 nd year of study	
1 st semester	2 nd semester	3 rd semester	4 th semester
30 ECTS credits Common courses. The common courses consist of national subject elements.	30 ECTS credits Speciality courses. The speciality courses under the study specialisations consist	15 ECTS credits Internship	5 ECTS credits Speciality courses. The speciality courses under the study specialisations consist of local subject elements.

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

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

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

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

The AP Degree Programme in Design, Technology and Business consists of five study specialisations. The rules governing these specialisations are laid down in the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. The five study specialisations are: Design, Production, Business, Marketing and Retail.

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

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

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

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

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

As part of the AP Degree Programme in Design, Technology and Business, students must complete three local subject elements under the study specialisations laid down in the above ministerial order. The placement of the local subject elements, including speciality courses and electives, are specified in the overview of programme elements, internship and exams in section 4.1.

4.3.1 Local subject elements under the study specialisation Design

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

Local subject element: Design:

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

Learning objectives

Knowledge

Students should:

- have development-based knowledge about practice and key applied theory and method in design processes
- be able to understand basic principles of design, product development and manufacturing.

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 15 ECTS credits.

Exams

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

Local subject element: Technology

The subject element **Technology** consists of material knowledge and methods for manufacturing of design products and concepts using analogue and digital tools.

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 10 ECTS credits.

Exams

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

Local subject element: Communication

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

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 5 ECTS credits.

Exams

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

4.3.2 Local subject elements under the study specialisation Production

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

Local subject element: Product development

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

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 15 ECTS credits.

Exams

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

Local subject element: Technology

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

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

- be able to use methods and tools central to the subject area as well as be able to use the skills related to working in the profession
- be able to assess practice-based issues and list and choose potential solutions within manufacturing
- be able to communicate practice-based issues and potential solutions to relevant business partners in the product manufacturing process.

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 10 ECTS credits.

Exams

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

Local subject element: Quality assurance

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

Learning objectives

Knowledge

Students should:

- have development-based knowledge about the practice of the industry and the subject area as well as of key applied theory and method in preparing products for production and quality assurance of products with focus on fit, materials, sizes and manufacturing methods

- be able to understand practice and key applied theory and method as well as be able to understand the industry's use of theory and method in preparing products for production and quality assurance.

Skills

Students should:

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

Competences

Students should:

- be able to handle development-based situations within preparing products for production and quality assurance
- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach
- be able to acquire new knowledge, skills and competences in relation to the industry using a structured approach

ECTS credits

The local subject element is equivalent to 5 ECTS credits.

Exams

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

4.3.3 Local subject elements under the study specialisation Business

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

Local subject element: Commerce

Through the subject element **Commerce**, students should obtain basic understanding of purchasing-related methods and theory based on the company's collection and purchasing process, including selecting and cooperating with suppliers with an economic and sustainable focus.

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

- be able to communicate practice-based issues and potential solutions to the company and its suppliers.

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 10 ECTS credits.

Exams

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

Local subject element: Supply Chain Management

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

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 10 ECTS credits.

Exams

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

Local subject element: Product knowledge

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

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 10 ECTS credits.

Exams

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

4.3.4 Local subject elements under the study specialisation Marketing

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

Local subject element: Concept development

The subject element **Concept development** covers development and design of creative and innovative concepts and solutions for global markets. The course uses a value-oriented approach and focuses on practice-based, user-centered issues for the purpose of working with digital as well as analogue branding.

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 15 ECTS credits..

Exams

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

Local subject element: Communication

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

Learning objectives

Knowledge

Students should:

- have knowledge about theory and methods within the development and design of communication products related to the future and current practice of the profession and subject area
- be able to understand and apply key theories and methods in communication.

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

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

Exams

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

Local subject element: Management

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

Learning objectives

Knowledge

Students should:

- have knowledge about theory and methods of project management and coordination of creative processes in relation to the practice of the profession and the subject area
- be able to understand and apply key theories and methods in project management, coordination and data collection and processing.

