



Curriculum for the Bachelor of Digital Concept Development

Bachelor's Degree Programme in Digital Concept Development
Professionsbacheloruddannelsen i digital konceptudvikling



Institutional part
September 2018

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1. Curriculum, institutional part – top-up programme towards the Bachelor of Digital Development

The curriculum for the study programme consists of two parts (sets of regulations):

1. The national part
2. The institutional part

The national part is prepared by the educational network for the study programme in order to ensure that the academic content of the national part of the programme is identical across all educational institutions.

The institutional part is prepared by the study programme at the University College of Northern Denmark (UCN) and is designed to accommodate local and regional needs.

The institutional part of the curriculum (as well as the national part) has been approved by UCN in accordance with all applicable regulations, including the Ministerial Order on technical and mercantile Academy Profession Programmes and Professional Bachelor Programmes (*Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser*).

In the event of any discrepancies between this curriculum and statutory regulations governing the study programme, the statutory regulations take precedence.¹

¹ In the event of any discrepancies between this English translation and the original Danish version of the curriculum, the Danish version takes precedence.

2. Distribution and timing of national and local subject elements, internship and exams

| Semester | National subject elements | Local subject elements | ECTS | Internal/ external | Also called |
|---------------------------|---|------------------------|------|-----------------------|-----------------|
| 5 th | Concept development and value creation | | 10 | | |
| | User surveys and methods | | 5 | | |
| | Project management | | 5 | | |
| | Understanding technology | | 5 | | |
| | Theory of science | | 5 | | |
| | Portfolio exam in Concept development and value creation, User surveys and methods, Project management, Understanding technology as well as Theory of science | | (30) | External | Portfolio exam |
| 6 th | Digital marketing | | 10 | | |
| | | Elective | 15 | | |
| | | Elective | 5 | | |
| | Portfolio exam in Digital marketing and elective | | (30) | External | Portfolio exam |
| 7 th | Internship | | 15 | Internal | Internship exam |
| | Final Bachelor exam | | 15 | External | Final exam |
| Total ECTS credits | | | | | |

Overview of all exams and their timing. All exams are assessed according to the 7-point grading scale.

Information about the time and venue for the exams can be found on Pointer.

3. Local subject elements, including electives

The programme has 20 ECTS credits worth of local subject elements that are offered as electives. At the end of the 5th semester, the student must combine two local electives amounting to a total of 20 ECTS credits.

3.1 Elective subject element Digital design

3.1.1 Content

The student must learn to design strategically based digital concepts for businesses and organisations. The user and user needs are at the centre of the development work in relation to the design of meaningful and value-adding digital solutions. Solutions will be anchored in new and relevant technologies.

3.1.2 Learning objectives

Knowledge

The student has development- and designed-based knowledge of and can understand and reflect on:

- service design as the starting point for digital solutions
- digital services anchored in user needs and values
- processes that involve users in the design of digital services
- strategy and concept development of digital solutions
- integration for online web services/APIs, as well as platform-dependent APIs
- identification of technical requirements in relation to digital product development (functional vs non-functional requirements)
- new and current options for interaction and interfaces for digital products
- selection and description of technologies and platforms for use in a digital product

Skills

The student is able to apply methods and tools as well as master the skills relating to:

- design of products based on digital user experiences
- product design based on new and/or current interaction and interface principles
- development of digital products with value-adding and relevant use of API
- design of value-adding and relevant digital services based on user needs and values
- planning of release versions of a digital product

The student is able to assess practice-related and theoretical issues as well as justify and select relevant solution models in relation to:

- design, development and execution of value-adding digital products

The student can communicate:

- practice-related design issues and solutions to partners and users

Competencies

The student is able to handle complex and development-oriented situations with regard to:

- design of meaningful, value-adding and innovative digital services and products
- ripening digital concepts for further development

The student is able to independently engage in disciplinary and multidisciplinary collaboration in relation to:

- design of digital products in a development setting
- strategy and concept development of design solutions
- management and prioritisation of functionality per version/release planning

3.1.3 ECTS weight

The subject element Digital design is worth 15 ECTS credits.

