

# Appendix 1 to curriculum for

The AP Degree Programme in  
Design, Technology &  
Business

# VIA Design 2017

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# 1 Speciality programme for Fashion Design

AP Degree Programme in Design, Technology & Business – Fashion Design			
1st year of study		2nd year of study	
1st semester	2nd semester	3rd semester	4th semester
<b>15 ECTS Common courses:</b> 5 ECTS Design 5 ECTS Business 5 ECTS Technology  <b>15 ECTS Projects:</b> 5 ECTS Module 1 5 ECTS Module 2 5 ECTS Module 3  <b>1st semester exam</b>	<b>30 ECTS Speciality courses:</b> 15 ECTS Fashion Collection 1 5 ECTS Fashion and Art 5 ECTS Research and Trousers 5 ECTS Innovation and Sustainability  <b>2nd semester exam</b>	<b>15 ECTS Internship and internship exam</b>  <b>15 ECTS Speciality courses:</b> 10 ECTS Fashion Collection 2 5 ECTS Fashion Dress  <b>Speciality exam</b>	<b>15 ECTS Electives:</b> 10 ECTS Profile elective and profile elective exam 5 ECTS Speciality elective and speciality elective exam  <b>15 ECTS Final exam project</b>

01.08.17 version 1

## 1.1 Syllabus; Fashion and Art

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Fashion and Art  
**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Charlotte Albek and Birgit Nygaard Hummellose

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

**Number of lessons:** -

**Responsible:** The Fashion Design Speciality Team

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

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:  
The Design Process 4  
Visual Communication 1

## **Purpose**

The purpose of the speciality course Fashion and Art is to give students the opportunity to use professional methods for idea generation, design and manufacturing of jersey products. Moreover, students should be able to present jersey products using a professional approach. As part of the course, students will design showpieces inspired by art as well as commercial jersey products.

## **Qualifications**

### **Knowledge:**

Students should acquire knowledge of:

- illustration techniques and different visual means
- silhouettes used in fashion design
- jersey materials
- professional terminology used for jersey materials.

### **Skills:**

Students should acquire skills in:

- visually and orally communicating product development from inspiration to idea generation and finished product
- designing commercial jersey products inspired by art
- using appropriate manufacturing methods to produce jersey products.

### **Competences:**

Students should acquire competences in:

- applying idea generation methods
- preparing working sketches for jersey tops
- developing patterns for jersey tops.

### **Main content:**

- The purpose of the start up day is for students to get to know each other. The start up day also aims to balance expectations with respect to study activity and responsibility for self-study activities and provides students with information on exams.
- introduction to idea generation methods
- collecting and working with inspiration from a current art exhibition at HEART or other forms of art
- designing showpieces and commercial jersey tops based on the showpieces
- introduction to basic jersey materials and professional terminology
- selection of materials: introduction to some of the considerations required to select materials for a jersey collection
- working sketches for jersey tops
- documenting and presenting product development from inspiration to idea generation and finished product
- introduction to the sewing workshop and to methods for manufacturing jersey products
- introduction to the development of patterns for jersey tops
- working with the methods and techniques introduced in connection with the individual course assignment.

### **Didactics and pedagogical ideas:**

The course combines lectures with practical demonstration of methods and techniques. Moreover, students will receive guidance in connection with practical exercises and assignments. The class is divided into study groups. The individual course assignment will be handed out when the course starts. As self-study, students will be asked to do exercises as well as prepare the individual course assignment.

### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access and access to the sewing workshop.

Students must bring their own PC, drawing materials as well as materials/equipment for pattern design and sewing.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 1.2 Syllabus; Fashion Collection 1

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Fashion Collection 1

**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Charlotte Albek and Birgit Nygaard  
Hummelmose

**Number of days/course duration:**  
7 weeks

**Responsible:** The Fashion Design Speciality Team

**Number of lessons:** -

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

The Design Process 8  
Visual Communication 3  
Trend and Sociology 4

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Fashion Collection 1 is to introduce students to methods for developing a sub-collection for a given fashion brand. Students should equally learn to carry out aesthetic assessments in the design process. The speciality course should provide students with insight into and understanding of product development, and students should also acquire skills to present design solutions visually, technically and orally. Moreover, the speciality course should provide students with basic understanding of how report writing can be used as a speciality-related research method.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- fashion design trends and tendencies
- key aspects of design processes and methods
- selecting appropriate materials
- collection development
- body proportions and use of sizing systems
- technical documentation for use in production
- professional terminology
- using the programmes Adobe Illustrator, Photoshop and InDesign
- aesthetic means
- how to prepare and structure a written paper
- how concepts, theories and methods related to the speciality may be used in connection with report writing.

**Skills:**

Students should acquire skills in:

- analysing the DNA of a given fashion brand and defining the target group. On the basis of this, students should be able to make aesthetic assessments in the design process
- using relevant analysis and idea generation methods
- preparing a collection plan
- using pattern design and manufacturing methods for producing skirts
- preparing working sketches using IT programmes.
- identifying and describing a problem area within their speciality.

**Competences:**

Students should acquire competences in:

- implementing design solutions from idea to finished product
- collecting, selecting and using trend and inspiration material in design development
- working with the design process using a sociological approach
- visually and orally documenting and appropriately communicating the product development from idea generation to finished product
- selecting speciality-related concepts, theories and methods and using them for investigative report writing.

**Main content:**

- description and visual analysis of the target group
- analysing design DNA
- aesthetics in relation to target group, brand and trend
- introduction to DF&T trend studio, PEJ, WGSN and other trend research platforms
- working sketches
- collection plan and collection design
- introduction to material selection
- idea generation methods and manufacturing selected styles
- developing templates for fashion drawings and sketches
- research and process documentation
- preparation of sales material for presenting the final collection
- analysing fit and products
- pattern design, style development and skirt manufacturing
- introduction to grading principles, including preparation of measurement charts
- introduction to the Adobe programmes Illustrator, Photoshop and InDesign
- working sketches, documentation, style view as well as image processing using Adobe programmes
- introduction to pattern development, print design and fashion drawing using Adobe programmes
- academic methods and VIA Design requirements for exam papers and reports.

**Didactics and pedagogical ideas:**

The course combines lectures with practical demonstration of methods and techniques. Moreover, students will receive guidance in connection with practical exercises and assignments. The class is divided into study groups. The

individual course assignment will be handed out when the course starts. As self-study, students will be asked to do exercises as well as prepare the individual course assignment.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access and access to the sewing workshop.

Students must bring their own PC with Adobe programmes, drawing materials as well as materials/equipment for pattern design and sewing.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 1.3 Syllabus; Fashion Collection 2

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Fashion Collection 2

**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Charlotte Albek and Birgit Nygaard Hummelmose

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

**Number of lessons:** -

**Responsible:** The Fashion Design Speciality Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 10 ECTS credits are allocated between the core areas of:  
The Design Process 6  
Visual Communication 4

**Purpose:**



The purpose of the speciality course Fashion Collection 2 is to introduce students to methods for independent design and development of a sub-collection for a given fashion brand. Moreover, students should become able to argue for and communicate their design.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- how design methods, processes and technology are used in practice
- silhouettes, cuts, details and functions as well as terminology specific to jackets and outerwear
- how materials are used
- how communication means may be used in practice.

**Skills:**

Students should acquire skills in:

- selecting and applying appropriate theory and method for idea generation, design and product development
- selecting and using methods based on aesthetic assessments in the design process
- assessing and selecting pattern design and development and manufacturing methods
- selecting materials
- arguing for a process and a proposed solution taking company and target group into consideration and applying a theoretical and methodical approach.

**Competences:**

Students should acquire competences in:

- being part of innovative design and product development processes
- using an independent and reflective approach to prepare innovative solutions that are targeted to a company and a target group
- using an independent and reflective approach to present innovative solutions that are targeted to a company and a target group

**Main content:**

- fusing and manufacturing a women's blazer with lining
- constructing and pattern development for a women's blazer with lining
- analysing and describing a self-chosen brand and its target group visually and in writing
- preparing and visualising inspirational material
- selecting and using idea generation methods in relation to brand, target group and inspiration
- developing a sub-collection
- selecting materials and colours
- constructing, pattern designing and manufacturing a women's blazer with lining
- analysing size breaks and preparing measurement charts and documentation
- drawing products, labels and trim using Adobe
- preparing presentation material
- visual and oral presentation of process and method.

**Didactics and pedagogical ideas:**

The course combines lectures with practical demonstration of methods and techniques. Moreover, students will receive guidance in connection with practical exercises and assignments. The class may be divided into study groups. The individual course assignment will be handed out when the course starts. As self-study, students will be asked to do exercises as well as prepare the individual course assignment.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access and access to the sewing workshop.

Students must bring their own PC with Adobe programmes, drawing materials as well as materials/equipment for pattern design and sewing.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 1.4 Syllabus; Fashion Dress

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Fashion Dress

**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Charlotte Albek and Birgit Nygaard  
Hummelmose

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

**Number of lessons:** -

**Responsible:** The Fashion Design Speciality Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are  
allocated between the core areas of:  
The Design Process 4  
Visual Communication 1

**Purpose:**

The purpose of the speciality course Fashion Dress is for students to acquire methods to generate ideas for, design and manufacture dresses as well as to create a line-up that demonstrates coherence between style and materials.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- design processes and methods in practice
- silhouettes, cut, details and dress-specific terminology
- selecting materials suitable for dresses

- pattern design, style development and dress manufacturing

**Skills:**

Students should acquire skills in:

- applying innovative idea generation methods to carry out aesthetic assessments in the design process
- designing and composing a dress line-up
- developing dresses using basic block patterns
- construction and pattern design of collars and sleeves
- choosing appropriate pattern development and manufacturing methods for design and material
- preparing documentation
- applying correct professional terminology in relation to dresses, collars and sleeves.

**Competences:**

Students should acquire competences in:

- developing design solutions from idea to finished product
- creating visual coherence in and communicating design based on a line-up
- preparing working sketches.

**Main content:**

- at the start of the course, students will be asked to do research for the purpose of designing a dress
- description and visual analysis of the target group
- 3D idea generation and draping with recycled clothes
- idea generation and sketching with focus on silhouettes, cuttings, darts, details and materials
- selecting and working with ideas for dresses for a coherent line-up
- research and process documentation
- fashion drawing and creation of line-up
- working sketches
- analysing fit and products
- pattern design, style development and dress manufacturing
- analysing size breaks and preparing measurement charts and documentation.

**Didactics and pedagogical ideas:**

The course combines lectures with practical demonstration of methods and techniques. Moreover, students will receive guidance in connection with practical exercises and assignments. The class is divided into study groups. The individual course assignment will be handed out when the course starts. As self-study, students will be asked to do exercises as well as prepare the individual course assignment.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access, access to the sewing workshop as well as mannequins.

Students must bring their own PC with Adobe programmes, drawing materials as well as materials/equipment for pattern design and sewing.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 1.5 Syllabus; Research and Trousers

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Research and Trousers

**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Charlotte Albek and Birgit Nygaard  
Hummelmose

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

**Number of lessons:** -

**Responsible:** The Fashion Design Speciality Team

**Language of instruction:** Danish

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

**Language of examination:** Danish

The Design Process 4

Trend and Sociology 1

**Purpose:**

The purpose of the speciality course Research and Trousers is for students to acquire methods to develop design that adds value to the user. Such design should be based on research and user-driven design methods. Students should acquire basic understanding and knowledge of fitting, design and manufacturing of trousers.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- methods and tools for analysing user-driven design
- silhouettes, cuts, details and trouser-specific terminology
- measurements and standard size breaks in relation to trousers.

**Skills:**

Students should acquire skills in:

- designing trousers for a specific target group based on user needs and values
- carrying out field and desk research in relation to design, manufacturing and selection of materials for trousers and jeans
- developing trousers using basic block patterns
- being able to choose and argue for how to develop and create trouser design.

**Competences:**

Students should acquire competences in:

- using relevant research methods and analysis tools
- analysing and describing a need for the purpose of developing design for a specific target group
- using knowledge about user needs and values as the basis for the design process
- analysing and assessing form, silhouette, details and methods for pattern development, documentation and manufacturing of trousers.

**Main content:**

- homework assignment in field and desk research before first course day
- presentation of user-driven design methods as a basis for the design process
- preparation of target group description (visually and in writing) of a predefined target group (women + age)
- planning and carrying out user surveys
- sketching trouser collection and selecting materials
- introduction to body measurements, pattern design measurements and grading of trousers
- developing patterns for cuts, silhouettes and details
- analysing fit based on examples used in class
- analysing size breaks and preparing measurement charts and documentation

**Didactics and pedagogical ideas:**

The course combines lectures with practical demonstration of methods and techniques. Moreover, students will receive guidance and facilitation in connection with research, practical exercises and assignments. The individual course assignment will be handed out when the course starts. As self-study, students will be asked to do exercises as well as prepare the individual course assignment.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access and access to the sewing workshop.

Students must bring their own PC with Adobe programmes, drawing materials as well as materials/equipment for pattern design and sewing.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 2 Speciality programme for Pattern Design

AP Degree Programme in Design, Technology & Business – Pattern Design			
1st year of study		2nd year of study	
1st semester	2nd semester	3rd semester	4th semester
<b>15 ECTS Common courses:</b> 5 ECTS Design 5 ECTS Business 5 ECTS Technology  <b>15 ECTS Projects:</b> 5 ECTS Module 1 5 ECTS Module 2 5 ECTS Module 3  1st semester exam	<b>30 ECTS Specially courses:</b> 10 ECTS Pattern Design 1 10 ECTS Documentation 1 5 ECTS Project 1 5 ECTS Innovation and Sustainability  2nd semester exam	<b>15 ECTS Internship and internship exam</b>  <b>15 ECTS Speciality courses:</b> 10 ECTS Pattern Design 2 and Documentation 2 5 ECTS Project 2  Speciality exam	<b>15 ECTS Electives:</b> 10 ECTS Profile elective and profile elective exam 5 ECTS Speciality elective and speciality elective exam  <b>15 ECTS Final exam project</b>

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### 2.1 Syllabus; Documentation 1

#### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Documentation 1

**Course level:** 2<sup>nd</sup> semester

**Activity:** Speciality course

**Approved on:** 1 February 2018

**Prepared by:** Anja Dam Harden, Inge Thomassen and Anne Lise Opstad

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

**Responsible:** The Pattern Design Speciality Team

**Number of lessons:** -

**ECTS credits:**

**Language of instruction:** English

10 ECTS credits are allocated between the core areas of:

**Language of examination:** English

Technology 7

Quality Assurance 3

*Note: Documentation 1 focuses on non-complex product types such as skirts and blouses without bust darts as well as women's tops in circular knitted fabrics.*

**Purpose:**

The purpose of the speciality course Documentation 1 is for students to prepare and use technical and visual documentation in English for non-complex product types manufactured using CMT and SOD. Students should be able to make working sketches and technical drawings manually and in Illustrator. Moreover, students should acquire skills in using Adobe Illustrator for technical purposes. The course focuses on optimising documentation for the purpose of minimising the number of prototypes as well as on developing products using a sustainable approach.

Moreover, the speciality course should provide students with basic understanding of how report writing can be used as a speciality-related research method.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- quality control in relation to CMT and SOD production
- preparing communication/documentation material in English
- technical documentation
- visual documentation in the form of working sketches and technical drawings
- Adobe Illustrator
- optimising documentation and process (to reduce the number of prototypes)
- how to prepare and structure a written paper
- how concepts, theories and methods related to the speciality may be used in connection with report writing.

**Skills:**

Students should acquire skills in:

- communicating and documenting technical requirements to external suppliers/producers
- structuring and developing user-friendly documentation material in English that includes relevant information on product type
- using relevant IT drawing tools
- visualising and designing clothing items in Illustrator
- identifying and describing a problem area within their speciality.

**Competences:**

Students should acquire competences in:

- independently preparing and implementing documentation about production forms in English for non-complex product types
- using Adobe Illustrator for preparing working sketches and technical drawings
- selecting speciality-related concepts, theories and methods and using them for investigative report writing.

**Main content:**Documentation - 3½ days (28 lessons)

- presentation of CMT and SOD production
- documentation in relation to non-complex product types
- technical terms in English
- technical/visual documentation.

Working sketches and Adobe Illustrator - 5½ days (44 lessons)

- preparing working sketches – manually and in Illustrator
- using templates
- hand drawing exercises and understanding of proportions
- presentation of Illustrator drawing functions and related exercise
- preparing working sketches for T-shirt, skirt, trousers and shirt/jacket
- selecting information for use in documentation and measurement charts
- colouring the products sketched.

### Academic method/report writing- 2 days (16 lessons)

- academic methods and VIA Design requirements for exam papers and reports.

#### **Didactics and pedagogical ideas:**

The course includes classroom teaching with lectures on theory. Assignments will be introduced in class, and students will work with the assignments introduced individually or in groups.

Students will be introduced to documentation material from different types of companies and are required to use IT programmes for preparing documentation.

The course will include a presentation of how to prepare working sketches and use Adobe Illustrator.

There is a natural transfer of knowledge between the courses "Illustrator" and "Documentation" as the purpose of both courses is to strengthen students' technical product communication skills.

The academic method/report writing lessons should be planned as 1 ½ consecutive days. The last ½ day should be scheduled 1-2 weeks later.

#### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

The course also includes self-study days where students work with parts of assignments and exercises.

#### **Requirements for students taking this course:**

No specific requirements.

#### **Equipment requirements:**

Classrooms with internet access as specified in the course plan.

Students are required to bring their own PC with mouse (not touch pad). The newest version of Illustrator CC must be installed on students' PCs. Students can buy a student license at [www.adobe.com](http://www.adobe.com).

#### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

#### **Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

#### **Specific requirements:**

No specific requirements.

#### **Literature:**

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



## 2.2 Syllabus; Pattern Design 1

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Pattern Design 1

**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Anja Dam Harden, Inge Thomassen,  
Anne Lise Opstad and  
Vera Friis

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

**Number of lessons:** -

**Responsible:** The Pattern Design  
Speciality Team

**Language of instruction:** English

**Language of examination:** English

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

Technology 6

Product Development 3

Quality Assurance 1

*Note: Pattern Design 1 focuses on non-complex product types such as skirts and blouses without bust darts with classic details as well as women's tops in circular knitted fabric.*

#### **Purpose:**

The purpose of the speciality course Pattern Design 1 is for students to acquire understanding of two-dimensional pattern design based on body dimensions. Moreover, students should learn to use a 2D CAD system, Gerber Accu-mark, for pattern design, pattern development and grading of non-complex product types.

Students should be able to select and combine manufacturing methods from idea to finished products. They should equally learn to apply basic pattern design and pattern development theory.

Through the course, students will acquire knowledge of anatomy and body dimensions. They should become able to apply this knowledge when using basic pattern design and pattern development principles and techniques.

Students should be able to assess the fit of non-complex product types based on function and aesthetics. Moreover, students should acquire knowledge of fitting techniques for non-complex product types.

Students should create an electronic pattern library with graded basic block patterns that may be used for pattern development of different types of womenswear.

The sewing course should prepare students to use industrial sewing machines and manufacture products using industrial manufacturing methods.

The materials course should prepare students to assess and select relevant materials based on aesthetic and technical requirements for product appearance, comfort and application. As part of the course, students start creating a materials library to which they can add materials all through their education.

Students must acquire knowledge about sustainability.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

- body dimensions
- figure types/target groups

- TEKO EURO size chart
- different measurement systems
- traditions, standards and concepts used in classic womenswear
- changes in body measurements caused by weight increase/decrease
- different pattern design techniques
- fitting techniques
- different pattern development methods
- sustainability requirements to patterns ready for production
- different sewing techniques
- criteria for choosing sustainable material.

#### **Skills:**

Students should acquire skills in:

- using calculation charts
- creating basic block patterns
- using basic fitting techniques to determine ease in the silhouette desired
- calculating size breaks
- grading basic models and different patterns developed
- preparing patterns for production
- using CAD for pattern grading
- manufacturing products using industrial manufacturing methods
- choosing materials based on function, aesthetics, sustainability and technical requirements as outlined in the specification of requirements.

#### **Competences:**

Students should acquire competences in:

- independently preparing and selecting basic block patterns for developing womenswear styles
- independently calculating size breaks for basic block patterns on the basis of body dimensions
- independently assessing form, silhouettes, details and methods and developing patterns and prototypes based on this assessment
- assessing the need for and fitting a product based on the techniques learnt
- independently assessing the visual appearance of a finished product based on aesthetics and function
- using a theoretical approach when choosing between and arguing in favour of different solutions for pattern design, pattern development, grading, manufacturing as well as choice of materials.

#### **Main content:**

##### Start-up day - ½ day (4 lessons)

- introduction

##### Basic pattern design - 3 days (24 lessons)

- body measurements, body types and measurement systems
- charts for calculating construction measurements
- ease charts
- basic pattern design
- introduction to fitting techniques
- students should acquire basic skills in using CAD for grading purposes.

##### Model development - 6 days (48 lessons)

- developing different silhouettes and details
- fitting of products
- lining and interfacing
- analysing form, silhouette and details based on photo or finished products.

### Grading - 2½ days (20 lessons)

- size breaks
- grading of basic block patterns
- grading patterns developed
- basic skills in using CAD for grading purposes.
- theoretical and practical exercises.

### Sewing technique - 5 days (40 lessons)

- presentation of machinery
- presentation of method descriptions
- cutting and fusing
- sewing parts of/non-complex product types as well as trousers.

### Material knowledge - 2½ day (20 lessons)

- material knowledge and fabric construction based on aesthetic and technical requirements
- material knowledge based on sustainability
- specification
- testing to document functional properties.

### **Didactics and pedagogical ideas:**

#### Basic pattern design, model development and grading

There is a link between the design of patterns for non-complex product types on the 2<sup>nd</sup> semester and introduction to the CAD system. To benefit from using the CAD system, students must get used to using the system and develop some work routines. Therefore, it is beneficial to start with product types that are fairly easy to work with in terms of pattern design and grading.

At the same time, students will take part in pattern design, grading and CAD lessons in order for them to learn to use IT for product development and to acquire an understanding of the professional competence required to design patterns for products.

The course is structured as a learning process and includes both physical, theoretical and practical exercises.

By measuring a three-dimensional woman's body, students will acquire knowledge of the measurements required for two-dimensional pattern design and grading. To be able to calculate measurements for pattern design purposes and to grade basic block patterns, students must be introduced to the use of formula. The course includes hands-on exercises in developing basic block patterns for pattern development and subsequent grading.

Students will create an electronic library with basic block patterns and will continue to add patterns to the library during the 3<sup>rd</sup> semester.

The course includes classroom teaching with lectures on theory. Assignments will be introduced on class, and students will work with the assignments introduced individually or in groups.

The 2D pattern design programme from Gerber Accumark is used for the course. Equipment and working methods are continuously adapted and adjusted to meet the demands of and development in the fashion and lifestyle industry.

Garments constructed will be fitted and presented in class to ensure that as many students as possible get an insight into different problems that relate to the fitting and pattern development process.

The work performed by students during the course is evaluated on an individual and continuous basis. To optimise output of the grading lessons, the course should alternate between theory (calculation) and grading on CAD.

In order for students to acquire a good understanding of grading principles, the course includes theoretical exercises in calculating size breaks for different products and using different measurement systems. Grading lessons will be

spread out over the course and will be planned in connection with developing of basic block patterns and pattern development.

The course may include company visits.

#### Sewing technique

The lecturer presents process descriptions with technical drawings followed by a demonstration of machinery and techniques for each element/product. Guided by the lecturer, students subsequently sew products and product elements. The purpose is for them to learn to use industrial manufacturing techniques and obtain a good finish.

#### Materials and textile testing

The lecturer presents different textile materials, fabric constructions, specifications and textile testing. Students work with relevant fabrics for non-complex product types and test materials chosen to assess their functional properties. The course also includes a discussion of sustainability in relation to pattern development and use of fabric and materials.

Exercises and assignments completed as part of the course will be assessed on a current basis.

The Pattern Design 1 course is followed by "Project 1".

#### **Study activity:**

According to the Ministerial Order on AP Degree and Bachelor Programmes, students must participate in the programme scheduled by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

An overall course plan for the entire semester should be prepared and should include an overview of self-study days, parts of assignments and exercises.

#### **Requirements for students taking this course:**

No specific requirements.

#### **Equipment requirements:**

Classrooms as specified in the course plan.

Pattern design lessons should take place in classroom with a plotter, sewing lessons in the sewing workshop, and material knowledge lessons in the lab.

At their own expense, students should acquire the teaching material listed as well as materials required to manufacture and test the products that are part of the course.

Students should bring a PC with Windows operating system to use Gerber Accumark CAD CAM programme. The Gerber Accumark programme must be installed prior to the first day of the course.

#### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

#### **Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

#### **Specific requirements:**

No specific requirements.

**Literature:**

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

## 2.3 Syllabus; Pattern Design 2 and Documentation 2

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Pattern Design 2 and Documentation 2

**Course level:** 3<sup>rd</sup> semester  
**Approved on:** 1 February 2018

**Activity:** Speciality course

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

**Prepared by:** Anja Dam Harden, Inge Thomasen, Anne Lise Opstad and Vera Friis

**Number of lessons:** -

**Responsible:**  
The Pattern Design Speciality Team

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

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

Technology 3  
Product Development 3  
Quality Assurance 4

*Note: Pattern Design 2 and Documentation 2 focuses on complex product types. Complex product types include trousers and dress/jacket with bust dart and classic details as well as women's dress/jacket with set-in sleeve, collar prepared using the angle method and lapel collar prepared using the circular method.*

#### **Purpose:**

The purpose of the speciality course Pattern Design 2 and Documentation 2 is for students to acquire understanding of two-dimensional pattern design based on body dimensions. Moreover, students should learn to use a 2D CAD system, Gerber Accumark, for pattern design, pattern development and grading of complex product types.

Students should be able to use theories for pattern development of womenswear as well as select and combine production methods and to do so in the process from idea to finished product.

Students should be able to assess the fit of complex product types based on function and aesthetics. Moreover, students should acquire knowledge of fitting techniques for this type of products.

Students should create an electronic pattern library with graded basic block patterns for complex products that may be used for pattern development of different types of womenswear.

The materials course should prepare students to assess and select relevant materials based on aesthetic and technical requirements for product appearance, comfort and application.

Moreover, students must acquire knowledge about sustainability and should become able to prepare and implement relevant documentation in English about the production forms CMT and SOD for complex product types.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

- body dimensions
- figure types/target groups

- TEKO EURO size chart and other measurement systems
- traditions, standards and concepts used in classic womenswear
- changes in body measurements caused by weight increase/decrease
- different pattern design techniques
- fitting techniques
- different pattern development methods
- sustainability requirements for patterns ready for production
- documentation and sustainability criteria for choosing material
- quality control in relation to CMT and SOD production.

#### **Skills:**

Students should acquire skills in:

- using calculation charts
- creating basic block patterns
- determining ease in the silhouette desired
- carrying out pattern development based on basic block patterns
- using more complex fitting techniques
- calculating size breaks
- grading basic models and different patterns developed
- using CAD for pattern grading
- choosing materials based on function, aesthetics and technical requirements
- communicating and documenting technical requirements to external suppliers/producers.

#### **Competences:**

Students should acquire competences in:

- independently preparing and selecting basic block patterns for pattern development
- independently calculating size breaks for basic block patterns on the basis of body dimensions
- independently analysing and assessing form, silhouettes, details and methods and developing patterns and prototypes based on this assessment
- assessing and using the fitting techniques introduced
- independently assessing the visual appearance of a finished product based on aesthetics and function
- using a theoretical approach when independently choosing between and arguing in favour of different solutions for pattern design, pattern development, grading, documentation as well as choice of materials
- independently preparing and implementing documentation about production form and product type in English for trousers and tops with bust darts.

#### **Main content:**

##### Basic pattern design - 5 days (40 lessons)

- body measurements, body types and measurement systems
- charts for calculating pattern design measurements
- ease charts
- basic pattern design
- presentation of more complex fitting techniques
- advanced skills in using CAD for grading purposes.

##### Model development - 7 days (56 lessons)

- developing different silhouettes and details
- fitting of products and details
- lining and interfacing.

##### Grading - 2 days (16 lessons)

- grading of basic block patterns
- grading of pattern developments

- size breaks
- advanced skills in using CAD for grading purposes.
- theoretical and practical exercises.

#### Documentation - 1 ½ days (12 lessons)

- technical terms in English
- technical/visual documentation.

#### Material knowledge/textile testing - 2½ days (20 lessons)

- material and fabric construction based on aesthetic and technical requirements
- material knowledge based on sustainability
- comfort properties
- textile testing to document functional properties.
- company visit(s) of relevance to materials and interlining fabrics may be part of the course.

#### **Didactics and pedagogical ideas:**

##### Basic pattern design, model development and grading

Based on Pattern Design 1 on the 2<sup>nd</sup> semester, students should develop their knowledge, skills and competences within complex product types. Using similar pattern design, grading and pattern development work processes but for complex product types, students should develop their competences in this field. Students should be able to use the competences acquired as part of Pattern Design 1 for this course.

By measuring a three-dimensional woman's body for the purpose of designing more complex product types, students will acquire knowledge of the measurements required for two-dimensional pattern design and grading.

To be able to calculate pattern design measurements and to grade basic block patterns, students must be introduced to calculation formula.

The course includes hands-on exercises in developing more complex basic block patterns for pattern development and subsequent grading.

Students add materials and basic block patterns to the materials library they started creating on the 2<sup>nd</sup> semester.

The course includes classroom teaching with lectures on theory. Assignments will be introduced on class, and students will work with the assignments introduced individually or in groups.

The 2D pattern design programme from Gerber Accumark is used for the course. Equipment and working methods are continuously adapted and adjusted to meet the demands of and development in the fashion and lifestyle industry.

Garments constructed will be fitted and presented in class to ensure that as many students as possible get an insight into different problems that relate to the fitting and pattern development process.

The work performed by students during the course is evaluated on an individual and continuous basis.

To optimise output of the grading lessons, the course should alternate between theory (calculation) and grading carried out using CAD. In order for students to acquire a good understanding of grading principles, the course includes theoretical exercises in calculating size breaks for different products and using different measurement systems. Grading lessons will be spread out over the course and will be planned in connection with developing of basic block patterns and pattern development.

#### Documentation

Students' experience in using documentation during their internship will be included in the course.

Students are required to use relevant IT programmes for preparing documentation. They develop the document templates used on the previous semester.



### Materials and textile testing

The lecturer presents different textile materials, fabric constructions, comfort properties and textile testing.

Students work with relevant fabrics for complex product types and test materials chosen to assess their functional properties.

The exercises and assignments completed as part of the course will be assessed.

The course also includes a discussion of sustainability in relation to pattern optimisation, documentation and use of fabric and materials.

### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

During self-study days, students are required to work with the assignments scheduled.

### **Requirements for students taking this course:**

Students must have completed the 2<sup>nd</sup> semester.

### **Equipment requirements:**

Classrooms as specified in the course plan.

Pattern design lessons should take place in classroom with a plotter, and material knowledge lessons should take place in the lab.

At their own expense, students should acquire the teaching material listed as well as materials required for prototypes and for testing.

Students should bring a PC with Windows operating system to use Gerber Accumark CAD CAM programme. The Gerber Accumark programme must be installed prior to the first day of the course.

### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

### **Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

### **Specific requirements:**

No specific requirements.

### **Literature:**

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

## 2.4 Syllabus; Project 1

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Project 1

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Activity:** Speciality course

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

**Prepared by:** Anne Lise Opstad, Anja Dam  
Harden, Inge Thomasen and Vera Friis

**Number of lessons:** -

**Responsible:** The Pattern Design Speciality  
Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:  
Technology 2  
Product Development 2  
Quality Assurance 1

*Note: Project 1 focuses on non-complex product types such as skirts and blouses without bust darts with classic details as well as women's tops from circular knitted fabrics.*

#### **Purpose:**

The purpose of the speciality course Project 1 is for students to be able to use the knowledge, skills and competences acquired through the courses *Pattern Design 1* and *Documentation 1* to independently solve a practice-based problem. Moreover, students should become able to optimise their patterns and use them for marker marking in relation to fabric consumption, optimisation and related file conversion with focus on sustainability.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

- design and fit DNA in relation to silhouettes, functionality and sustainable materials
- design and fitting in practice
- pattern developments and grading in practice
- relevant methods for the manufacture of products
- pattern optimisation taking manufacturing methods and visual appearance of the product into consideration
- marker making and file conversion
- functional materials/fabric constructions in practice
- aesthetic and technical requirements as well as documentation of functional properties in practice
- application of relevant IT tools
- sustainability in practice.

##### **Skills:**

Students should acquire skills in:

- selecting and using basic block patterns suitable for a specific product
- determining ease in the silhouette desired
- pattern developments and grading in practice
- assessing the need for pattern optimisation in relation to product, manufacturing methods, material consumption and sustainability
- using marker making for the purpose of calculating consumption
- selecting and arguing for different solutions on a theoretical and practical background in relation to materials, product manufacturing process and documentation as well as sustainability.

### Competences:

Students should acquire competences in:

- analysing and documenting the practical suitability of different materials, pattern design and grading theories and methods based on design and fit DNA
- taking a critical stance towards the need for pattern optimisation for manufacturing and fabric consumption purposes
- preparing relevant English documentation for the functional properties of a product as well as documentation for use in the manufacturing process
- independently assessing the end result for the purpose of evaluating design and appearance as well as functional properties and sustainability.

### Main content:

#### Preparing for production - 2 days (16 lessons)

- pattern optimisation
- marker making
- file conversion.

#### Pattern design project 1 - 4½ days (36 lessons)

- individual work on the assignment guided by a lecturer
- design and fit DNA
- choice of materials
- pattern design
- grading
- pattern development
- pattern ready for production
- fitting
- manufacturing of products
- product documentation
- product preparation
- pattern optimisation
- marker making in connection with calculation of fabric consumption
- textile testing and documentation
- sustainability.

### Didactics and pedagogical ideas:

The purpose of the project is for students to test, use and combine theory and methods acquired in connection with the courses *Pattern Design 1* and *Documentation 1* in practice.