Skills

Students should:

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

Competences

Students should:

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

ECTS credits

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

Exams

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

4.3.5 Local subject elements under the study specialisation Retail

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

Local subject element: Retail Design

The subject element **Retail Design** covers basic theories and methods in visualisation, design processes and experience design for commercial spaces.

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

- be able to use the methods and tools central to the subject area in a commercial and value-creating context
- be able to assess the significance of retail design to innovative, sustainable and commercial projects and assignments
- be able to develop guidelines and store designs for the concept as well as communicate practice-based suggestions and ideas in a concept.

Competences

Students should:

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

ECTS credits

The local subject element is equivalent to 15 ECTS credits..

Exams

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

Local subject element: Retail Marketing

The subject element **Retail Marketing** includes basic theories and tools about cross media marketing, retail marketing and digital development.

Learning objectives

Knowledge

Students should:

- have development-based knowledge about identifying the target group, touch points and retail marketing mix as a value-creating factor for brands, prospects and customers
- be able to understand tools and methods for developing the retail marketing platform
Moreover, students should be able to understand the interaction between business and design.

Skills

Students should:

- be able to use relevant theories and tools for branding and developing retail marketing approaches for the retail concept target groups
- be able to assess practice-based issues identified through data and list and choose potential solutions
- be able to communicate retail marketing suggestions for optimising sales and the target group's social interaction and brand experiences.

Competences

Students should:

- be able to handle development-oriented situations about communicative and holistic retail projects
- be able to take part in disciplinary and interdisciplinary cooperation about how the value chain supports target group touchpoints and brand experiences

- be able to acquire new knowledge, skills and competences in retail marketing and digital development.

ECTS credits

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

Exams

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

Local subject element: Retail Management:

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

Learning objectives

Knowledge

Students should:

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

Skills

Students should:

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

Competences

Students should:

- be able to handle development-related and staff-related situations
- be able to be part of disciplinary and interdisciplinary cooperation using a professional approach
- be able to acquire new knowledge, skills and competences in situated management and cooperation for the purpose of concept development in retail.

ECTS credits

The local subject element is equivalent to 5 ECTS credits.

Exams

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

4.4 General regulations regarding electives offered at the AP Degree Programme in Design, Technology and Business

In order to complete the Academy Profession Degree Programme (AP) in Design, Technology and Business students must pass one elective. The learning objectives for the electives are based on local subject elements. The placement of electives in the programme structure is specified in section 4.1. "Placement of programme elements, internships and exams".

Electives must provide students with the opportunity to enhance their study and professional skills through the personal tailoring of their degree and by adding new perspectives within areas related to the overall learning objectives of the course programme as well as to the competence objectives of the study specialisation.

VIA Design & Business offers a number of electives within each of the speciality programmes of Fashion Design, Furniture Design, Visual Communication Design, Pattern Design, Retail Design & Business, Purchasing Management and Branding & Marketing Management. It applies to all electives that they qualify students to combine theories, working methods and practice-based problems.

The selection of electives takes place on the 3rd semester according to the rules set by VIA Design & Business. Prior to selecting electives, students will have the opportunity to read an introduction to the content and practical details of the individual electives in an electives' catalogue. Students sign up for electives on the Studynet. Students are required to prioritise their choice of electives (i.e. indicate their 1st, 2nd and 3rd priority) and must sign up for the courses within a deadline stipulated by VIA Design & Business.

VIA Design & Business reserves the right to cancel an elective due to low enrollment. A minimum of 20 students must be signed up for an elective to run. The elective chosen is binding on the student if the course is set up.

Comments:

- Requirements applying to selecting electives are described in the electives' catalogue on the Studynet
- In Danish electives, teaching is in Danish. These electives will use English literature as well
- Students must expect to incur expenses in connection with electives that include study trips, participation in fairs, etc.