3.2 Elective subject element e-Commerce

3.2.1 Content

The student must learn to conceptually develop digital e-commerce and service platforms and create or further develop relevant communication channels. The focus is on the integral whole of the concept through strategic considerations, optimisation and administration of solutions.

3.2.2 Learning objectives

Knowledge

The student has development-based knowledge of and can understand and reflect on:

- strategy and concept development of shops and service solutions
- developments in international e-commerce markets
- technologies of importance to concept development of e-commerce

Skills

The student is able to apply methods and tools as well as master the skills relating to:

- trends in the development of e-commerce and service
- optimisation of a solution and recommendation of parameters relevant to a concept or a web-shop

The student is able to assess practice-related and theoretical issues as well as justify and select relevant solution models in relation to:

- strategic development opportunities for businesses in relation to e-commerce
- interaction between front- and back-end systems within e-commerce
- technologies such as CMS, means of payment and platforms
- strategies in relation to the interaction between the offline and online activities of a business

The student can communicate:

- trends in the development of e-commerce and service
- conceptual solutions and choices to stakeholders

Competencies

The student is able to handle complex and development-oriented situations with regard to:

- strategy and concept development of e-commerce solutions

-
- sales strategies and strategies to increase sales in relation to the tracking of user behaviour and conversion

The student is able to independently engage in disciplinary and multidisciplinary collaboration in relation to:

- project groups involving specialists, and give an overview of the integral whole of a solution and its implications for sales and earnings

3.2.3 ECTS weight

The elective e-Commerce is worth 15 ECTS credits.

3.3 Elective within a self-chosen area/internationalisation

The elective gives students the opportunity to tailor their academic and professional competencies through specialisation and contextualisation of issues related to the subject areas covered by the study programme.

Each year, the programme offers a number of subject elements as electives – please refer to Pointer. Students may also design and plan their own elective – as a theoretical and/or practical course to be approved by the study programme.

Such an elective may also involve studies abroad.

3.3.1 Content within a self-chosen area

Through an elective within a self-chosen area, the student specialises themselves in an area related to digital concept development. In addition, the student learns to gather relevant knowledge in a new area so as to develop academically within a professional environment.

3.3.2 Learning objectives

Knowledge

The student has development-based knowledge of and can understand and reflect on:

- theory, methodology and practice within the chosen area
- the relevance of the chosen area and its connection with other theories and methods within digital concept development

Skills

The student is able to apply methods and tools as well as master the skills relating to:

- a critical approach to learning within the theoretical and technical content of the chosen area
- key theoretical and technical elements within the chosen area in relation to the development of digital concepts

The student is able to assess practice-related and theoretical issues as well as justify and select relevant solution models in relation to:

- the application of the chosen area in relation to value-adding concept development

The student can communicate:

- the incorporation of the area into solutions within digital concept development to stakeholders and partners
- the need for the chosen area and the potential it holds in relation to digital concept development

Competencies

The student is able to handle complex and development-oriented situations with regard to:

- business areas that support value-adding digital concept development

The student is able to independently engage in disciplinary and multidisciplinary collaboration in relation to:

- identification of own learning needs and the structuring of own learning and development in a given professional environment
- implementation of the chosen area in a professional context

3.4 Internationalisation

3.4.1 Content

The international dimension of the study programme is organised in such a way that the student must:

- complete a study-abroad period of at least two working weeks
- participate in an internationalisation programme as an integral part of the study activities at the home institution

3.4.2 Integrated part of the local subject element Elective

Internationalisation is integral to the programme's existing 6th semester learning objectives. As such, the internationalisation dimension is tested in the 6th semester exam.

3.4.3 Placement in the semester

The internationalisation period is scheduled as an elective under the local subject element Elective worth 5 ECTS credits.

Preparatory work prior to the period may be required – e.g. meetings with a travel group, if relevant. It may be necessary to take study programme agreements with partners abroad into account.