The lecturer hands out a pre-determined assignment based on photos of products chosen by the lecturer to ensure a sufficient level of complexity and to give students the challenge of working towards a pre-determined result. Students will receive individual guidance during the project. Students should apply relevant IT tools and present their work in class so that they can learn from each other.

### Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

During self-study days, students are required to work with the assignments scheduled.

### Requirements for students taking this course:

Students taking this course must have completed the courses *Pattern Design 1* and *Documentation 1*.

### Equipment requirements:

Classroom with plotter.

At their own expense, students should acquire the teaching material listed as well as materials required for production and for testing.

Students should bring a PC with Windows operating system to use Gerber Accumark CAD CAM programme and Adobe Illustrator.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 2.5 Syllabus; Project 2

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Project 2

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Activity:** Speciality course

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

**Prepared by:** Anne Lise Opstad, Anja Dam Harden, Inge Thomasen and Vera Friis

**Number of lessons:** -

**Responsible:** The Pattern Design Speciality Team

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated between the core areas of:  
Technology 2  
Product Development 2  
Quality Assurance 1

*Note: Project 2 focuses on complex product types. Complex product types include trousers and dress/jacket with bust dart and classic details as well as women's dress/jacket with set-in sleeve, collar prepared using the angle method and lapel collar prepared using the circular method.*

**Purpose:**

The purpose of the speciality course Project 2 is for students to be able to use the knowledge, skills and competences acquired through the courses *Pattern Design 2* and *Documentation 2* to independently solve a practice-

based problem with focus on sustainability as well as using industrial manufacturing methods for producing a classic women's blazer with interlining.

### **Qualifications:**

#### **Knowledge**

Students should acquire knowledge of:

- design and fit DNA in relation to silhouettes, functionality and materials
- design and fitting in practice
- pattern developments and grading in practice
- pattern optimisation taking manufacturing methods and visual appearance of the product into consideration
- functional materials/fabric constructions in practice
- aesthetic and technical requirements as well as documentation of functional properties
- application of relevant IT tools
- fusing and manufacturing methods for a classic women's blazer with lining
- sustainability in practice.

#### **Skills:**

Students should acquire skills in:

- selecting and using basic block patterns suitable for a specific product
- determining ease in the silhouette desired
- pattern developments and grading in practice
- assessing the need for pattern optimisation in relation to product, manufacturing methods and material consumption
- using marker making for the purpose of calculating consumption
- selecting and arguing for different solutions on a theoretical and practical background in relation to materials, product manufacturing process and documentation as well as sustainability.
- using industrial methods to manufacture a classic women's blazer with lining.

#### **Competences:**

Students should acquire competences in:

- analysing and documenting the practical suitability of different materials, pattern design and grading theories and methods based on design and fit DNA
- taking a critical stance towards the need for pattern optimisation for manufacturing and fabric consumption purposes
- analysing documentation from a company and manufacture products on this background
- preparing relevant documentation in English for the functional properties of a product
- independently assessing the end result for the purpose of evaluating design and appearance as well as functional properties and sustainability
- selecting and using appropriate interlining materials for a women's blazer. This also includes fusing methods as well as requirements to setting a fusing machine in terms of time, pressure and temperature
- selecting and using relevant industrial manufacturing methods for manufacturing a classic women's blazer with lining that matches the price level of the product type.

#### **Main content:**

##### Manufacturing of women's blazer - 3½ days (28 lessons)

- fusing
- manufacturing

##### Pattern Design project 2 - 4½ days (36 lessons)

Individual work on the assignment guided by a lecturer

- design and fit DNA
- documentation analysis
- choice of materials
- pattern design
- model development

- patterns ready for production
- grading
- fitting
- manufacturing of products
- product preparation
- pattern optimisation
- marker making for calculation of fabric consumption
- textile testing
- sustainability.

**Didactics and pedagogical ideas:**

The purpose of the project is for students to test, use and combine theory and methods acquired as part of the course *Pattern Design 2 and Documentation 2* in practice and to learn to manufacture a classic women's blazer with lining.

Manufacturing of blazer

The lecturer introduces industrial sewing machines and illustrates fusing and sewing of a classic jacket with interlining step by step based on the sewing instruction handed out. Subsequently, students add interlining and sew their own jackets step by step following instructions from the lecturer. The purpose is for them to learn to use industrial manufacturing techniques and obtain a good finish.

Pattern Design project 2

The lecturer hands out a pre-determined assignment that focuses on complex product types. The documentation is chosen by the lecturer to ensure a sufficient level of complexity and to give students the challenge of working towards a pre-determined result. The course may include collaboration with companies. Students will receive individual guidance during the project.

Students should apply relevant IT tools.

Students present their work in class so that they can learn from each other.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

During self-study days, students are required to work with the assignments scheduled.

**Requirements for students taking this course:**

Students taking this course must have completed the speciality course *Pattern Design 2 and documentation 2 - complex product types*.

**Equipment requirements:**

Sewing workshop for manufacturing of women's jacket – 3½ days.

Classroom with plotter.

At their own expense, students should acquire the teaching material listed as well as materials required for products and for testing

Students should bring a PC with Windows operating system to use Gerber Accumark CAD CAM programme.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**  
No specific requirements.

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

### 3 Speciality programme for Retail Design & Management

AP Degree Programme in Design, Technology & Business – Retail Design & Management			
1st year of study		2nd year of study	
1st semester	2nd semester	3rd semester	4th semester
<b>15 ECTS Common courses:</b> 5 ECTS Design 5 ECTS Business 5 ECTS Technology  <b>15 ECTS Projects:</b> 5 ECTS Module 1 5 ECTS Module 2 5 ECTS Module 3  1st semester exam	<b>30 ECTS Speciality courses:</b> 10 ECTS Visual Merchandising and 3D 5 ECTS Store Economy and Management 5 ECTS Retail Marketing and Consumer Behaviour 5 ECTS Store Design 5 ECTS Innovation and Sustainability  2nd semester exam	<b>15 ECTS Internship and internship exam</b>   <b>15 ECTS Speciality courses:</b> 5 ECTS Guidelines 5 ECTS HR Strategies and Practical Tools 5 ECTS Strategic Analysis and Experience Economy  Speciality exam	<b>15 ECTS Electives:</b> 10 ECTS Profile elective and profile elective exam 5 ECTS Speciality elective and speciality elective exam  15 ECTS Final exam project

01.08.17 version 1

#### 3.1 Syllabus; Store Economy and Management

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

Subject area: Store Economy and Management      Course level: 2<sup>nd</sup> semester  
Approved on: 1 February 2018

**Activity:** Speciality course

**Prepared by:** Thomas Bredahl

**Responsible:** The Retail Design & Management  
Speciality Team

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

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

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

### **Purpose:**

The purpose of the speciality course Store Economy and Management is for students to become qualified to assume responsibility for organisation and day-to-day management of a store with the purpose of ensuring efficient concept management and operation.

Moreover, students should acquire insight into and understanding of how store economy impacts on store management and organisation.

Through an introduction to methodology, students should learn to write exam papers, reports and plans in a clear and precise manner. Students should equally become able to carry out reliable research using a number of quantitative and qualitative techniques, analyses and data. Moreover, students should acquire skills to communicate their research results. Finally, students should develop their study skills and ability to conduct research individually.

### **Qualifications:**

#### **Knowledge:**

In the field of Store Economy and Management, students should acquire knowledge of:

- the impact of the concept on store operation
- HR management and concept management
- key figures and how they may be used as a tool for decision-making and store management
- profit and loss account
- cost theory and depreciation provisions
- the correlation between service and customer experience when buying products in the store.

In the field of Methodology, students should acquire knowledge of:

- methodology, methods of research and analysis and the use of such methods for problem-based learning as well as for report writing.

#### **Skills:**

In the field of Store Economy and Management, students should acquire skills in:

- applying practical management tools for day-to-day retail operation
- using key figures in day-to-day store operation
- motivating and training staff for day-to-day store operation.

In the field of Methodology, students should acquire understanding of:

- basic terminology, report writing requirements and report structure
- terminology used in connection with store and market research
- different aspects of research design in an organisational context
- academic expectations to assignments assessed
- learning, progression and personal reflection.

#### **Competences:**

In the field of Store Economy and Management, students should acquire competences in:

- carrying out relevant analysis of stores and staff performance and proposing concrete solutions
- students should become able to develop a management toolbox that can function as a basis for efficient store management.



In the field of Methodology, students should acquire competences in:

- using basic terminology and understanding report writing requirements
- using business and market research terminology
- designing the research process
- analysing and presenting the results
- designing and delivering effective presentations using different media
- preparing papers using an academic approach.

**Main content:**

Store Economy and Management

- performance measurement and optimisation of operations
- personal planning and prioritising
- management and delegation
- Service Management
- key figures of stores
- cost theory and depreciation provisions
- break even analysis.

Methodology

- research, research techniques and terminology
- source criticism, plagiarism, violation of copyright
- assignment structure and terminology
- the principles of quantitative and qualitative research
- interpreting and presenting data
- The Harvard Referencing System
- referencing digital sources
- exam strategies – methods and techniques
- how to add perspective to an assignment
- how to reflect on your own learning process, set targets for future learning and evaluate new knowledge
- identifying and setting individual learning objectives.

**Didactics and pedagogical ideas:**

The course uses a combination of lectures and casework (problem-based learning).

**Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have completed the common part of the AP Degree Course Programme and must have taken part in the Retail Design & Management lessons scheduled.

**Equipment requirements:**

No specific requirements.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 3.2 Syllabus; Guideslines

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Guidelines  
**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Hanne Thaarup Mølbak, Hope Bruun,  
Pelle Ivan Olsen

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

**Responsible:** The Retail Design & Management  
Team

**Number of lessons:** -

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

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

#### **Purpose:**

The purpose of the speciality course Guidelines is for students to acquire skills to manage a retail concept through store management, staff training and guidelines.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

- using guidelines for retail concept management
- staff handbooks, brand and concept descriptions, programmes and contracts
- different forms of communication and training
- how to ensure that guidelines are followed, including guidelines for performance measurements, interviews, etc.

##### **Skills:**

Students should acquire skills in:

- defining and managing a strategy using guidelines
- designing guidelines (visually, digitally, physically)
- communicating guidelines to staff
- assessing whether guidelines are followed as intended
- designing and facilitating a training module.

##### **Competences:**

Students should acquire competences in:

- applying and discussing guidelines for operational/tactical retail strategy management
- formulating retail concept guidelines, communicating the guidelines to staff and ensuring that they are followed
- training store staff
- exercising control through performance measurement, store check, mystery shopping, etc.

##### **Main content:**

- Definitions and examples of guidelines and no guidelines – advantages and disadvantages
- Formulating guideline content
- Design, form and visualisation of guidelines
- Internal communication and training
- Techniques for guideline follow-up and management
- Training course on guideline management
- Case and practical exercise.

**Didactics and pedagogical ideas:**

The course uses a combination of lectures and casework (problem-based learning).

**Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have completed the core part of the AP Degree Course Programme and must have taken part in the Retail Design & Management lessons scheduled.

**Equipment requirements:**

No specific requirements.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

### 3.3 Syllabus; HR Strategies and Practical Tools

#### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** HR Strategies and Practical Tools

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Activity:** Speciality course

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

**Prepared by:** Thomas Bredahl

**Number of lessons:** -

**Responsible:** The Retail Design & Management  
Speciality Team

**Language of instruction:** English

**Language of examination:** English

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

**Purpose:**

The purpose of the speciality course HR Strategies and Practical Tools is to focus on the role of HR in the strategic process of companies. In this process, the HR department is involved in recruitment, staff retention and development as well as in termination of staff.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- the importance of the HR function to operations
- HRM as part of company strategy
- HR policy
- recruitment tools and methods
- selection tools and methods
- management tools: reward systems and industry relations, including trade unions
- organisational culture
- the elements in the collective agreement with stores.

**Skills:**

Students should acquire skills in:

- advising on and proposing staff policy
- advising on and carrying out recruitment tasks
- advising on and applying different management tools
- understanding and advising on issues relating to collective agreements and employment legislation including the employment legislation covered by the Salaried Employees Act.

**Competences:**

Students should acquire competences in:

- advising operational-level store managers on management issues
- understanding retail concept, operational-level store management
- measuring job satisfaction
- advising through various forms of interviews and conversations such as job interviews, performance and development interviews, hard-to-do conversations and employee termination interviews
- carrying out tasks in relation to tests
- preparing job descriptions.

**Main content:**

- HR policy
- recruitment and selection
- practical management tools
- administration and legal issues.

**Didactics and pedagogical ideas:**

The course will include lectures on theory, company visits, presentations by external lecturers, class discussions, group work, exercises, training and role plays as well as case-based assignments for the purpose of testing knowledge and skills acquired.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have completed the common part of the AP Degree Course Programme and must have taken part in the Retail Design & Management lessons scheduled.

**Equipment requirements:**

No specific requirements.

#### Assignments:

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

#### Assignment/ examination details:

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

#### Specific requirements:

No specific requirements.

#### Literature:

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

### 3.4 Syllabus; Retail Marketing and Consumer Behaviour

#### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Retail Marketing and Consumer Behaviour

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Activity:** Speciality course

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

**Prepared by:** Hanne Thaarup Mølbak  
**Responsible:** The Retail Design & Management Speciality Team

**Number of lessons:** -

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

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

Retail Marketing 5

#### Purpose:

The purpose of the speciality course Retail Marketing and Consumer Behaviour is for students to develop an overall understanding of how to create the ideal marketing mix based on insight into consumer behavior and retail developments.

#### Qualifications:

##### Knowledge:

Students should acquire knowledge of:

- correlations between consumer behavior, target groups and retail marketing mix
- single-channel, multi-channel, cross-channel and omni-channel
- buying decision processes
- buying behaviour characteristics in a retail perspective
- marketing and communication mix viewed in relation to awareness, visitors, conversion rates and repeat customers in stores' sales channels

- CRM and developing customer loyalty
- demography and lifestyle
- developments in retail structure
- retail in the future
- the retail marketing planning process
- target groups and segmentation
- marketing planning and budgets.

**Skills:**

Students should acquire skills in:

- consumer analysis
- selection of target groups
- determining the parameters of a concept (location, product, price and promotion) based on target group needs and retail developments.

**Competences:**

Students should acquire competences in:

- optimising the marketing mix of a store based on the target group
- optimising the marketing mix of a store based on KPIs
- initiating and taking part in the development of CRM loyalty programmes
- initiating and taking part in the development of cross-channel and omni-channel activities
- marketing a store concept
- understanding a specific retail structure and consumer behaviour as being part of the development of society and being able to act accordingly.

**Main content:**

- Introduction to consumer behaviour and marketing
- External factors affecting the consumer (organism)
- External factors affecting the consumer, including the modern marketing mix and Brand Touch Point Wheel (stimulus)
- Consumer age, family, phase of life, social factors, demography and psychographic factors
- Collecting and using consumer information
- Segmentation and choice of target group
- A consumer's decision-making process, including high/low involvement
- CRM, big data, data capture and KPIs
- Consumer buying patterns
- Marketing plan, including the MPP model
- Marketing budget.

**Didactics and pedagogical ideas:**

The course uses a combination of lectures and casework (problem-based learning).

**Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

No specific requirements.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

### 3.5 Syllabus; Store Design

#### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Store Design

**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Judith Riisgaard Frederiksen

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

**Responsible:** The Retail Design & Management  
Speciality Team

**Number of lessons:** -

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

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Store Design is for students to become qualified to:

- understand store design as the physical branding of a company. At the same time, the store design should serve the purpose of exposing and marketing a company's products
- use an appropriate process for creating a store design that is in agreement with the company's concept.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- basic aesthetics and perception of space
- branding and communicating companies through store appearance, design and communication
- store design concepts - methods and models for developing store design concepts
- creative processes
- design processes
- concept materials and costs.

**Skills:**

Students should acquire skills in:



- analysing a store design and proposing well-supported improvements
- preparing store design suggestions that are in compliance with a company's retail concept
- preparing a programme
- documenting the creative process through sketches, drawings, image boards, sources of inspiration, photos of model, etc. in a process binder
- creating a model to scale to present a store design.

### **Competences:**

Students should acquire in:

- programming assignments
- preparing and communicating ideas for store design internally and externally
- preparing and communicating a qualified suggestion for how to develop a store design concept.

### **Main content:**

- Basic aesthetics, terminology and store design parameters
- Use of store design principles, knowledge of customer behaviour and branding theory for store design purposes
- Use of the formats studied for programming assignments and for describing concepts
- Design process
- Documentation of process
- Model construction.

### **Didactics and pedagogical ideas:**

Students are required to have studied the materials and articles recommended for each lesson as outlined in the course plan handed out. The course will primarily include an elaboration and discussion of key subject areas of the syllabus and will include practical examples and exercises.

Alternating between theory and practice, the course will include a combination of classroom instruction, group work and individual work.

### **Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

### **Requirements for students taking this course:**

Students must have completed the common part of the AP Degree Course Programme and must have taken part in the Retail Design & Management lessons scheduled.

### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

### **Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

### **Equipment requirements:**

Classroom with blackboard, PC and projector.

Students must have access to the internet during classes.

### **Specific requirements:**

No specific requirements.