Please note the following about interdisciplinary electives:

- The course programme can set up one or more interdisciplinary electives if they are relevant for other study specialisations.
- The local learning objectives for an interdisciplinary elective are embedded in one of the study specialisations under the course programme.
- The Associate Dean grants permission for a student to choose an interdisciplinary elective instead of an elective with local learning objectives under the student's own study specialisation.

Elective exams

General exam regulations are specified in section 4.8 in the Curriculum for the AP Degree Programme in Design, Technology and Business. Details on the specific exam appear from section 4.8.3. For more details on the elective exam, please see the document "4th semester elective exam at VIA Design & Business" on the Studynet.

4.5 Credit transfer rules – institutional curriculum

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

The duty of disclosure and the rules for automatic, compulsory credit transfer, including the obligation to inform on completed and/or passed programme elements from other institutions on the same level, as a minimum (compulsory credit transfer), can be found in the Ministerial Order on Admission to Academy Profession Programmes and Professional Bachelor Programmes and in the Ministerial Order on Technical and Commercial Academy Profession Programmes and

Professional Bachelor Programmes. These rules also apply to local subject elements on the AP Degree Programme in Design, Technology and Business offered by VIA Design & Business.

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

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

See section 3.5. Rules on credit in the national curriculum for more details.

4.6 Parts of the programme which can be completed abroad

On the 3rd semester, students have the option of studying for one semester at a foreign or other Danish educational institution. Students enrolling in exchange programmes with other educational institutions must obtain at least 20 ECTS credits.

Students should seek to enrol in exchange programmes with institutions that are part of VIA Design & Business' exchange programme. Please see list of partner universities in appendix 1. The application to participate in an exchange programme is at the same time considered an application for preliminary approval of credit transfer and is conditional upon the student's passing programme elements equivalent to a minimum of 20 ECTS credits.

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

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

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

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

The following elements and internship placed on the 3rd and 4th semester may be completed abroad by application to and agreement with the relevant Associate Dean at VIA Design & Business:

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

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

The digital application form for completing programme elements or internship abroad is available at the VIA Design & Business's Studynet and must be submitted to the international coordinator prior to 1 March.

The application must as a minimum contain:

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

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

4.7 Internship

3rd semester students are required to do an internship in a company or organisation operating within the speciality areas covered by the course programme. It is a requirement that the internship company or organisation has an employee with a sufficient level of professional knowledge who can help strengthen the student's academic and professional development. Prior to commencement of the internship, the internship company or organisation must be approved by the educational institution.

The weekly working hours is 37 hours. However, in busy periods, the student must expect to work more if this is also expected from the other employees at the internship company or organisation.

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

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

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

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

Please note

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

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

4.7.1 Internship guidelines

The curriculum will be updated with additional information about requirements and expectations to the parties involved in internship arrangements prior to study start 2020.

VIA Design & Business is responsible for

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

VIA Design & Business is responsible for

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

Responsibilities of the intern:

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

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

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

The intern is also responsible for:

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

Responsibilities of the internship company or organisation:

- at the beginning of the internship, the company should inform the intern of company safety regulations, means of access, IT policy, etc.

- ensuring that the student is part of the day-to-day routines of the company to the extent possible. These routines cover both projects of a professional and practical nature as well as meetings, planning and other activities
- making a contact person available to the intern
- ensuring that the student takes part in the tasks agreed and evaluate the internship in collaboration with the intern and the VIA Design & Business guidance teacher on a continuous basis
- contribute to the preparation of an action plan that makes it possible for the student to comply with the learning objectives of the internship as described in the curriculum.

Procedure for resolving disagreements and termination of internships

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

If the student terminates the internship without prior agreement with VIA Design & Business and the internship company or organisation, the student is solely responsible for finding a new internship company or organisation.

Comments

In exceptional circumstances, such as company bankruptcy, illness or similar, exemption may be granted for the full internship. Students, companies or organisations applying for exemption must contact the internship coordinator who will consider whether exemption may be granted.

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

Internship exam

Unless the internship company or organisation has objected to the student's participation in the internship, a student is generally registered for the internship exam following completion of the internship and timely hand-in of the internship report.