3.4.4 Structure

The internationalisation period includes a preparatory phase, the actual period abroad and a follow-up phase.

| Denmark | 1 st week | 2 nd week a | Denmark |
|------------------------------|----------------------------|--|-----------------------|
| Preparatory theory + project | Courses/Analysis/Diagnosis | Courses/Analysis/Solution Debriefing/Reporting/ Presentation of solution | Evaluation/Reflection |

4. Framework and criteria for study programme exams

The following describes the framework and criteria for all study programme exams.

4.1 Automatic registration for all exams

The subject element is completed by way of an exam at the end of the relevant semester. When a student commences a subject element, the student will automatically be registered for the ordinary exam for that subject element.

A student cannot withdraw from study programme exams.

If an exam has not been passed, the student will continue to be registered for that particular exam and must attend a resit. The student has three attempts at passing an exam. If the exam is not passed after three attempts, the student's enrolment on the programme will be terminated.

However, if the student is on leave of absence during the semester in question, they will not automatically be registered for exams. After the end of the student's leave of absence, they will automatically be registered for the exams that complete the semester they begin on their return, as well as for prior exams, if any, that have not been passed.

It is the student's responsibility to stay informed of the time and venue for exams on the study programme's electronic platform.

Please see the current *Examination Regulations*, which are available on UCN's website.

4.2 5th semester: Portfolio exam in Concept development and value creation, User surveys and methods, Project management, Understanding technology as well as Theory of science

4.2.1 Examination prerequisites, including mandatory participation

A student must meet the following prerequisites in order to sit the exam:

- the student must have a portfolio consisting of three submitted assignments which have been identified as the examination basis

-
- the three submissions constitute the student's assignment portfolio based on the semester's project submissions
 - formal requirements for the student's contribution to the three submissions are explicitly stated in the project brief
 - the written elements make up both the assessment basis and the examination basis
 - the synopsis must
 - meet the content requirements stated below, and
 - meet the formal requirements stated below, and
 - be submitted on time, i.e. according to the exam schedule on Canvas

If a student

- fails to fulfil just one (or more) study activities, or
- fails to correctly submit the elements that make up the written part of the examination

it means that they cannot sit the exam and that one exam attempt will have been used.

If a student does not meet all the prerequisites for the examination, the student will have used one exam attempt, leaving them with two remaining attempts to pass the exam.

4.2.2 Examination procedure

The examination is externally assessed according to the 7-point grading scale.

The examination consists of three parts:

- written assignment portfolio
- written synopsis
- oral defence

Synopsis

The synopsis must include:

- specification of the academic challenges and issues that the student wishes to focus on in relation to the submissions and the learning objectives of the semester.
- discussion and reflection on the chosen theory, methodology and literature
- a brief reflection on the student's academic development during the semester and the student's views and wishes in terms of further academic competence development

Formal requirements for the written synopsis

- cover page with title and name
- table of contents

-
- explicit use of sources
 - bibliography (including all sources referenced in the project)
 - the synopsis must not exceed three standard pages

One standard page equals 2,400 characters, including spaces and footnotes. The cover page, table of contents and bibliography do not count as standard pages.

4.2.3 ECTS weight

The examination is worth 30 ECTS credits.

4.2.4 Assessment criteria

The assessment criteria for the examination are the learning objectives for the semester's national subject elements.

The learning objectives are described in the national part of the curriculum.

An individual grade is given based on a holistic assessment of the elements that form part of the examination. i.e. the assignment portfolio, the synopsis and the oral presentation.

4.2.5 Placement in the semester

The examination will take place at the end of the 5th semester. Further information about the time, venue as well as submission of the written part can be found on Pointer.

A student must pass the examination before the end of the 1st year of study in order to continue their studies.

In case of illness, maternity/paternity leave or exceptional circumstances, the study programme may grant exemption to individual students from the deadlines set for passing the exam.

Resit

Resits take place immediately before or at the very beginning of the following semester. The resit is based on the student's improvements to their portfolio and synopsis.