**Literature:**

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

## 3.6 Syllabus; Strategic Analysis and Experience Economy

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Strategic Analysis and Experience Economy

**Activity:** Speciality course

**Prepared by:** Hanne Thaarup Mølbak

**Responsible:** The Retail Design & Management Team

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

Retail Marketing

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

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

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

#### **Purpose:**

The purpose of the speciality course Strategic Analysis and Experience Economy is for students to acquire basic knowledge and understanding of the correlation between managing and developing store concepts and a company's strategic situation.

The purpose of the subject Experience Rooms is to give students competences in developing and designing a concept for a commercial experience room.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

Strategic analysis and experience economy:

- strategic management tools and their use in the development of retail companies
- decision-making theory and decision making
- concept models and their use in strategic planning
- experience economy and its significance to the development of retail concepts.

Experience rooms:

- spatial concepts
- spatial tools for creating/designing experiences

##### **Skills:**

Students should acquire skills in:

Strategic Analysis and Experience Economy:

- analysing an organisation with focus on the above areas of interest
- analysing and presenting retail concept suggestions from idea to store experience
- pointing to relevant problems in relation to the current retail concept. In addition, students should be able to put such problems into perspective and suggest changes to the current concept.

Experience Rooms:

- using the method/tool "Sensorial bar" to register and interpret existing commercial rooms
- developing and designing rooms that support the overall experience of a brand
- developing/re-developing and designing experience-based rooms.

##### **Competences:**

Students should acquire competences in:

Strategic Analysis and Experience Economy:

- being part of a retail concept staff function at a strategic level

- participating professionally in a company's concept development process at the strategic, tactical and operational level.

#### Experience rooms:

- analysing a brand based on the registration/sensorial experience of a room
- developing a spatial concept based on the above
- designing a commercial experience room.

#### Main content:

##### Strategic Analysis and Experience Economy:

- What is strategy? This includes presentation of strategic models
- Toolbox for internal and external strategic analysis
- Designing a customer experience
- Mapping the customer journey
- SWOT/TOWS.
- Setting strategic objectives
- Strategies, including growth strategies, integration, Blue Ocean
- Experience economy.

##### Experience Rooms:

- Spatial registration/experience
- Spatial analysis
- Spatial interpretation
- Spatial design.

#### Didactics and pedagogical ideas:

The course uses a combination of lectures and casework (problem-based learning).

#### Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

#### Requirements for students taking this course:

Students taking this course must have completed and participated in the courses scheduled for the Retail Design & Management speciality programme as outlined in semester and course plans.

#### Equipment requirements:

No specific requirements.

#### Assignments:

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

#### Assignment/ examination details:

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

#### Specific requirements:

No specific requirements.

#### Literature:

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

## 3.7 Syllabus; Visual Merchandising and 3D

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Visual Merchandising and 3D

**Activity:** Speciality course

**Course level:** 2nd semester

**Approved on:** 1 February 2018

**Prepared by:** Signe Mørk Madsen

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

**Responsible:** The Retail Design & Management  
Speciality Team

**Number of lessons:** -

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

Visual Merchandising 10

**Language of instruction:** English

**Language of examination:** English

#### **Purpose:**

The purpose of the speciality course Visual Merchandising is for students to acquire skills to trim a store so that it is in accordance with the brand. Moreover, they should acquire skills to sell products visually – including creative presentation and trimming of stores – and to document the company's visual and commercial merchandising through guidelines.

The purpose of Commercial Merchandising is to create a product range through strategic selection and preparation of planograms/layout (placing of products in a store). The strategic selection of products etc. should be based on space management principles and product range.

Students should become able to document/visualise visual merchandising guidelines and sketch their proposed store design in 3D.

The purpose of Methodology and introduction to PBL is for students to acquire understanding of the value of systemising and applying common existing knowledge for problem-solving and to the develop students' ability to deliver a presentation using relevant media.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

##### Visual Merchandising

- decoration principles
- visual merchandising parametres
- use of light for promotional purposes
- branding and communicating a company through product presentation/product handling
- tools for managing a company's visual and commercial merchandising activities
- materials and costs of production.

##### Commercial Merchandising

- commercial/business-related parameters affecting product range mix.

##### 3D

- basic-level drawing in SketchUp Make
- preparation of plan, front view and perspective in SketchUp Make
- importing pre-defined SketchUp elements from the internet.

#### Methodology and introduction to problem-based learning (PBL)

- Problem-based learning.

#### **Skills:**

Students should acquire skills in:

#### Visual Merchandising

- window and in-store decoration using general decoration principles
- documenting Visual Merchandising in guideline and worksheet.

#### Commercial Merchandising

- creating a viable brand mix
- creating a viable product range
- taking the criteria of innovation into account in both brand and product mix
- preparing a product forecast for a company
- allocating products for the individual stores and timing their availability.

#### 3D

- documenting a store design sketch plan and visual merchandising project in the form of a plan, a front view and perspectives
- reading 2D and 2D sketches.

#### Methodology and introduction to problem-based learning (PBL)

- understanding learning, progression and personal reflection.

#### **Competences:**

Students should acquire competences in:

#### Visual Merchandising

- preparing suggestions for window and in-store displays
- communicating window and in-store displays internally in a company/to stores
- seeing windows and in-stores as part of companies' national and global marketing
- preparing Visual Merchandising guideline and worksheet.

#### Commercial Merchandising

- planning the product range of a store
- designing purchasing to meet a company's financial objectives, including OBT (open to buy), product range plan and product range matrix
- planning store layout using a combination of creativity and commerciality to communicate brand(s) most optimally
- following up on the sale of individual products, product categories and the full product range.

#### 3D

- preparing and communicating sketch outline for windows as well as visual merchandising plans and perspectives
- reading and understanding 2D and 3D drawings

#### Methodology and introduction to problem-based learning (PBL)

- being part of a "problem-based learning process".

#### **Main content:**

##### Visual Merchandising

- Decoration principles
- Visual merchandising parameters
- Visual merchandising trends
- Preparing proposals for window and in store decoration
- Preparing Visual Merchandising guideline and worksheet.

##### Commercial Merchandising

- Developing, assessing and optimising a store's product range and presentation of products in the store to promote sales and increase profits as much as possible – and to meet customer requirements.

##### 3D

- sketching in 3D and SketchUp Make: collaboration with store design to document a sketched project.

#### Methodology and introduction to problem-based learning (PBL)

- understanding the problem-based learning method
- understanding an assignment description – individually and in groups
- definition of a problem and formulation of problem scenario
- choosing method of analysis
- Conceptual Map.

#### **Didactics and pedagogical ideas:**

The course uses a combination of lectures and casework (problem-based learning).

#### **Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

#### **Requirements for students taking this course:**

Students must have completed the common part of the AP Degree Course Programme and must have taken part in the Retail Design & Management lessons scheduled.

#### **Equipment requirements:**

The Visual Merchandising lessons should take place in the workshop (3F room) as well as in a classroom with projector.

The 3D and Commercial Merchandising course should be scheduled in a classroom with projector and socket for all student PCs. There must be a table and a chair for all students.

#### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student’s compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 4 Speciality programme for Purchasing Management

AP Degree Programme in Design, Technology & Business – Purchasing Management			
1st year of study		2nd year of study	
1st semester	2nd semester	3rd semester	4th semester
<b>15 ECTS Common courses:</b> 5 ECTS Design 5 ECTS Business 5 ECTS Technology  <b>15 ECTS Projects:</b> 5 ECTS Module 1 5 ECTS Module 2 5 ECTS Module 3  1st semester exam	<b>30 ECTS Speciality courses:</b> 10 ECTS Purchasing 5 ECTS Collection 5 ECTS Logistics 5 ECTS Product 5 ECTS Innovation and Sustainability  2nd semester exam	<b>15 ECTS Internship and internship exam</b>  <b>15 ECTS Speciality courses:</b> 5 ECTS Purchasing Management 5 ECTS Quality Assurance 5 ECTS Economics  Speciality exam	<b>15 ECTS Electives:</b> 10 ECTS Profile elective and profile elective exam 5 ECTS Speciality elective and speciality elective exam  <b>15 ECTS Final exam project</b>

01.08.17 version 1



## 4.1 Syllabus; Purchasing

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Purchasing  
**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Lisbeth Jensen and  
Jette Winnie Jensen

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

**Responsible:** The Purchasing Management Speciality Team

**Number of lessons:** -

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

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

Commerce 5  
Logistics 5

#### **Purpose:**

The purpose of the speciality course Purchasing is for students to acquire skills to manage a company's purchasing process as well as the tactical and operational tasks associated with this process. Specific focus is on the landing process and the cultural and ethical issues facing the globalised lifestyle industry.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

- commercial theory, tools and disciplines. The different stages of the purchasing and landing process
- economic theory and conditions – in relation to both the purchasing and the landing process
- how to prepare and structure an academic paper
- logistics-related costs in the landing process
- logistics and supply chain management, knowledge about the different stages of the purchasing process as well as cultural and ethical challenges
- legal issues of relevance to international commerce, the Contracts Act, the Sale of Goods Act, CISC and Incoterms

##### **Skills:**

Students should acquire skills in:

- assessing the commercial consequences of a company's business concept and strategy, including the consequences for the different stages of the purchasing process
- searching for, assessing and selecting suppliers
- applying relevant IT tools and IT management systems
- using Excel spreadsheets and databases for supplier search
- solving commercial assignments taking national and international issues into consideration (outsourcing, communication in general and in the form of supplier handbooks, requirements and documentation. Moreover, students should become able to assess the cultural and ethical issues of relevance to international cooperation)
- working with problem-based learning.
- assessing the market with a view to entering into and developing partnerships, assessing suppliers and comparing offers
- solving commercial assignments based on national and international rules and regulations (the Contracts Act, the Sale of Goods Act, CISC and Incoterms).

##### **Competences:**

Students should acquire competences in:

- participating in international negotiations and negotiations with a company's internal and external partners, including contract and documentation requirements to internal and external partners
- comparing offers and concluding agreements with suppliers
- taking part in professional and interdisciplinary collaboration across the value chain and being able to see the correlation between requirements to suppliers, the selection process and the form of collaboration
- handling and implementing cultural and ethical issues
- managing the material and product flow of the company, taking into account the organisational structure and financial situation of the company, including the stages and processes of landing goods
- preparing an academic paper and an oral presentation based on this paper.

**Main content:**

The purchasing process (32 lessons)

- the purchasing process
- supplier requirements, specifications, enquiries, contracts as well as sustainability requirements
- supplier handbooks, including Codes of Conduct
- outsourcing
- ABC analysis
- supplier cooperation (single-multiple sourcing)
- a supplier assessment must include sustainable elements (supplier assessment forms (categorisation, cost-ratio method, weighted-point method)).

The landing process (36 lessons):

- landed costs (pricing, terms of payment and delivery, import duty, transportation and insurance)
- types of costs (fixed and variable costs and structures)
- calculation/optimisation
- legal issues (the Contracts Act, CISG, Incoterms) (8 lessons)

Culture and ethics (20 lessons)

- the concept of culture
- cultural analysis (e.g. Gullestrup or similar)
- cultural theory (e.g. Hofstede, Hall, Ingiehart, etc.)
- intercultural communication and global companies
- ethics in organisations
- ethics in the global society
- social responsibility.

Purchasing project (20 lessons)

- identifying and preparing a problem area within the scope of the purchasing management speciality
- formulating a research question and outlining the methodical approach and delimitation for an academic paper
- structuring an academic paper
- collecting information
- argumentation theory.

**Didactics and pedagogical ideas:**

During the course, students will work with relevant assignments that give them an opportunity to test methods and tools. A PBL project should be planned in conclusion of the course. 12 lessons should be allocated for the PBL project (4 lessons from the modules "The landing process" and "Purchasing project" should be allocated to the PBL project.)

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students taking this course must have participated in 1<sup>st</sup> semester courses.

**Equipment requirements:**

Excel spreadsheets

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 4.2 Syllabus; Purchasing Management

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Purchasing Management

**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Lise Hoberg and  
Finn Thestrup

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

**Responsible:** The Purchasing Management Speciality Team

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English

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

**Purpose:**

The purpose of the speciality course Purchasing Management is for students to acquire detailed and conceptual understanding of the strategic importance of logistics and materials management to a company and its collaboration with suppliers.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- commercial communication
- organisation and coordination
- material flow and materials management principles
- methods for analysis of logistics and purchasing and supplier strategies
- supplier communication.

#### **Skills:**

Students should acquire skills in:

- assessing the market with a view to entering into and developing partnerships
- understanding relevant theories and methods for supplier differentiation and segmentation
- developing purchasing and supply chain strategies
- solving commercial assignments based on national and international rules and regulations
- designing and reforming the logistics management systems of companies
- planning and following-up on minor change processes
- carrying out segmentation and developing supplier and purchasing strategies and relations
- working with basic learning processes.

#### **Competences:**

Students should acquire competences in:

- participating in professional and interdisciplinary collaboration across the value chain
- participating in interdisciplinary, organisational collaboration as well as in the strategic work of the purchasing function
- engaging in international negotiations and negotiations with a company's internal and external partners
- preparing supplier and purchasing strategies and building international relations in commerce
- managing the material and product flow of a company, taking into account the organisational structure and financial situation of the company
- preparing and optimising resource allocation principles
- choosing appropriate forms of transportation and packaging
- optimising order sizes and buffer stock.

#### **Main content:**

##### Materials management (40 lessons)

- brushing up on ABC analysis in a CRM perspective
- introduction to forecasting methods
- inventory management principles, including single orders
- ordre processing: mps/mrp – Bom order (parts list)
- JIT/LEAN/KANBAN management
- LEGO game, etc.
- transportation, cross docking, etc. (including company visit)
- logistics organisation
- analysis of logistics and action plans. Implementation of action plans
- SCM concepts

##### Purchasing strategy (48 lessons)

- CSR in purchasing, including supplier approval requirements
- performance management (KPI, Balanced Scorecard)
- performance management and quality assurance
- supplier and purchasing performance
- purchasing innovation and quality management
- clarification of concepts and models for exam purposes
- supplier and purchasing strategies
- strategy hierarchies
- basic supplier differentiation

- segmentation (Kraljic, VanWeele and others)
- bargaining power.

**Didactics and pedagogical ideas:**

The course will include lectures and exercises as well as self-study days where students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor’s Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students taking this course must have participated in 2<sup>nd</sup> semester courses.

**Equipment requirements:**

PC with Excel

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student’s compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

### 4.3 Syllabus; Collection

## Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Collection  
**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Karen Staghøj, Lisbeth Jensen and Jette Winie Jensen

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

**Number of lessons:** -

**Responsible:** The Purchasing Management Speciality Team

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

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

**Purpose:**

The purpose of the speciality course Collection is to introduce methods to develop and create a collection or a sub-collection for a brand of the students' own choice. Students should equally learn to carry out constructive and aesthetic assessments in the design process. The speciality course should provide students with insight into and understanding of product development and collection development as well as of how to present design solutions visually and orally. Moreover, students should learn to understand the importance of collaboration between the purchasing and design departments.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- trade theories, including tools and disciplines, trends and tendencies in fashion design as well as the design and product development process
- collection development and methods of analysis relevant for developing parts of collections as well as full collections, collection content and structure, preparation of action and collection plans as well as brand, collection and product analysis and description
- economic theory and issues, including product development, product optimisation, price level and development of sales material.

**Skills:**

Students should acquire skills in:

- analysing a brand of their own choice and defining the target group/persona. On the basis of this, students should be able to make aesthetic assessments in the design process
- assessing the commercial consequences of the business concept and strategy of a company
- presenting trends and ideas as inspiration for a collection or a sub-collection that are in line with a company's strategy and concept
- selecting relevant materials and accessories
- applying relevant IT tools and IT management systems
- WGSN trend forecasting tool
- visualisation tools
- solving commercial assignments taking national and international issues into consideration. Defining and categorising trends, defining sources of inspiration, spotting, arguing for and working with a trend that has both a national and an international perspective.

**Competences:**

Students should acquire competences in:

- taking part in professional and interdisciplinary collaborations across the value chain, understanding the role of purchasers and product developers as well as the importance of collaborating on collection development
- managing the material and product flow of a company, taking into account the company's concept, organisational structure and financial situation
- developing collection plans/timetables/range plans, including sizes, materials, colours and price level
- collecting, selecting and using trend and inspiration material
- working with the design process based on a brand analysis
- visually and orally communicating the product development phase from inspiration and idea generation to proposing a finished product.

**Main content:**

- collection development based on company concept and target group
- sources of inspiration, types of trends, trend spotting and sources of inspiration
- brand analysis
- description and visual analysis of the target group/persona
- analysing the individual elements of a collection (number of styles, sizes, materials, colours and price level)
- product analysis and description
- product requirements
- aesthetics in relation to the target group/persona, brand and trend

- introduction to the trend studio of Dansk Fashion &Textile, PEJ and WGSN
- the design process, convergent and divergent thinking
- working sketches
- range plans and collection structure
- selecting materials and accessories (product optimisation)
- idea generation and working on the styles selected
- collection plan/timetable
- preparation of sales material for presenting the final collection

**Didactics and pedagogical ideas:**

The course combines lectures with knowledge-sharing, practical demonstration of methods and techniques as well as guidance in connection with practical exercises and assignments. The class works in study groups composed by themselves. The assignment to be completed as part of the course consists of two parts. Part 1 is handed out when the course starts; part two is handed out on the third day of the course. The course is based on this assignment. As self-study, students will be asked to do exercises as well as prepare the individual course assignment.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students taking this course must have participated in 1<sup>st</sup> semester courses.