In connection with internships abroad, the internship company may require that the internship report is prepared in English regardless of whether the student is enrolled in a Danish or international programme. The student is under an obligation to clarify the writing language of the internship report when entering into the internship agreement.

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

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

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

4.8.1 General regulations

- Exams in the AP Degree Programme in Design, Technology and Business are conducted in Danish or English, depending on whether the student is enrolled in the Danish or international course programme with the exception of internships abroad or foreign exchange which are conducted in English.
- In written and oral exams that are based on a written paper prepared by the student, the student's spelling and writing skills are part of the assessment of the student's performance.
- An exam is passed when the student has obtained a minimum grade of 02 on the 7-point grading scale.
- The student has three attempts to pass the same exam.
- Passed exams cannot be retaken.
- An external examiner will take part in external exams. The external examiner is part of the national corps of examiners appointed by the Ministry of Higher Education and Science
- Where the basis for assessment includes several elements, the student will be awarded one overall mark for his/her performance unless otherwise stated in the exam regulation
- To be registered for the final exam project, students must have passed the 1st semester exam, the 2nd semester exam, the 3rd semester internship exam, the 4th semester speciality exam and the 4th semester elective exam.

Not later than at the beginning of a semester is it possible for the student to see detailed information about the exams of the semester on the Studynet, including exam form. This information appears from the exam regulation for the individual exam. For more details, please see section 4.8.3.

Information on timing of the individual exams appears from the table in 4.8.2. The exact date and place of an exam will be announced on the Studynet. Students are individually responsible for obtaining information about date, time and place of the exam on the Studynet.

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

- the hand-in time is not observed
- an exam is not correctly handed in according to the guidelines for papers and other written work available on the Studynet
- the maximum number of typing units for the paper or other written work is exceeded
- the problem scenario has not been approved in an exam where approval of the problem scenario is required, cf. section 4.8.3.

Cheating and plagiarism may lead to rejection of the exam paper or other written work and, accordingly, the use of an exam attempt, cf. section 4.9.5.

If other formal requirements are not complied with, cf. section 4.10, this may influence the assessment of the exam.

Exams under special conditions

VIA Design & Business offers exams under special conditions for students with special needs, e.g. health and linguistic issues, to ensure that these students will have the possibility to complete exams on an equal footing with students without such needs.

Exams under special conditions are offered to students on an individual basis based on an application. The programme management assesses the merits of each application and decides if and to what extent exam under special conditions is warranted. Exams under special conditions can only ensure that students with special needs have the possibility to complete exams on an equal footing with students without such needs. The level of exam as well as the objectives and criteria for assessment of the exam performance can never be altered by an offer to do an exam under special conditions.

The AP Degree Programme in Design, Technology and Business offers exams under special conditions in the form of extended preparation time, increased number of guidance sessions and access to special aids during the exam.

An application for exam under special conditions must be submitted to the Student Counselling not later than one month prior to the commencement of the exam period of the individual exam. The application must be in writing and the documentation to substantiate the special needs of the student must be included.

Aids

Unless otherwise stipulated in the exam regulations for the individual exams, all aids are permitted, cf. section 4.8.3.

Students with a physical or mental illness resulting in an impairment of function that requires that the student is offered special support to complete an education with VIA Design & Business can apply for Special Educational Support (SPS). Students for whom this may be relevant can obtain more information about the special educational support scheme at the Studynet or by contacting the VIA Design & Business Student Counselling. Applications for extended time at the exam must be submitted to the Course Administration not later than one month prior to the individual exam. The application must be in writing and the documentation to substantiate the special needs of the student must be included.

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

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

4.8.3 Exams

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

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

4.8.3.1 1st semester exam at VIA Design & Business

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

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

Students are required to bring their own PC.

Before the exam, the student should:

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

During the exam, students are allowed to:

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

During the exam, students are not allowed to:

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

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

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

Timetable, exam framework and rules and regulations are available on the Studynet.