**Equipment requirements:**

Access to WGSN

Students must bring their own PC, drawing material, crayons or felt tip pens.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 4.4 Syllabus; Quality Assurance

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Quality Assurance  
**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Inger Gerdsen and  
Anders Klitgaard Mølbæk

**Responsible:** The Purchasing Management Special-  
ity Team

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

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

**Number of lessons:** -

**Language of instruction:** English

**Language of examination:** English



**Purpose:**

The purpose of the speciality course Quality Assurance is to qualify students to carry out quality assurance in relation to the order process and the communication related hereto; in other words, the process from placing of the order to delivery of product(s).

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- product liability and quality assurance in relation to current standards
- how to use technical communication in the order process and for quality assurance
- professional product terminology
- relevant IT-tools.

**Skills:**

Students should acquire skills in:

- assessing and analysing the properties and areas of application of different materials
- describing a process
- carrying out a design review
- preparing product specifications, determining the quality level of a product and communicating this to the supplier
- developing quality assurance systems for purchasing and product development
- classifying a product
- preparing a supplier visit.

**Competences:**

Students should acquire competences in:

- taking part in and contributing to product development processes
- developing quality assurance documentation and procedures
- using professional terminology
- taking a critical stance towards commercially-used terms and expressions
- follow-up on quality and supplier assessment
- order enquiry and documentation.

**Main content:**Commercially-used terms and expressions (24 lessons)

- commercially-used terms and expressions
- commercially-used terms in the process from fiber materials to finished product
- searching for and assessing technical information and specifications
- different meanings of the concept of quality.

Quality assurance (36 lessons):

- ISO 9001
- quality management in product development
- quality management in purchasing
- quality handbook
- process description
- design review
- product optimisation
- product calculation
- product definition and determining quality requirements
- quality control
- product classification
- working sketches

- technical drawings
- supplier evaluation
- IT tools for handling the above tasks
- how order size influences price
- preparation of supplier visit.

**Didactics and pedagogical ideas:**

The course is structured as a group project that is based on a product handed out and guest lecture(s). It equally includes self-study days where students work with parts of assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor’s Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have completed the 1<sup>st</sup> semester technology course and the 2<sup>nd</sup> semester product course.

**Equipment requirements:**

INFOR PLM system.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student’s compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 4.5 Syllabus; Logistics

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Logistics  
**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Lise Hoberg, Finn Thestrup and Per Tøffner Knudsen

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

**Number of lessons:** -

**Responsible:** The Purchasing Management Speciality Team

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

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

**Purpose:**

The purpose of the speciality course Logistics is for students to acquire basic understanding of the concept of logistics and its main elements. In addition, students should acquire basic understanding of company logistics. In preparation for their internship, students will be introduced to logistics analysis and preparation of action plans. Students must acquire understanding of management issues facing companies and be introduced to the use of ERP systems in a company context.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- logistics and supply chain management
- company culture, objectives and staff motivation
- logistics-related costs
- the ERP system.

**Skills:**

Students should acquire skills in:

- calculating logistics key figures
- IT tools and IT management systems
- Excel, ERP
- solving commercial assignments
- ERP.ERP - basic level

**Competences:**

Students should master competences in:

- participating in professional and interdisciplinary collaboration across the value chain
- the material and product flow of a company, taking into account the organisational structure and financial situation of the company
- understanding the individual functions in a company, how they affect each other and how to optimise the purchasing functions.

**Main content:**Logistics processes (32 lessons)

- introduction to the concepts of logistics (Grant ch.1)
- customer service (Grant ch. 2)
- logistics key figures (service ratio, turnover of inventory, leadtime, capital tied in inventory, efficiency)
- Porter's value chain (1st semester)
- ABC analysis
- material and information flow, process mapping/flow diagrams, network diagram, etc.
- PERT diagram/Gantt chart/fishbone, etc.
- inventory organising and layout

ERP (Enterprise Resource Planning) (24 lessons)

- ERP systems
- structure of ERP job functions
- application and optimisation (based on a purchaser's job functions)
- entering item numbers
- generating purchasing orders
- completing purchasing orders
- receiving goods/approval of orders for payment
- inventory management
- inventory management theory (the inventory management model)
- forecast – breaking down numbers and entering them in Excel (forecasting is covered in the course on Materials Management)

- calculation of minimum inventory level using different methods (arbitrary, safety time or demand based on variance) (Excel)
- optimal order size (Excel)
- single order (item(s) not carried in stock)
- principles of inventory management
- periodic review system
- continuous review system
- setting and optimising parameters in Navision
- max. Inventory level – reorder point – order quantity, etc.
- product knowledge (parts list, operation list, etc.)
- knowledge of PDM (model chart, target description, sewing instruction)
- knowledge of calculation, including difference between purchasing and cost price
- Inventory policy (types of inventory, inventory parameters, inventory management principles, order size, capacity utilisation)
- knowledge of financial analysis, report generation and analysis of information.

The course concludes with an assignment.

#### Management (20 lessons)

- target and motivation II
- Maslow, Herzberg and McGregor
- McClelland
- Hackman & Wageman
- Cognitive Evaluation
- MBO
- Self-efficacy Theory
- Equity Theory
- Expectancy Theory
- Virksomhedskulturcompany culture
- Schein (brief repetition)
- The seven characteristics of organisational culture
- FeedbackDeal & Kennedy – risk/feedback
- Advantages and disadvantages of a strong culture
- Creating and maintaining company culture when hiring new staff
- Management
- The management matrix
- Learning
- Single & Double Loop Learning
- The learning organisation – Peter Senge.

#### **Didactics and pedagogical ideas:**

The course will include lectures and exercises as well as self-study days where students work with parts of assignments and exercises.

#### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

#### **Requirements for students taking this course:**

Students must have participated in 1<sup>st</sup> semester courses.

#### **Equipment requirements:**

ERP requires access to PC classroom where the programme NAV09 is installed.

Students must have Excel installed on their PCs.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 4.6 Syllabus; Product

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Product

**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Inger Gerdsen and  
Anders Mølbæk

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

**Number of lessons:** -

**Responsible:** The Purchasing Management Speciality Team

**Language of instruction:** English

**Language of examination:** English

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

**Purpose:**

The purpose of the speciality course Product is for students to acquire skills to take part in technically-based dialogues about materials, manufacturing methods and quality in relation to products

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- product characteristics, including materials and technologies
- materials analysis
- value analysis
- design review
- product optimisation
- technical requirements to suppliers
- product calculation
- test methods.

**Skills:**

Students should acquire skills in:

- assessing the properties and areas of application of different materials. Moreover, students should learn to assess documentation based on lab tests.
- analysing a product to determine its suitability in terms of quality, application, properties and price
- preparing forms for product documentation, for calculation and for specification of materials, machinery and requirements.

**Competences:**

Students should acquire competences in:

- taking part in product development processes
- selecting the right supplier for a specific product
- selecting the right materials, machinery and methods for a specific product
- using and preparing technical drawings
- reading and understanding technical reports and specifications
- creating an encyclopedia of materials.

**Main content:**Fabric knowledge

- developing an encyclopedia of materials
- materials analysis and method
- material properties and characteristics
- suitability for use of materials
- quality assessment based on requirements
- technical specifications and reports
- documentation
- factors impacting on the quality and price of a product.

Technical supplier assessment

- product knowledge
- design review/rationalisation
- value assessment (price compared to product)
- calculation
- calculation of capacity
- machine requirement:
- material consumption
- types of machines
- technical drawings
- forms
- technical requirements to suppliers.

**Didactics and pedagogical ideas:**

The course should be planned for a consecutive period of two weeks at the beginning of the semester. No other courses should be scheduled in this period. This is a group-based course. Students are given 3-4 product types that form the basis of their group work.

16 lessons should be scheduled for the PBL project that is part of the course.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students taking this course must have participated in the 1<sup>st</sup> semester Technology and SCM courses.

**Equipment requirements:**

Access to lab, sewing workshop and classroom.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 4.7 Syllabus; Economics

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Economics  
**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Finn Thestrup, Lisbeth Jensen

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

**Responsible:** The Purchasing Management Speciality Team

**Number of lessons:** -

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

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

**Purpose:**

The purpose of the speciality course Economics is for students to acquire detailed as well as overall understanding of business economics as well as of basic micro-and macroeconomic concepts and issues.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- company legal issues, including the Danish Financial Statements Act and the Multi-Fibre Agreement
- issues of influence to international commerce
- "The Big Five", PESTEL analysis.

**Skills:**

Students should acquire skills in:

- assessing the market with a view to entering into and developing partnerships



- gathering data for the purpose of analysing macro-economic issues of relevance to countries manufacturing products for the fashion and lifestyle industry
- assessing and arguing for the use of alternative materials
- preparing and commenting on cost/benefit, investment calculations and key figures.

### **Competences:**

Students should acquire competences in:

- engaging in international negotiations and negotiations with a company's internal and external partners
- preparing micro and macro analyses.

### **Main content:**

#### Business economics (40 lessons)

- Cost benefit analyses
- Investment (carries much weight – for use in later projects)
- Measuring and reporting financial status (the balance sheet)
- Measuring and reporting financial performance (the profit and loss account)
- Annual reports of companies (different requirements depending on type of company)
- Measuring and reporting cash flow (introduction to cash flow statement)
- Analysing and interpreting key figures
- Budgeting.

#### International economics (20 lessons)

- The Big Five in economic policy
- Economic policy – financial and monetary policy
- International commerce - international division of labour
- Currency, exchange rate and the foreign exchange market
- WTO – import duty and import restrictions- the Multi-Fibre Agreement
- Prosperity and recession - purchasing
- Economic indicators – purchasing.

When working with these areas, focus will be on production countries relevant to the fashion and lifestyle industry (e.g. Vietnam, China, Bangladesh, Turkey, Ukraine and Bulgaria).

### **Didactics and pedagogical ideas:**

The course will include lectures and exercises.

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

Purchasing strategy: The course will introduce the concept of purchasing strategies which students will work more with as part of the BA programme.

### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

### **Requirements for students taking this course:**

Students taking this course must have participated in 2<sup>nd</sup> semester courses.

### **Equipment requirements:**

Students must have Excel installed on their PCs.

### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student’s compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 5 Speciality programme for Branding & Marketing Management

AP Degree Programme in Design, Technology & Business – Branding & Marketing Management			
1st year of study		2nd year of study	
1st semester	2nd semester	3rd semester	4th semester
<p><b>15 ECTS Common courses:</b> 5 ECTS Design 5 ECTS Business 5 ECTS Technology</p> <p><b>15 ECTS Projects:</b> 5 ECTS Module 1 5 ECTS Module 2 5 ECTS Module 3</p> <p><b>1st semester exam</b></p>	<p><b>30 ECTS Speciality courses:</b> 10 ECTS Branding and Marketing Strategy 5 ECTS E-Strategy 5 ECTS Concept Development 5 ECTS Economy 5 ECTS Innovation and Sustainability</p> <p><b>2nd semester exam</b></p>	<p><b>15 ECTS Internship and internship exam</b></p> <p><b>15 ECTS Speciality courses:</b> 5 ECTS Global Marketing and Branding 5 ECTS Campaign Communication 5 ECTS Corporate Strategy</p> <p><b>Speciality exam</b></p>	<p><b>15 ECTS Electives:</b> 10 ECTS Profile elective and profile elective exam 5 ECTS Speciality elective and speciality elective exam</p> <p><b>15 ECTS Final exam project</b></p>

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### 5.1 Syllabus; Branding & Marketing Strategy

## Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Branding & Marketing Strategy  
**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Paul McElheron  
**Responsible:** The Branding & Marketing Speciality Team

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

**Number of lessons:** -

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

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

Management 5  
Communication 5

### **Purpose:**

The purpose of the speciality course Branding & Marketing Strategy is for students to acquire thorough and broad knowledge and understanding of the theory and methods of the subject area as well as of their practical use in the fashion and lifestyle industry. Students are expected to be able to reflect critically on the practical use of subject area theory and methods.

### **Qualifications:**

#### **Knowledge:**

Students should acquire knowledge of:

- how to measure and maintain Brand Equity (loyalty and safety)
- the connection and interaction between the marketing department and all other departments of an organisation's business model/value chain and environment
- designing and implementing reliable analysis results orally and in writing
- developing study skills with the purpose of preparing for future internship reports and exams.

#### **Skills:**

Students should acquire skills in:

- brand analysis and strategic development
- strategic development of markets
- assessing theoretical and practical issues and topics and proposing relevant solutions
- communicating ideas, recommendations and solutions based on relevant and supporting arguments.

#### **Competences:**

Students should acquire competences in:

- working with complex and development-based branding and marketing issues related to both work and study environments
- using a business model such as Business Model Canvas to develop a holistic perspective
- working independently in a multicultural and group-oriented environment
- identifying own knowledge and skills in relation to the fashion and lifestyle industry and developing own knowledge and skills.

#### **Main content:**

##### Introductory perspectives:

- background history and synergy between branding and marketing
- the societal role of different brands and the influence of society on branding
- the concept of Brand Equity
- the strategic process of brand management
- B2C, B2B and C2C markets.

##### Developing branding and marketing strategies:

- user-based Brand Equity
- consumer buying behaviour
- segmentation, target group and positioning
- brand resonance and the brand value chain
- marketing mix
- formulating a marketing plan

- developing brand elements.

Implementation of branding and marketing strategies:

- designing marketing programmes for the purpose of building Brand Equity
- using marketing communication to develop Brand Equity.

Measuring and interpreting branding and marketing performance:

- carrying out a brand audit
- marketing research techniques
- detecting consumer thinking and market behaviour
- producing forecasts.

Increasing and maintaining Brand Equity:

- brand development strategies
- brand extension strategies
- new product development/user-driven innovation
- managing brand and marketing activities over time
- global branding & marketing.

Contemporary brand strategy:

- evidence-based marketing – marketing science – implementation of branding and marketing
- contemporary branding, (5D, guerilla and neuro-marketing, shock-advertising, subliminal marketing, online, social media, etc.)
- a brief introduction to behavioural economics
- Strategic Design Practice and its influence on branding and marketing
- using a strategic design process for brand development.

**Didactics and pedagogical ideas:**

The course will mainly use a problem-based learning approach. Students will work with specific brands within the fashion and lifestyle industry in combination with relevant theory and practice. The course will introduce students to the latest marketing science thinking and to research into consequences of branding and marketing.

The course will equally include self-study days where students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have passed the 1<sup>st</sup> semester.

**Equipment requirements:**

The classroom must have a smart board and internet access.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 5.2 Syllabus; Campaign Communication

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Campaign Communication

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Activity:** Speciality course

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

**Number of lessons:** -

**Prepared by:** Pia Hansen

**Responsible:** The Branding & Marketing Management Speciality Team

**Language of instruction:** English

**Language of examination:** English

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

#### **Purpose:**

The purpose of the speciality course Campaign Communication is for students to acquire skills to develop campaign concepts based on issues of relevance to companies and target group needs. Moreover, students should become able to propose concrete commercial solutions to such issues based on the insights provided by their analysis.

Students should also acquire skills to communicate the basic idea, concepts and messages of a company to a broad range of stakeholders. In addition, they should become able to communicate the position, concept and challenge of a lifestyle brand in a national and international context as well as understand how to develop a campaign from background analysis to final idea and creative execution.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

- communication and communication tools used for campaigns, research, strategy, design and media planning.

##### **Skills:**

Students should acquire skills in:

- assessing and applying theory relevant to the speciality area
- carrying out market-based tasks based on basic company values and customer requirements
- acquiring insight into companies and their strategies
- acquiring insight into markets and consumer needs and requirements
- defining and producing a creative briefing on a company's communication
- developing a campaign that corresponds to the briefing
- creating the graphical and text elements of a campaign.

##### **Competences:**

Students should acquire competences in:

- managing the product development process from idea to product launch
- planning and implementing a marketing plan in practice on the domestic as well as the international markets.

##### **Main content:**

The course will be structured as a class-based course and will include presentations. The presentations will be followed by a practice-based workshop that deals with planning, developing and evaluating a campaign. The course therefore includes the following topics:

##### Planning:

- analysing issues, possibilities and objectives

- target group, competitive situation, strategy and value proposition
- summarise brief.

The campaign development stage:

- development of communication platform/campaign idea, including visual tools, art direction and tone of voice
- Content Management
- Touch Point Management
- Storytelling
- implementation/publishing/media planning
- evaluation and feedback.

**Didactics and pedagogical ideas:**

Short in-class presentations followed by practice-based workshops on the topics of the individual sessions.

The course is based on students' active participation as well as on group work on a concrete case representing the fashion and lifestyle industry.

The course will equally include self-study days where students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have passed the 2<sup>nd</sup> semester and have the Adobe programmes Indesign, Illustrator and Photoshop installed on their computers.

**Equipment requirements:**

The classroom must have a smart board and internet access.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

On the first day of the course, the lecturer will inform students of how much weight the individual assignments carry in relation to the total grade.

**Literature:**

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

## 5.3 Syllabus; Concept Development

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Concept Development

**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Pia Hansen

**Responsible:** The Branding & Marketing Management Speciality Team

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

**Number of lessons:** -

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

Concept Development 5

**Language of instruction:** English

**Language of examination:** English

#### Purpose:

The purpose of the speciality course Concept Development is to qualify students to develop and further develop new and existing concepts based on a company's current situation.

Based on their analysis, students should be able to come up with concrete commercial solutions to one or more issues of relevance to the company.

#### Qualifications:

##### Knowledge:

Students should acquire knowledge of:

- trends, fashion and lifestyle
- communication – visual communication and graphic design.

##### Skills:

Students should acquire skills in:

- using a market-based approach that is founded on company values and customer needs and developing a concept that conceptually and visually take this into account.
- assessing the market potential of a product or concept.

##### Competences:

Students should acquire competences in:

- participating in the product development process from idea to product launch
- introducing new products and concepts on the market.

##### Main content:

- developing a concept based on user insights
- analysing the market that the concept should be part of and carrying out visual research
- using process tools (5F model) for concept development
- applying concept idea generation tools
- using the Adobe programmes Photoshop, Illustrator and InDesign
- developing a brand platform including visual identity, visual imagery, typography, tone of voice and other elements
- using the strategic design process to develop a brand name
- The course consists of a number of assignments that should be included in a brand book at the end of the course:
  - ✓ concept understanding
  - ✓ the user as a source of inspiration for new concepts
  - ✓ idea generation



- ✓ business models
- ✓ the building blocks of a brand
- ✓ typography and graphic design
- ✓ Adobe CS
- ✓ the unique concept
- ✓ layout
- ✓ paper and creativity.

**Didactics and pedagogical ideas:**

The course will include:

- workshops
- concept analysis
- company visits.

The course will equally include self-study days where students work with parts of assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have passed the 1<sup>st</sup> semester and have the following Adobe programmes installed on their computer: Indesign, Illustrator and Photoshop.

**Equipment requirements:**

The classroom must have a smart board and internet access.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 5.4 Syllabus; Corporate Strategy

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Corporate Strategy

**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Mary Nørgaard-Larsen

**Responsible:** The Branding & Marketing Management Speciality Team

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

**Number of lessons:** -

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

Concept Development 5

**Language of instruction:** English

**Language of examination:** English

#### Purpose

The purpose of the speciality course Corporate Strategy is for students to become able to link people's work behaviour to organisational structure, culture and work processes. Students should equally learn to apply a strategic approach to planning, implementation, control and development to motivate staff. Moreover, students should become able to demonstrate thorough understanding of the correlation and interaction between different departments in an organisation as well as of organisational management and leadership. Finally, students should demonstrate comprehension of organisational objectives and financial management.

#### Qualifications:

##### Knowledge:

Students should acquire knowledge of:

- the various dependent and independent factors of organisational theory and the need for evidence-based knowledge
- key elements of organisational behaviour such as personality, characteristics, values, perceptions, attitudes and decision-making processes
- the correlation between financial management and organisational strategy as well as their development and implementation
- behavioural economics with focus on heuristics, structure and market inefficiency as well as its impact on organisations and organisational structure.

##### Skills:

Students should acquire skills in:

- analysing how organisational structure, culture and division of work responsibility, management style and strategies contribute to realising company objectives
- analysing and proposing improvements to organisational structure.

##### Competences:

Students should acquire competences in:

- proposing improvements that will make it possible to respond to the management challenges facing organisations in the fashion and lifestyle industry
- working with management challenges related to different organisational functions
- working individually in a multicultural and group-oriented environment
- planning and implementing relevant learning based on own needs and abilities within the field of management.

##### Main content:

- organisational theory and behaviour – dependent and independent variables and the need for evidence in organisational management

- perspectives and behaviour of individuals. This includes the latest theory on cognitive functions by Kosslyn and Miller.
- motivation theory, including the latest theories by David H. Pink
- group and team development and behaviour
- organisational culture and leadership
- power, politics, conflicts and organisational negotiations
- organisational culture and the impact of cross-cultural aspects on organisations
- change management
- tax-based financial management and market inefficiency
- heuristics and structure
- behavioural economics and implications on organisational structure and strategies.

#### **Didactics and pedagogical ideas:**

The course will mainly use a problem-based learning approach with individual and group-based exercises and assignments. Moreover, students will take part in economics-based workshops that will use Excel. Finally, students will work with case studies that are based on the fashion and lifestyle industry and that combine relevant theory and practice.

The course will equally include self-study days where students work with assignments and exercises.

#### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

#### **Requirements for students taking this course:**

Students must have passed the 2<sup>nd</sup> semester.

#### **Equipment requirements:**

The classroom must have a smart board and internet access.

#### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

#### **Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

#### **Specific requirements:**

On the first day of the course, the lecturer will inform students of how much weight the individual assignments carry in relation to marking.

#### **Literature:**

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

## 5.5 Syllabus; E-Strategy

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** E-Strategy  
**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Nikolaj Sloth Kramer  
**Responsible:** The Branding & Marketing Management Speciality Team

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

**Number of lessons:** -

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

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

#### Purpose:

The purpose of the speciality course E-Strategy is for students to acquire skills to analyse and formulate a company's digital marketing strategy (e-strategy) so that it may be integrated with its overall marketing strategy (Integrated Marketing Communication). This should be based on the global network economy and digitalisation of markets as well as on companies' strategic focus areas.

#### Qualifications:

##### Knowledge:

Students should acquire knowledge of:

- digitalisation of marketing processes and e-branding
- the communication process of downstream activities using digital media
- social and mobile media
- the different actors and digital commercial and communication platforms on the digital market
- the importance of digital relations to the customer and the elements of such relations
- integrating e-marketing with traditional (physical) marketing platforms
- companies' previous, current and future use of digital platforms in their marketing.

##### Skills:

Students should acquire skills in:

- collecting, working with and systematising relevant data as well as using such data for analysing the current e-strategy of a company. This also includes analysing, assessing and explaining the digital environment that affects the company.
- communicating knowledge of the above areas to partners and users and presenting practice-based solutions within the different e-related focus areas described below under Main Content.

##### Competences:

Students should acquire competences in:

- being critical of the basis for decisions and choosing relevant e-strategy focus areas
- adapting the e-strategy to the individual company and its strategic context based on ROI measurement, performance targets and KPIs.
- linking e-strategy to overall company strategy and objectives as well as to company offline activities
- spotting digital communication development and acting innovatively in line with trends
- continuously acquiring new skills and knowledge of relevance to the industry.

##### Main content:

- the basis of digital marketing strategies
- strategic elements

- analysing the micro- and macroenvironment
- devising a digital marketing strategy
- important strategic decisions
- the digital marketing mix
- relationship marketing, including CRM and permission marketing
- setting and analysing targets and KPIs
- digital marketing - implementation and practice
- SEO & SEM
- community channels and branding
- web design/Digital Corporate Identity
- social media platforms and marketing
- mobile marketing
- digital channel strategy
- web metrics
- digital trends.

#### **Didactics and pedagogical ideas:**

The course activities alternate between self-study activities, classroom instruction and exercises. It may include presentations by external lecturers on how themes are used in practice and project/problem-based learning based on relevant cases.

The course will equally include self-study days where students work with parts of assignments and exercises.

#### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

#### **Requirements for students taking this course:**

Students must have passed the 1<sup>st</sup> semester.

#### **Equipment requirements:**

The classroom must have a smart board and internet access.

#### **Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

#### **Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

#### **Specific requirements:**

No specific requirements.

#### **Literature:**

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

## 5.6 Syllabus; Economics

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Economics  
**Activity:** Speciality course

**Course level:** 2<sup>nd</sup> semester  
**Approved on:** 1 February 2018

**Prepared by:** Mary Nørgaard-Larsen  
**Responsible:** The Branding & Marketing Management Speciality Team

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

**Number of lessons:** -

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

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

#### **Purpose:**

Students should acquire a more profound understanding of and insight into both macroeconomic issues of relevance to national and global economies as well as microeconomic issues facing the companies and the industry. Moreover, students should become aware of how such issues affect a company's strategic development and survival.

#### **Qualifications:**

##### **Knowledge**

Students should acquire knowledge of:

- macroeconomic theories and methods and their influence of economic policy as well as on national and international socio-economic development and behaviour
- microeconomic theories and methods and how they affect the choices made by the companies and industry when deciding which goods and services to produce, how to produce them and whom to sell them to
- how to analyse and interpret financial reports
- Students are expected to reflect critically on the practical use of theory and methods.

##### **Skills:**

Students should acquire skills in:

- assessing the implication of different macroeconomic measures and potential conflicts, taking macroeconomic objectives into consideration
- assessing the significance of different forms of macroeconomic policy in an open economy
- analysing and assessing competitiveness and world trade based on competitive parameters such as wages and salaries, productivity and exchange rates
- analysing companies' competitive environment and market structure
- using, analysing and evaluating data and different macro- and microeconomic databases.

##### **Competences:**

Students should acquire competences in:

- working within macro- and microeconomic and financial areas and their influence on commerce
- working individually in a multicultural, group-oriented environment
- writing financial report projections based on company strategic development.

##### **Main content:**

###### Macroeconomics:

- inflation, unemployment and GDP
- exchange rates, ERM II, and floating exchange rates
- balance of payments in international trade - export and import

- targets and resources in economic policy
- the public sector and fiscal policy
- monetary policy and open economy
- business cycles and indicators
- EU economics.

**Microeconomics:**

- financial planning in Excel
- supply and demand
- Price-Costs-Markups
- the concept of elasticity
- optimisation
- competitive and market segments
- investment, financial reporting and analysis of financial ratios
- social investments
- budgets.

**Didactics and pedagogical ideas:**

The course will mainly use a problem-based learning approach with individual and group-based exercises, discussions and assignments. Moreover, students will take part in workshops focusing on economics. The workshops will use Excel.

The cases used will represent the fashion and lifestyle industry and will link relevant theory and practice to current economic issues that affect the EU and specific countries.

As part of this 2<sup>nd</sup> semester course, students should prepare a PESTLE analysis and a projected financial report that includes budgeted expenses. The purpose of this is to demonstrate understanding and knowledge of both macro- and microeconomic issues affecting the start-up of a fashion and lifestyle company.

The course will equally include self-study days where students are expected to complete assignments and exercises both individually and in groups.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have passed the 1<sup>st</sup> semester.  
Students must bring their own PC with MS Excel and internet access.

**Equipment requirements:**

The classroom must have a smart board and internet access.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

No specific requirements.

**Literature:**

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

## 5.7 Syllabus; Global Marketing and Branding

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Global Marketing & Branding

**Activity:** Speciality course

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Hans Trautner

**Responsible:** The Branding & Marketing Management Speciality Team

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

**Number of lessons:** -

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

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the speciality course Global Marketing & Branding is for students to acquire an analytical, decision-based framework for developing and implementing a global marketing strategy and for making strategic decisions in connection with an internationalisation process.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- different methods for developing and implementing international strategic and marketing plans on international markets. Students should acquire knowledge of such methods based on theory and practice.

**Skills:**

Students should acquire skills in:

- understanding a company's international strategy and acquiring insight into the process of international marketing.

**Competences:**

Students should acquire competences in:

- developing an international marketing strategy using a holistic approach
- selecting relevant markets and prioritising them
- independently carrying out market analysis on foreign markets
- understanding cultural barriers and business culture on markets analysed.
- being able to create relationships on the market analysed
- obtaining basic knowledge of International Parametric Statistical Interference with focus on the domestic market
- preparing a strategic and tactical marketing plan for the market analysed.

**Main content:**

- Part 1: Should the company operate internationally?
- Part 2: Which markets should the company enter?



- Part 3: How to set up business on a market?
- Part 4: How to prepare a global marketing programme?
- Part 5: How to implement and manage a global marketing programme?

Part 1-3 should be prioritised.

**Didactics and pedagogical ideas:**

The teaching approach applied for the course is based on issues facing students in their future professional lives. The approach is theoretical as well as practical. Current cases and articles play a key role in the course.

The course will equally include self-study days where students work with assignments and exercises.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**Requirements for students taking this course:**

Students must have passed the 2<sup>nd</sup> semester.

**Equipment requirements:**

The classroom must have a smart board and internet access.

**Assignments:**

To meet the learning requirements for the course, students must expect to do assignments as part of the course and during self-study days/periods. Assignment descriptions as well as the scope of assignments will be made available not later than two weeks prior to the commencement of the course.

**Assignment/ examination details:**

Assignments will be assessed on a pass/no pass base or according to the 7-point grading scale. Students will be awarded a recommended grade for their assignments.

The student's compliance with the learning objectives of the course is tested in accordance with section 3.6 of the Curriculum for the AP Degree in Design, Technology & Business, VIA Design.

**Specific requirements:**

On the first day of the course, the lecturer will inform students of how much weight the individual assignments carry in relation to marking.

**Literature:**

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

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## 6 Syllabus; Common Module

### 6.1 Syllabus; Design

#### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Design

**Course level:** 1<sup>st</sup> semester

**Approved on:** 1 February 2018

**Activity:** Common course

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

**Prepared by:** Birgit Nygård Hummelose, Tove  
Rossmeissl

**Number of lessons:**

Design: -

Design Diving: -

**Responsible:** The lecturer responsible for the 1<sup>st</sup> semester

**Language of instruction:** English

**Language of examination:** English

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

Design: 4

Design Diving: 1

#### **Purpose:**

The purpose of the common course Design is for students to acquire basic tools to analyse, develop and communicate design. Moreover, students should obtain insight into style periods in design (including fashion, architecture, product design, etc.) and society from the industrialisation period until now.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

Design:

- design processes and design practice
- aesthetics
- theories and methods for developing, communicating and visualising design ideas.

Design Diving

- development in design in the 20<sup>th</sup> century, including fashion, architecture and product design
- the correlation between the above elements
- how to assess and apply this knowledge in other contexts
- how to recognise and define a specific style period.

##### **Skills:**

Students should acquire skills in:

Design:

- assessing, selecting and applying methods for communicating design that is based on the target group
- preparing a graphic layout
- using relevant professional terminology
- assessing the correlation between the different elements of the design process.

Design Diving

- decoding, describing and visualising characteristics of different style periods.
- carrying out research focusing on text and picture material.

### **Competences:**

Students should acquire competences in:

Design:

- using knowledge about design theory and method in professional and interdisciplinary collaborations
- solving practice-based design-related problems

Design Diving

- how to assess and apply this knowledge in other contexts.
- how to recognise and define a specific style period.

### **Main content:**

Design:

- Graphic design theories, including design parameters and the golden section
- Value-based design
- Image boards as a method of analysis for target group values and preferences
- Introduction to specific drawing techniques, including sketching/life drawing and perspective drawing
- Trend and trend research
- Technical terms
- Design analysis, model and method.

Design Diving

- The style periods of the 20<sup>th</sup> century form the basis of a presentation of the developments in design and society
- Introduction to research into a specific topic
- Interdisciplinary group work on a specific style period assigned to each group.

### **Didactics and pedagogical ideas:**

Design:

The course will include lectures, discussions, exercises, presentations and feedback.

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

Design Diving

- External lecturer
- Joint introduction to research
- Group work where students visualise the style period assigned to them in the form of a poster. Students are equally required to create an object to visualise the style period
- Written report based on a template handed out
- The project concludes on the 5<sup>th</sup> day with a joint presentation/exhibition of visual products. The external lecturer and the course lecturer will give oral feedback on the presentation/exhibition.

### **Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

### **Requirements for students taking this course:**

No specific requirements.

### **Equipment requirements:**

Internet access.

Students are required to bring their own PC.

### **Assignment details:**

Design:

The assignment description that is the framework of the course will be handed out at the beginning of the course.

Students deliver an oral presentation of the assignment and hand in the assignment on the last day of the course.

## Design Diving

Assessment of the student's performance is based on the student's use of the report template handed out as well as his/her visualisation of the style period.

### Internal/external examiner:

The exam/assignment will be assessed by an internal examiner.

### Assignment/examination details:

The student's performance is assessed using the 7-point grading scale.

### Assessment criteria:

When assessing the student's performance, emphasis will be placed on the extent to which the student:

Design:

- can identify and describe the values and preferences of a target group using image boards
- can sketch a design solution matching a specific target group
- can communicate the design solution using appropriate graphic layout.

Design Diving

- was able to decode and describe style period characteristics
- was able to carry out research focusing on text and picture material
- was able to assess a specific style period and point out the correlation between the societal development and the development in product design, architecture and fashion.

### Specific requirements:

Design:

No specific requirements.

Design Diving

For the written part of the exam, students must complete the template handed out.

### Re-examination:

If the student's performance does not obtain a minimum grade of 02:

- 1) the student will be asked to improve the assignment
- 2) or hand in a (new) compulsory assignment prepared by the lecturer. The compulsory assignment will be based on the contents specified in this syllabus.

The lecturer chooses which type of assignment the student should prepare to demonstrate achievement of course objectives.