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

4.8.3.2 2nd semester exam at VIA Design & Business

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

The exam consists of an individual oral presentation based on a written synopsis. The synopsis is based on an assignment description covering the student's 2nd semester speciality courses. The student prepares a synopsis based on the assignment description and presents the response at an oral exam.

The maximum length of the synopsis is 4,800 typing units, including spaces, but excluding front page, footnotes and list of references.

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

The oral exam has a duration of:

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

The assessment of the exam is based on the student's oral presentation and its compliance with the learning objectives for the 2nd semester subject areas.

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

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

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

4.8.3.3 3rd semester internship exam at VIA Design & Business

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

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

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

In connection with internships abroad, the internship company may require that the internship report is prepared in English regardless of whether the student is enrolled in a Danish or international programme. The student is under an obligation to clarify the writing language of the internship report when entering into the internship agreement.

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

The assessment of the exam is based on an overall assessment of compliance with the learning objectives for the 3rd semester internship exam as well as the student's spelling and writing skills, cf. section 4.7.1. General regulations.

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

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

4.8.3.4 4th semester speciality exam at VIA Design & Business

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

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

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

The exam is assessed based on its overall compliance with the learning objectives for the 3rd and 4th semester subject areas as well as the student's spelling and writing skills, cf. section 4.8.1. General regulations.

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

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

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

4.8.3.5 4th semester elective exam at VIA Design & Business

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

The elective exam is an individual oral exam where students present their response to an assignment within the focus area of the elective and based on the learning objectives of the elective.

The oral exam has a duration of:

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

The assessment of the exam is based on the student's oral presentation and its compliance with the learning objectives for the 4th semester elective.

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

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

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

4.8.3.6 Final exam project at VIA Design & Business

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

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

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

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

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

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

The oral exam has a duration of:

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

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

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

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

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

4.8.4 Re-examination and illness

4.8.4.1 Illness

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

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

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

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

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

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

Students are automatically registered for the re-exam.

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

4.8.4.2 Re-exam

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

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

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

Exam attempts

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

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

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

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

Students are required to bring their own PC.

Before the exam, the student should:

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

During the exam, students are allowed to:

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

During the exam, students are not allowed to:

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

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

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

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

A separate description of the 1st semester exam – re-exam at VIA Design & Business available on the Studynet.

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

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

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

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

The exam is assessed based on its compliance with the learning objectives for the 2nd semester subject areas. The student's spelling and writing skills are part of the assessment, cf. section 4.8.1. General regulations.

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

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

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

4.8.4.5 3rd semester internship exam – re-exam at VIA Design & Business

The purpose of the 3rd semester internship exam – re-exam is for students to demonstrate achievement of the learning objectives for the internship equivalent to 15 ECTS credits. The learning objectives are specified in the syllabi for the 3rd internship.

The re-exam consists of an individual report and may include products as well. The student formulates a problems scenario in cooperation with the internship company. The problem scenario from the ordinary internship exam may be used for the re-exam, but the student is required to prepare a new research question. Research questions used in previous exam attempts cannot be used again.

The problem scenario and the research question must be approved by the guidance teacher.

Data collected during the internship period which has been used in answering a research question used in a previous exam may be applied in answering the research question of the re-exam.

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

In connection with internships abroad, the internship company may require that the internship report is prepared in English regardless of whether the student is enrolled in a Danish or international programme. The student is under an obligation to clarify the writing language of the internship report when entering into the internship agreement.

The exam is assessed based on the overall impression of the student's response and its compliance with the learning objectives for the 3rd semester internship. The student's spelling and writing skills are part of the assessment, cf. section 4.8.1. General regulations.

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

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

A separate description of the 3rd semester internship exam – re-exam at VIA Design & Business is available on the Studynet.

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

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

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

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

The assessment of the exam is based on the student's oral presentation and its compliance with the learning objectives for the 3rd and 4th semester subject areas. The student's spelling and writing skills are part of the assessment, cf. section 4.8.1. General regulations.