### Literature:

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

## 6.2 Syllabus; Business

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Business  
**Activity:** Common course

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

**Prepared by:** René C. Larsen

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

**Responsible:** The lecturer responsible for the 1<sup>st</sup> semester

**Number of lessons:** -  
SCM: -  
Management: -

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

Brand: -  
Retail: -

**Purpose:**

The purpose of the business common course is for students to acquire understanding of the challenges encountered by companies in creating competitive advantages. Competitive advantages should be created in an interdisciplinary context with focus on business processes.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

## 1: Company internal aspects:

- Students should acquire knowledge of how a specific competitive advantage impacts on:
- the choice of overall business strategy/strategies
- basic organisational structure and division of labour
- cost structure
- price calculation
- quality definition(s).

## 2: Customer relations

Students should acquire knowledge of how a specific competitive advantage impacts on:

- marketing
- segmentation/Targeting/Positioning
- the company's marketing mix
- the company's brand.
- the work performed in relation to relevant trends in retail
- choice of sales and distribution channel strategy
- choice of store type
- store layout and visual signals.

## 3: Supplier network

Students should acquire knowledge of how a specific competitive advantage impacts on:

- the work performed by the purchasing department
- logistics efficiency
- supplier selection and cooperation
- In addition, students should acquire knowledge of how financial functions may support supply chain management.

**Skills:**

Students should acquire skills in:

- selecting structuring principle
- preparing organisational charts
- calculating the price of a product
- preparing a SWOT/TOWS analysis
- selecting suitable distribution channels
- searching for and selecting suppliers.

**Competences:**

Students should acquire competences in:

- considering the financial consequences of decisions made in all parts of the value chain
- viewing the value chain from a market and customer perspective
- seeing the correlation between the value chain and the organisational structure of the company.

**Main content:**

Company internal aspects:

- Structural considerations – hierarchy or flexibility
- Division of labour – object or function
- Motivation and job design
- Competitive advantages and main strategies
- Variable and fixed costs
- Price calculation
- Basic considerations regarding quality from a customer and management point of view.

Customer relations

- Branding
- Consumer Behaviour & Segmentation
- Retail definitions and development theories
- Distribution forms
- Store types and types of retail chains
- The store as a medium
- Consumer trends
- Retail trends.

Supplier network

- Tasks and objectives of the purchasing and logistics function
- The role of the purchaser
- Logistics efficiency
- Key figures and their impact on purchasing and logistics
- Supplier search
- Specifications (supply quality)
- Sources of supply
- Supply concepts.

#### **Didactics and pedagogical ideas:**

The course will include lectures, discussions, exercises, presentations and feedback.

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

#### **Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

#### **Requirements for students taking this course:**

No specific requirements.

#### **Equipment requirements:**

Internet access.

Students are required to bring their own PC.

#### **Assignments:**

Students will work with cases throughout the course. The cases will include assignments and scenarios for discussion and consideration. The course may include a written assignment that students must complete to be registered for the 1<sup>st</sup> semester exam.

#### **Internal/external examiner:**

The exam/assignment will be assessed by an internal examiner.

#### **Assignment/examination details:**

The student's performance is assessed using the 7-point grading scale.

**Assessment criteria:**

When assessing the student's performance, emphasis will be placed on the extent to which the student:

- can identify and understand the strategy of an organisation and how it impacts on organisation, production and purchasing set-up, branding, marketing and distribution form.

**Specific requirements:**

No specific requirements.

**Re-examination:**

If the student's performance does not obtain a minimum grade of 02:

- 3) the student will be asked to improve the assignment
- 4) or hand in a (new) compulsory assignment prepared by the lecturer. The compulsory assignment will be based on the contents specified in this syllabus.

The lecturer chooses which type of assignment the student should prepare to demonstrate achievement of course objectives.

**Literature:**

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

## 6.3 Syllabus; Technology – Fashion

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Technology – Fashion

**Activity:** Common course

**Course level:** 1<sup>st</sup> semester

**Approved on:** 1 February 2018

**Prepared by:** Lisbeth Jensen and Anders Klitgaard  
Mølbæk

**Number of days/course duration:** The course is spread out over the entire 1<sup>st</sup> semester

**Responsible:** The Purchasing Management Speciality Team

**Number of lessons:** -

**ECTS credits:** 5 ECTS credits

**Language of instruction:** English

**Language of examination:** English

**Purpose:**

The purpose of the Technology common course is for students to acquire the background knowledge and understanding required to assess whether a material is suitable for a given product, taking the purpose, construction, properties and application of the product into consideration.

**Qualifications:****Knowledge:**

Students should acquire knowledge of:

- processes, materials and production
- people and environment in an ethical, design and manufacturing context
- technical communication
- relevant IT-tools.

**Skills:**

Students should acquire skills in:

- applying IT when performing work functions
- analysing whether a material is suitable for a given product

- selecting and arguing for the selection of materials for a production process
- preparing product documentation/specification
- communicating proposed solutions to relevant partners orally and in writing using relevant professional terminology.

#### **Competences:**

Students should acquire competences in:

- participating in professional and interdisciplinary collaborations within all parts of the value chain for product or concept development
- searching for relevant information about different materials
- selecting materials suitable for specific products.
- Based on their own work position, students should be able to receive, treat and communicate assignments from one part of the value chain to another taking the overall objective of the company into account.

#### **Main content:**

- Materials and manufacturing methods
- Appearance, properties and application of materials
- General manufacturing methods
- Environmental aspects related to the manufacturing of materials and products
- Hands-on exercises in the workshop/laboratory.

#### **Didactics and pedagogical ideas:**

Based on lectures, classroom teaching, workshop exercises and theoretical and practical assignments/problem scenarios, students will be introduced to the individual products and materials and their properties, application, finish and how they are manufactured (environmental aspects will be covered as well).

The course primarily uses a case-based approach where students work in groups with different products in relation to “their own case company”. The course includes a number of activities that relate to the product types introduced.

#### **Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor’s Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

#### **Requirements for students taking this course:**

Students must be familiar with the workshop safety regulations.

#### **Equipment requirements:**

Classrooms for introduction to theory, drawing tools and materials for construction of models. Access to workshops, including lab, knitting room, print/colour lab and sewing room.

#### **Internal/external examiner:**

The assignment/exam will be assessed by an internal examiner.

#### **Assignment/examination details:**

The course exam is part of the 1<sup>st</sup> semester exam. In this exam, technology carries a weight of at least 25%. Students must obtain a minimum grade of 02 to pass the 1<sup>st</sup> semester exam.

The student’s performance is assessed using the 7-point grading scale.

#### **Assessment criteria:**

When evaluating the student’s performance at the digital 1<sup>st</sup> semester exam, emphasis is placed on the extent to which the student:

- **is able to answer questions within the interdisciplinary syllabus.**

Students must have at least 40% correct answers to pass the 1<sup>st</sup> semester exam.



**Specific requirements:**

No specific requirements.

**Re-examination:**

If the student's performance does not obtain a minimum grade of 02:

- 1) the student will be asked to improve the assignment
- 2) or hand in a (new) compulsory assignment prepared by the lecturer. The compulsory assignment will be based on the contents specified in this syllabus.

The lecturer chooses which type of assignment the student should prepare to demonstrate achievement of course objectives.

**Literature:**

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

## 6.4 Syllabus; Module 1

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Module 1  
**Activity:** Common course

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

**Prepared by:** Birgit Nygaard Hummelose and  
Inger Cathrine Gerdsen

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

**Responsible:** The lecturer responsible for the 1<sup>st</sup> semester.

**Number of lessons:** -

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

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

Discovery 4  
Team Dynamics 1

**Purpose:**

The purpose of Module 1 is to help students feel comfortable in their classes, at Campus and in the course programme they have just started.

It is a precondition that students are able to see themselves as teamworkers.

As part of the module, students will be introduced to the lifestyle industry and to communication tools for use in professional contexts as well as acquire basic understanding of value philosophy, aesthetics, language of form and design DNA.

**Qualifications:****Knowledge**

Students should acquire knowledge of:

**Discovery:**

- current designers, their style and characteristics, the development in their designs as well as their influence on the fashion and lifestyle industry
- using relevant technical terminology in a communicative context
- how the textile industry has developed in the local area.

**Team Dynamics:**

- Belbin's 9 team roles and their strengths and weaknesses
- who are the students, what are their skills and what do they have to offer
- the composition of teams.

### **Skills:**

Students should acquire skills in:

Discovery:

- navigating on Campus as well as on VIA Studynet
- applying research and relevant methods of analysis
- using value philosophy concepts to describe design characteristics and players in the industry.

Team Dynamics

- being part of a team
- understanding people with a different personal profile.

### **Competences:**

Discovery:

Students should acquire competences in:

- applying appropriate visual and linguistic presentation technique
- participating in academic collaborations.

Team Dynamics:

- identifying the team roles outlined by Belbin in a teamwork context
- presenting themselves and their competences
- working in teams.

### **Main content:**

Discovery:

- Introduction to IT tools (VIA Studynet and Photoshop)
- Student behaviour and group contract
- Introduction to workshop safety
- Introduction to the library and information search
- Presentation technique
- Value philosophy and the extended concept of design
- Design DNA of contemporary designers
- How the textile industry has developed in the local area
- Written, oral and visual presentation
- Introduction to the BMC model (Business Model Canvas).

Team Dynamics:

- Preparation of own Belbin team role profile
- Discussion of Belbin's theory
- First year teambuilding trip to the holiday center Gjærn Søhøjlandet or a similar place. The teambuilding trip includes a variety of group exercises that relate to different intelligences. Students who do not participate in the teambuilding trip must prepare a replacement assignment about different intelligences.

### **Didactics and pedagogical ideas:**

Discovery:

The project will include lectures, discussions, exercises, workshops and presentations. The assignment that is the framework of the project is a group assignment. The groups consist of students from the same class and are created by the lecturer responsible for the project.

Team Dynamics:

The project will include lectures, exercises and workshops. The teambuilding trip will include action-based learning.

### **Study activity**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**To demonstrate study activity:**

**Discovery:**

Students must participate in at least three of the following four activities: Introduction to the VIA Studynet, from knitwear to outsourcing, introduction to the VIA Libraries and presentation of the project.

**Team Dynamics:**

Students must participate in the half-day information session.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access. Lecture halls.

Students are required to bring their own PC.

**Assignments:**

**Discovery:**

The assignment description that is the framework of the project will be handed out at the beginning of the project. The assignment is a group assignment and consists of a written/visual part as well as an oral presentation that also includes a product.

**Team Dynamics:**

Students must prepare their own Belbin profile and take part in the teambuilding trip.

**Internal/external examiner:**

Internal examiner.

**Assignment/examination details:**

**Discovery:**

The student's performance is assessed using the 7-point grading scale.

**Team Dynamics:**

The project will be assessed on a pass/fail basis.

**Assessment criteria:**

When assessing the student's performance, emphasis will be placed on the extent to which the students:

**Discovery:**

- can apply the design DNA method of analysis
- demonstrate independence in analysis and reflection
- demonstrate an appropriate balance between text and visual material
- can structure the presentation of a project as well as show commitment and flow in the presentation
- display creativity in the presentation
- illustrate correlation between the material/product prepared and the design DNA analysis
- deliver a precise presentation, including using correct technical terminology

**Team Dynamics:**

- can describe Belbin's team roles and other personal profile theory
- can use everyday examples

**Specific requirements:**

No specific requirements.

**Re-examination:**

## Discovery:

If the students' performance does not obtain a minimum grade of 02, the students will be required to improve the assignment handed-in.

Based on a dialogue with the lecturer, a student may be excluded from a group if the student violates the group contract.

If a student has not participated in the project or has been excluded from his or her group, the student must hand in a replacement assignment prepared by the lecturer. This compulsory assignment will be based on the contents specified in this syllabus.

## Team Dynamics:

If the students' performance does not obtain a minimum grade of 02, the students will be required to improve the assignment handed-in.

**Literature:**

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

## 6.5 Syllabus; Module 2

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Module 2

**Course level:** 1<sup>st</sup> semester

**Activity:** Common course

**Approved on:** 1 February 2018

**Prepared by:** René C. Larsen and Maj-Britt Jørgensen

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

**Number of lessons:** -

**Responsible:** The lecturer responsible for the 1<sup>st</sup> semester

**Language of instruction:** English

**Language of examination:** English

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

Ideation 4  
Strategic Design Practice 1

#### **Purpose:**

The purpose of Module 2 is for students to become able to take part in interdisciplinary collaboration and acquire insight into the concept of design from an aesthetic, functional and commercial point of view. In addition, students should be able to decode and relate to company image and values from branding to product development and presentation. Moreover, students should understand how the combination of design and business may facilitate innovation, problem-solving and decisions.

#### **Qualifications:**

##### **Knowledge:**

Students should acquire knowledge of:

##### Ideation:

- different models for branding analysis
- design processes and different design process models
- correlation between branding, retail, product knowledge and design
- identification of brand identity and transforming brand identity into new products
- communication and presentation of ideas and products
- how to participate in academic and interdisciplinary collaboration.

##### Strategic Design Practice:

- innovation processes
- how you can apply design techniques to business situations
- research focusing on user empathy
- identification of problems
- idea generation
- prototyping
- VIA Design's 5F model
- communicating results/recommendations.

#### **Skills:**

Students should acquire skills in:

##### Ideation:

- identifying brand identity and transforming brand identity into new products
- accounting for all the elements included in a design

- communicating and presenting ideas and products, including process folder and prototypes
- participating in academic and interdisciplinary collaboration.

#### Strategic Design Practice

- recognising synergies between design and business in relation to innovation, idea generation, evaluation and problem-solving.

#### Competences:

Students should acquire competences in:

#### Ideation:

- managing development-oriented situations in collaboration with other specialities.

#### Strategic Design Practice

- assessing and using the knowledge acquired about combining design and business thinking in relevant future contexts.

#### Main content:

#### Ideation:

- Branding analysis
- The design process – design, idea generation, functionality and aesthetics
- Design brief
- Retail and design presentation
- Introduction to sewing room and workshops
- Preparation of different types of presentation materials
- Pattern development
- Documentation
- Preparing for production
- Manufacturing of products.

#### Strategic Design Practice

- The difference between design thinking and commercial thinking
- What can design learn from business and vice versa?
- What is the background for design thinking and wicked problems?
- Developing the Strategic Design Practice (SDP) 5F model
- Creative innovation
- The phases of the SDP 5F model
- How can creative businesses become good design user?

#### Didactics and pedagogical ideas:

#### Ideation:

The project is a group project with compulsory lectures, workshops and guidance. The groups will be interdisciplinary with students from both the fashion design and furniture specialities.

Using the project-based working method, the student should be able to plan, document and carry out a project in collaboration with other students.

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

#### Strategic Design Practice:

- Lecture for all students
- Workshop
- Group work
- Presentation.

#### Study activity

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

**To demonstrate study activity:****Ideation:**

Students must participate in at least three of the following four activities: Introduction to Design Brief, design processes and models, lecture on design presentation and video workshop: Fair.

**Strategic Design Practice:**

Students must participate in at least three of the following four activities: Project start-up, kick off and introduction to FIND; introduction to Form and Fabricate as well as presentation.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access.

Students are required to bring their own PC.

For Ideation, students must equally have access to:

Workshops, knitting room, sewing room, printing room, lab, IT, lecture hall and classrooms.

**Assignments:****Ideation:**

The first part of the project concludes with a design review with oral feedback (The project is assessed on a pass/fail basis).

The second part of the project concludes in a presentation and a hand-in assignment that is assessed by design and product knowledge lecturers.

**Strategic Design Practice:**

Students are required to hand in a ½ - 1 page assignment on VIA Connect.

**Internal/external examiner:**

Internal examiner.

**Assignment/examination details:****Ideation:**

The students' performance is assessed using the 7-point grading scale. The first part of the project concludes with a design review with oral feedback (The project is assessed on a pass/fail basis).

**Strategic Design Practice:**

The project is assessed on a pass/fail basis.

**Assessment criteria:**

When assessing the student's performance, emphasis will be placed on the extent to which the student:

**Ideation:**

- can develop a new product and design based on aesthetic and commercial considerations, including considerations about what makes a good design and what makes a design commercial.

**Strategic Design Diving**

- takes part in the process of providing a solution to the problem scenario handed out.

**Specific requirements:**

No specific requirements.

**Re-examination:**

If the student's performance does not obtain a minimum grade of 02, the student will be required to improve the assignment handed-in.

Based on a dialogue with the lecturer, a student may be excluded from a group if the student violates the group contract. If a student has not participated in the project or has been excluded from his or her group, the student must

hand in a replacement assignment prepared by the lecturer. This compulsory assignment will be based on the contents specified in this syllabus.

**Literature:**

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

## 6.6 Syllabus; Module 3

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Module 3

**Course level:** 1<sup>st</sup> semester

**Approved on:** 1 February 2018

**Activity:** Common course

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

**Prepared by:** René C. Larsen, Anatolie Cantir and  
Trine Maiken Stein

**Number of lessons:** -

**Responsible:** The lecturer responsible for the 1<sup>st</sup> semester.

**Language of instruction:** English

**Language of examination:** English

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

Visual Business Model 3  
Networking in an international  
context 2

**Purpose:**

The purpose of module 3 is to introduce students to the fashion and lifestyle industry and give them basic understanding of how a business works. Students should be able to describe the business models applied by a business (Business Model Canvas) visually, orally and in writing. Moreover, students should become able to network professionally across cultures.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

Visual Business Model:

- the development in and current situation of the fashion and lifestyle industry
- the types of outsourcing applied by the industry
- selected key figures and their significance
- the structure of the annual report
- target groups, how to approach target groups and how to distribute products to target groups
- business model building blocks (the BMC (Business Model Canvas) model will be used as an example)
- visual presentation methods.

Networking in an international context:

- networking in an international context
- intercultural communication
- body language and cultural differences in the use of body language
- interpretation of culture
- digital media as a network tool.

**Skills:**

Students should acquire skills in:

Visual Business Model:



- describing a business including:
  - finding selected key figures, commenting on such figures and using them for business description purposes
  - accounting for work and role allocation using organisation charts and Business Model Canvas (BMC)
  - describing target group, market communication and distribution systems.
- using Danish and international databases for information search
- describing the development of a specific business and comparing the development of this business to the general development in the industry
- presenting results visually and in a report format.

Networking in an international context:

- analysing different cultures
- understanding how different cultures communicate
- understanding how body language can be used to support a message
- assessing digital networking tools like LinkedIn.

### Competences:

Students should acquire competences in:

Visual Business Model:

- using theoretical concepts to analyse the industry and a business representing the industry
- presenting results orally and in writing in a clear and informative manner based on information collected
- communicating own observations and analyses of the industry and of a specific business
- being the opponent on and taking a critical stance towards a report prepared by another writer.

Networking in an international context:

- assessing appropriate behaviour in different cultures
- communicating in different cultures
- using body language to support communication
- using digital networks like LinkedIn.

### Main content:

Visual Business Model:

- Company visits
- Business models, Osterwalder's BMC model
- Visual thinking
- Information and data search (library)
- Organisation charts
- Key figures
- Target group, market communication and distribution
- Report writing and presentation of results
- Visual presentation.

Networking in an international context:

- Networking using digital media
- Culture and communication
- Intercultural communication and behaviour
- Body language.

### Didactics and pedagogical ideas:

Visual Business Model:

- Lectures
- Workshops
- Group work
- Classroom teaching
- Guidance
- Presentation

Students should use a problem-solving and self-contained approach and should implement visual techniques for describing and solving problems.

Networking in an international context:

- Lectures for all students
- Workshops
- Group work
- Presentation

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

Visual Business Model:

Students must participate in at least three of the following four activities: Company visit, introduction to formal requirements for written papers and reports, visual facilitation workshop as well as annual report and key figures.

**Requirements for students taking this course:**

No specific requirements.

**Equipment requirements:**

Internet access.

Students are required to bring their own PC.

**Assignments:**

Visual Business Model:

Each group must prepare a report and deliver an oral presentation.

Networking in an international context:

Oral exam

**Internal/external examiner:**

Internal examiner.

**Assignment/examination details:**

The student's performance is assessed using the 7-point grading scale.

**Assessment criteria:**

When assessing the student's performance, emphasis will be placed on the extent to which the student:

Visual Business Model:

- is able to write an academic report
- is able to collect relevant data
- is able to describe a company's business model using relevant models
- is able to present own observations in a creative manner.

Strategic Design Diving:

- is able to explain and analyse specific cultural differences and assessing their influence on communication
- is able to prepare a relevant digital network profile.

**Specific requirements:**

No specific requirements.

**Re-examination:**

If the student's performance does not obtain a minimum grade of 02, the student will be required to improve the assignment handed-in.

Visual Business Model:

Based on a dialogue with the lecturer, a student may be excluded from a group if the student violates the group contract. If a student has not participated in the project or has been excluded from his or her group, the student must

hand in a replacement assignment prepared by the lecturer. This compulsory assignment will be based on the contents specified in this syllabus.

**Literature:**

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

## 6.7 Syllabus; Innovation and Sustainability

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Innovation and Sustainability

**Course level:** 2<sup>nd</sup> semester

**Approved on:** 1 February 2018

**Activity:** Common course

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

**Prepared by:** Inger Cathrine Gerdson, Hanne Bøttcher

**Number of lessons:** -

**Responsible:** Hanne Bøttcher

**Language of instruction:** English

**Language of examination:** English

**ECTS credits:** 5 ECTS credits are allocated within design, business and technology.

**Purpose:**

The purpose of the common course Innovation and Sustainability is for students to acquire qualifications to:

- be part of creative, innovative and entrepreneurial processes
- be part of interdisciplinary collaborations
- develop interdisciplinary, sustainable solutions to concrete and real problem scenarios.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- specific areas relevant to the tasks, expertise and responsibilities of other professions
- key elements of interdisciplinary professional expertise
- key concepts in: sustainability, creativity, innovation and entrepreneurship
- the stages of the CIE model
- Business Model Canvas
- Value Proposition Design
- sustainability certification and labelling schemes
- the triple bottom line
- the Cradle to Cradle concept
- sustainable and alternative materials
- the 17 UN climate goals.

**Skills:**

Students should acquire skills in:

- idea generation
- testing ideas
- validating an idea using the VPD model (Value Proposition Design)
- working in interdisciplinary teams
- preparing group contracts
- developing prototypes
- presenting sustainable, innovative ideas

- using the CIE model as process model
- describing sustainable innovations using the BMC model.

### Competences:

Students should acquire competences in:

- being part of interdisciplinary collaborations
- developing ideas that consider resources and environment
- using professional innovation and sustainability terminology
- taking a critical stance on the use of resources.

### Main content:

- The labelling schemes: BSCI, ISO 14000, AS 8000
- The 17 world climate goals
- Cradle to Cradle
- The triple bottom line
- Circular economy
- Sustainable materials
- Group contract
- Calculation
- The CIE model
- VPD
- BMC
- Minimum four different idea generation methods
- Methods for idea selection
- Validation methods for testing ideas
- Prototyping
- Elevator pitch
- NABC for idea presentation
- Research methods
- CSR.

### Didactics and pedagogical ideas:

The course is planned as a group project where students work with real problem scenarios based on a case company. The course begins with a number of lectures that provide information on issues and facts of relevance to sustainability. The lectures will be followed by an introduction to the case company/companies and the issue/issues that students will work with. The workshops will be available for manufacturing of prototypes throughout the course.

### Study activity:

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

Students must participate in at least three of the following four activities: Day 3 of the sustainability lectures scheduled, project introduction, group guidance (design review) and presentation of the project.

### Requirements for students taking this course:

Students taking this course must have completed the 1<sup>st</sup> semester.

### Equipment requirements:

None

### Internal/external examiner:

The assignment/exam will be assessed by an internal examiner.

### Assignment/examination details:

The student's performance is assessed using the 7-point grading scale.

If the student in due time hands in assignments and participates in all presentations planned accordingly to the lesson plan for the course, grading will be given after the 7-point scale. The evaluation criteria are defined as to which extent the student demonstrates fulfilment of the learning goals for the course.

**Assessment criteria:**

When assessing the student's performance, emphasis will be placed on the extent to which the student:

- has been part of interdisciplinary collaborations
- has developed ideas that consider resources and environment
- can use professional innovation and sustainability terminology
- can take a critical stance on the use of resources.

**Specific requirements:**

No specific requirements.

**Re-examination:**

If the student's performance does not obtain a pass grade, the student will be required to improve the assignment handed-in.

**Literature:**

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

## 6.8 Syllabus; Internship

### Syllabus for the AP Degree in Design, Technology and Business VIA Design

**Subject area:** Internship, 3rd semester

**Course level:** 3<sup>rd</sup> semester

**Approved on:** 1 February 2018

**Activity:** Common compulsory programme element

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

**Prepared by:** Jette Winie Jensen

**Number of lessons:** -

**Responsible:** Gitte Villemoes Larsen

**Language of instruction:** English

**ECTS credits:** 15 ECTS credits

**Language of examination:** English

**Purpose:**

The internship aims to provide students with the opportunity of acquiring knowledge of the industry and obtaining an understanding of theory applied in different work functions in a company. To a great extent, students should be able to link business practice to theory learnt. The internship should give students the opportunity to experience how theory is used in practice and how practice may contribute to developing new theories. The internship aims to qualify students to analyse, assess, plan and carry out tasks/projects on the basis of practice-based scenarios.

**Qualifications:**

**Knowledge:**

Students should acquire knowledge of:

- applied theory and method of the profession/subject area
- the practice of the profession/subject area
- concepts and methods and their use
- understanding the correlation between the different parts of a company's value chain.

**Skills:**

Students should acquire skills in:

- applying method and theories learnt for the purpose of dealing with concrete problem scenarios
- working with concrete, subject-related problems and solutions to relevant partners
- communicating practice-based issues and solutions to partners and users.

**Competences:**

Students should acquire competences in:

- managing development-based situations within the profession/subject-area
- participating professionally in subject-related and interdisciplinary collaborations
- acquiring skills and new knowledge of the industry applying a structured approach
- reflecting on their own qualifications and competences in a practice-based context.

**Main content:**

In collaboration with the internship company or organisation, the student prepares a list of relevant work tasks to be performed as part of the internship. The action plan is prepared by the student and approved by the guidance teacher. Based on the action plan, the student prepares a problem scenario and a research question which must also be approved by the guidance teacher.

**Didactics and pedagogical ideas:**

The internship company or organisation must do business 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.

**Study activity:**

According to the Ministerial Order on Academy Profession Degree Programmes and Bachelor's Degree Programmes, students must participate in the study programme planned by the educational institution. It is a prerequisite for taking part in exams/assignments that the student has participated actively, regularly and satisfactorily in lessons and exercises planned for the course.

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.

**Requirements for students taking this course:**

Students taking this course must have participated in teaching on the previous semesters.

**Equipment requirements:**

The student makes agreements about special equipment, if any, with the company. The student may, for example, be required to bring his or her own PC or other.

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 through the Erasmus programme (this only applies to EU and EEA countries).

**Assignments /examination details:**

The exam consists of an individual report and may include products as well. The problem scenario must be based on the functions and value chain of the internship company as well as on the speciality programme studied.

The maximum length of the project report is 36,000 typing units, including spaces, but excluding front page, contents and appendices (a standard page = 2,400 typing units including spaces). The report must be prepared in accordance with current reporting formalities of VIA Design. Students are not required to prepare an abstract. (cf. 3<sup>rd</sup> semester internship exam document).

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

**Internal/external examiner:**

The exam will be assessed by an internal examiner.

**Examination details:**

The student's performance is assessed using the 7-point grading scale.

**Assessment criteria:**

The material handed in is assessed based on:

- correlation between research question and response
- application of relevant theories and methods in the discussion of a practice-based problem scenario
- ability to analyse, reflect and argue
- layout, presentation and communication skills
- overall impression of the report.

**Specific requirements:**

No specific requirements.

**Re-examination:**

If the student's performance does not obtain a minimum grade of 02, the student will be required to hand in a new report (cf. document named "3<sup>rd</sup> semester internship exam, re-examination").

The problem scenario from the ordinary internship exam may be used for the re-examination, 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.

**Literature:**

Students may use literature from previous semesters. However, students are encouraged to study alternative literature that provides knowledge about the problem scenario chosen. Students may select such literature in collaboration with the guidance teacher and internship company.

## 7 Partner universities

Erasmus Exchange Partner:	Relevant for specified BA Specialities at VIA Design
<b>Belgium</b>	
Hogeschool Gent, University College Gent www.hogent.be	School of Textile Technology: Pattern Design, Fashion Design, Purchasing Management
<b>The Czech Republic</b>	
Technical University of Liberec, Faculty of Textile Engineering	Fashion Design, Pattern design
<b>Estonia</b>	
Estonian Entrepreneurship University of Applied Sciences: www.mk.ee	Branding & Marketing
<b>Finland</b>	
HAMK University of Applied Sciences http://www.hamk.fi/english/Sivut/default.aspx	Branding & Marketing Fashion Design, Pattern Design
University of Helsinki http://www.helsinki.fi/	Fashion Design
<b>France</b>	
Lycée Tézenas du Montcel www.tezenas.org	Branding & Marketing
Catholic University of Lille, College of Communication ISTC http://www.univcatholille.fr/aboutus/welcome.asp	Branding & Marketing
<b>Germany</b>	
Duale Hochschule, BadenWürttemberg, http://www.heilbronn.dhbw.de/international/juniorprogram.html	Branding & Marketing, Retail Management, Purchasing Management
Hochschule Niederrhein www.hs-niederrhein.de	Pattern Design, Fashion Design
Hochschule Reutlingen, Germany www.reutlingenuniversity.de	Branding & Marketing, Retail Management Fashion Design, Pattern Design
<b>Ireland</b>	
Griffith College, Dublin https://www.griffith.ie/	Fashion Design, Pattern Design
<b>Italy</b>	
IED, Milano http://www.ied.edu/milan/design-school	Visual Fashion Communication, Retail Design, Fashion Design. Without Erasmus + funding: Branding & Marketing
Politecnico di Milano http://www.polimi.it/en/english-version/	Fashion Design, Retail Design, Furniture Design
<b>Latvia</b>	
Art Academy of Latvia www.lma.lv	Fashion Design, Furniture Design, Pattern Design
<b>Lithuania</b>	
Vilnius College of Design, Vilnius www.dizainokolegija.lt	Fashion Design, Pattern Design
<b>The Netherlands</b>	
Saxion Hogeschool Enschede www.saxion.nl	Purchasing Management, Branding & Marketing



CHN Stenden/Emmen – Retail Business School www.stenden.nl	Retail Management, Branding & Marketing, Purchasing Management
Amsterdam Fashion Institute www.amfi.hva.nl	Fashion Design, Branding & Marketing
Fontys University of Applied Sciences http://fontys.edu/	Branding & Marketing, Purchasing Management, Visual Fashion Communication
Leiden University of Applied Sciences http://www.hsleiden.nl/	Retail Management, Branding & Marketing,
<b>Norway</b>	
Westerdals – Oslo School of Arts, Communication and Technology https://www.westerdals.no	Retail Design
<b>Romania</b>	
National University of Arts Bucharest http://www.unarte.org/nationaluniversity-of-arts-bucharestabout-presentation.php	Fashion Design
<b>Spain</b>	
IED Barcelona and Madrid http://www.iedbarcelona.es/en/	Retail Design, Visual Fashion Communication, Furniture Design,  Without Erasmus Funding; Fashion Design, Branding & Marketing
Universidad Loyola Andalucia www.uloyola.es	Branding & Marketing
<b>Sweden</b>	
University of Gothenburg/Steneby School of Craft and Design http://www.steneby.se	Furniture Design
<b>Turkey</b>	
Beykent University, Istanbul http://www.beykent.edu.tr	Branding & Marketing Purchasing Management
<b>The UK</b>	
Manchester Metropolitan University/GB (Hollings Faculty) www.mmu.ac.uk	Fashion Design, Pattern Design, Branding & Marketing, Purchasing Management
Robert Gordon University, Scotland <i>Gray's School of Art</i> http://www.rgu.ac.uk http://graysartschoolaberdeen.com/	Fashion Design, Visual Fashion Communication
Robert Gordon University, Scotland <i>Aberdeen Business School</i> http://www.rgu.ac.uk http://www.rgu.ac.uk/about /faculties-schools-anddepartments/aberdeenbusiness-school/aberdeenbusiness-school	Branding & Marketing, Retail Management, Purchasing Management
Nottingham Trent University http://www.ntu.ac.uk/	Retail Design, Retail Management, Branding & Marketing, Purchasing Management
Southampton Solent University https://www.solent.ac.uk	Visual Fashion Communication, Branding & Marketing, Purchasing Management, Retail Design, Retail Management
<b>OTHER EXCHANGE PARTNERS NO ERASMUS FUNDING</b>	

<b>Canada</b>	
Emily Carr University of Art and Design, Vancouver <a href="http://www.ecuad.ca">http://www.ecuad.ca</a>	Furniture Design
Humber College Institute of Technology and Advanced Learning, Toronto <a href="http://business.humber.ca">http://business.humber.ca</a>	Marketing & Branding, Purchasing Management, Retail Management
Kwantlen Polytechnic University, Vancouver <a href="http://www.kpu.ca">http://www.kpu.ca</a>	Fashion Design, Pattern Design, Branding & Marketing
Ryerson University, Toronto <a href="http://www.ryerson.ca/fcad/">http://www.ryerson.ca/fcad/</a>	Fashion Design, Pattern Design, Visual Fashion Communication,
<b>France</b>	
Parsons Paris School of Art and Design. The New School. <a href="http://www.newschool.edu/parsons-paris/">www.newschool.edu/parsons-paris/</a>	Fashion Design, Visual Fashion Communication, Branding & Marketing
<b>New Zealand</b>	
Auckland University of Technology, Auckland <a href="http://www.aut.ac.nz/">http://www.aut.ac.nz/</a>	Fashion Design, Pattern Design
Waikato Institute of Technology, Wintec <a href="https://www.wintec.ac.nz">https://www.wintec.ac.nz</a>	Fashion Design, Retail Design
<b>USA</b>	
Manhattan Institute of Management, New York <a href="http://www.mimusa.org/">http://www.mimusa.org/</a>	Branding & Marketing
<b>Vietnam</b>	
HUTECH Institute of International Education and Training <a href="http://www.hutech.edu.vn/english/institutes-centers/hutech-institute-of-international-education">http://www.hutech.edu.vn/english/institutes-centers/hutech-institute-of-international-education</a>	Branding & Marketing, Purchasing Management, Retail Management