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

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

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

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

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

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

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

The exam is assessed based on the overall impression of the student's response and its compliance with the learning objectives for the 4th semester elective. The student's spelling and writing skills are part of the assessment, cf. section 4.8.1. General regulations.

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

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

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

4.8.4.8 Re-exam- Final exam project at VIA Design & Business

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

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

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

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

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

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

The oral exam has a duration of:

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

The exam project is assessed based on an overall impression of the exam project and the learning objectives of the course programme. The student's spelling and writing skills are part of the assessment, cf. section 4.8.1. General regulations.

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

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

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

4.8.5 Cheating, plagiarism and disruptive behaviour

4.8.5.1 Cheating

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

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

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

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

4.8.5.2 Plagiarism

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

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

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

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

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

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

4.8.5.3 Disruptive behaviour

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

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

4.8.5.4 Aggravating circumstances

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

4.8.6 Complaints about exams and appeals

4.8.6.1 Complaints about exams

A student can complain about an exam. The complaint must be submitted in writing and include arguments supporting the merits of the complaint. It must be submitted to VIA Design & Business not later than two weeks after the student has had the chance to learn the results of the exam.

A complaint about an exam can be any and all of the following:

- the basis for the exam
- the events or actions during the exam
- the assessment of the exam.

VIA Design & Business immediately sends any complaints to the examiner/examiners who have a deadline of two weeks to submit a statement to the case. The examiner/examiners must comment on the specific merits and arguments of the case. After receiving statements from the examiners, VIA Design & Business will forward these to the student who has one week to comment.

VIA Design, as represented by the Associate Dean responsible for the exam, will make a decision on the case. The decision must be written and include the reasons for the results as well as information on how to appeal. A decision on a case concerning a complaint about an exam can have one of the following outcomes.

- An offer of a new assessment (re-assessment) (only applicable to written exams)
- An offer of a new exam (re-exam)
- A dismissal of the case.

Only when the examiners agree can a complaint about an exam result in dismissal.

VIA Design & Business immediately makes the result of the decision known to the student and the examiners. The student has a deadline of two weeks to accept an offer of re-assessment or re-exam. Re-assessment or re-exam must be planned as soon as possible.

Note that both re-assessment and re-exam can result in a lower grade than the original assessment or exam. New examiners are appointed for both re-assessment and re-exam. The new examiners have access to all files and documents from the complaints case. The new examiners must include written arguments to substantiate their assessment.

4.8.6.2 Appeals

A student can appeal a decision on an exam complaint. The appeal will be decided upon by a board of appeals set up by the corps of examiners.

An appeal must be submitted in writing stating the reasons for the appeal and received by VIA Design & Business not later than two weeks after the student has had the chance to learn the results of the exam.

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

The appeals board decides the case based on the material on which VIA Design & Business made the original decision as well as the appeal. The appeals board decides one of the following:

- To offer a new assessment (re-assessment) (only applicable to written exams)
- An offer for a new exam (re-exam)
- To dismiss the case.

The decision in the appeals case is sent to VIA Design & Business as soon as possible. VIA Design & Business forwards the decision to the student.

The student has a deadline of two weeks to accept an offer of re-assessment or re-exam. Re-assessment or re-exam must be planned as soon as possible.

Note that both re-assessment and re-exam can result in a lower grade than the original assessment. New examiners are appointed for both re-assessment and re-exam. The new examiners have access to all files and documents from the complaints case. The new examiners must include written arguments to substantiate their assessment.

The appeals board's decision is final and cannot be appealed further.

Prior to bringing an appeal, students are recommended to contact the Student Counselling/a student counsellor to clarify any misunderstandings and receive instructions in how to appeal. Appeals must be submitted to the Course Administration not later than two weeks after the assessment is announced. Appeals must be in writing stating the reasons for the appeal. Appeals are decided by the Associate Dean responsible for the exam in question.

4.9 Formal requirements for written work, projects and exam papers

4.9.1 Formal requirements

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

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

Font type and size.

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

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

4.9.2 References

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

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

Correct referencing

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

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

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

4.10 Instruction and working methods at VIA Design & Business

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

The course programme has been planned in semesters and alternates between theory and practice. Students work individually and in groups, and teaching includes theory, guidance, self-

study, project work as well as projects carried out in collaboration with companies and workshop and laboratory exercises. Focus is on students developing independence and responsibility through their studies.

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

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

VIA Design & Business values

Value	Definition
Responsibility	Sustainability, circular thinking and the UN's 17 Global Sustainable Development Goals
Commitment	Active participation, curiosity, loyalty, mutual respect, flexibility and responsibility
Creativity and innovation	Idea generation, creative urge, entrepreneurship, courage to challenge the established by experimenting and courage to fail
Vision	Understanding the industry and society, cultural understanding, international perspective, diversity
Reflection and development	Immersion, analytical mindset, personal reflections, cooperation, open to other people's thoughts and ideas

4.11 Guidelines for differentiation in teaching at VIA Design & Business

The course programme applies a variety of teaching methods, cf. section 4.10, that consider the learning style and motivation of each student and that support completion of the programme.

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

4.12 Obligation to participate and study activity at VIA Design & Business

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

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

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

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

Please note

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

4.13 Texts in foreign languages

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

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

4.14 Changing speciality programme and transferring to VIA Design & Business

4.14.1 Changing speciality programme

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

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

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

4.14.2 Applying for change of speciality programme

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

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

4.14.3 Transferring to VIA Design & Business

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

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

Transferring to the AP Degree Programme in Design, Technology and Business, VIA Design & Business, further requires that there are available study places.

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

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

4.14.4 Transferring to VIA Design & Business

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

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

4.15 Leave of absence at VIA Design & Business

Taking a leave of absence means that a student cannot participate in classes, exams or any other activity as part of the AP Degree Programme in Design, Technology and Business during the leave of absence. Upon conclusion of the leave of absence, the student resumes his/her studies at the point in the programme from which the leave started.

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

Leave of absence can only be granted for periods of complete programme elements. This does not apply for maternity/paternity leave or leave on the basis of adoption and conscription. Students can only apply for leave of absence once the 1st year of study has been completed.

A student cannot receive funds from the State Education Grant and Loans Scheme (SU) during leave of absence except in cases of maternity/paternity leave or adoption.

4.15.1 Maternity/paternity leave, adoption and conscription

The programme management at the AP Degree Programme in Design, Technology and Business cannot reject an application for leave of absence on the basis of documented maternity/paternity leave, adoption or conscription. The end of a leave of absence should, as far as possible, be planned to coincide with study start or the start of certain programme elements. This is done to ensure the fewest periods without study related activities as possible as well as the least amount of time where the student does not have access to the State Educational Grant and Loans Scheme (SU).

4.15.2 Application

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

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

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

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

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

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

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

4.16 Parallel programmes at VIA Design & Business

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

4.17 Exemption

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

4.18 Commencement and transition rules - institutional curriculum

4.18.1 Commencement

The institutional part of this curriculum enters into force on 1 August 2020 and applies to the students enrolled after the 1 August 2020.

4.18.2 Transition rules

For students enrolled before 1 August 2020, the rules in the curriculum of 1 August 2017 apply.

4.19 Legal basis

This curriculum is based on the following legal documents.

- The Ministerial Order no. 21 of 9 January 2020 on Technical and Commercial Academy Profession and Bachelor Programmes
- The Ministerial Order no. 152 of 26 February 2020 on Admission to Technical and Commercial Academy Profession and Bachelor Programmes
- Ministerial Order no. 18 of 9 January 2020 on Examinations on Technical and Commercial Academy Profession and Bachelor Programmes
- The Ministerial Order No. 114 of 3 February 2015 On Grading Scale and Other Forms of Assessments of Study Programmes offered under the Ministry of Higher Education and Science (the Grading Scale Order).