Illness resit

A resit due to illness takes place immediately before or at the very beginning of the following semester.

4.2.6 Examination language

The examination language is English.

4.2.7 Aids

All aids are allowed in the written part. No aids are allowed in the oral part of the examination.

4.3 6th semester: Portfolio exam in Digital marketing as well as local subject elements, including electives

4.3.1 Examination prerequisites, including mandatory participation

Students must meet the following requirements in order to sit the exam:

- the student must have a portfolio consisting of three submissions which have been identified as the examination basis
 - the three submissions constitute the student's assignment portfolio based on the semester's project submissions
 - formal requirements for the student's contribution to the three submissions are explicitly stated in the project brief
- the written elements make up both the assessment basis and the examination basis
- the synopsis must
 - meet the content requirements stated below, and
 - meet the formal requirements stated below, and
 - be submitted on time as per exam plan on Canvas.

If a student

- fails to fulfil just one (or more) study activities, or
- fails to correctly submit the elements that make up the written part of the examination

means that a student cannot sit the exam and that an exam attempt will have been used.

If a student does not meet all the prerequisites for the examination, the student will have used one exam attempt, leaving them with two remaining attempts to pass the exam.

4.3.2 Examination procedure

The examination is externally assessed according to the 7-point grading scale.

The examination consists of three parts:

- written assignment portfolio
- written synopsis
- oral defence

Synopsis

The synopsis must include:

- specification of the academic challenges and issues that the student wishes to focus on in relation to the submissions and the learning objectives for the semester
- discussion and reflection on the chosen theory, methodology and literature
- a brief reflection on the student's academic development during the semester and the student's views and wishes in terms of further academic competence development

Formal requirements for the written synopsis

- cover page with title and name
- table of contents
- explicit use of sources
- bibliography (including all sources referenced in the project)
- the synopsis must not exceed three standard pages in length

One standard page equals 2,400 characters including spaces and footnotes. The cover page, table of contents and bibliography do not count as standard pages.

4.3.3 ECTS weight

The examination is worth 30 ECTS credits.

4.3.4 Assessment criteria

The assessment criteria for the examination are the learning objectives for the national subject element Digital marketing as well as for the chosen electives.

The learning objectives for the national subject elements are found in the national part of the curriculum. The learning objectives for the electives are described above.

An individual grade is given based on a holistic assessment of the elements that form part of the examination. i.e. the assignment portfolio, the synopsis and the oral presentation.

4.3.5 Placement in the semester

The exam will take place at the end of the 6th semester. Further information about the time, venue as well as submission of the written part can be found on Pointer/Canvas.

A student must pass the exam before commencing the final examination in order to continue their studies.

In case of illness, maternity/paternity leave or exceptional circumstances, the study programme may grant exemption from the deadlines set for passing the exam to individual students.

Resit

Resits take place immediately before or at the very beginning of the following semester. The resit is based on the student's improvements to their portfolio and synopsis.

Illness resit

A resit due to illness takes place immediately before or at the very beginning of the following semester.

4.3.6 Examination language

The examination language is English.

4.3.7 Aids

All aids are allowed in the written part. No aids are allowed in the oral part of the examination.

4.4 7th semester: Internship exam

4.4.1 Internship requirements and expectations

During the internship, the student works on academically relevant issues while gaining knowledge about relevant work functions. The relationship between theoretical studies and practice will be the starting point for the student's learning objectives for the internship.

Based on the learning objectives for the internship – refer to the national part of the curriculum – the student and the internship host company together define concrete learning objectives for the student's internship. The student may consult the programme's internship coordinator or their allocated supervisor.

The learning objectives must be in writing and uploaded by the students themselves to their internship portal. These objectives will then guide the planning of the student's work during the internship, including the preparation of the internship report.

The internship period compares to a full-time job with the same requirements in terms of number of working hours, effort, commitment and flexibility that a graduate can expect to meet in their first job.

The internship may be organised in a flexible and personalised manner and may form the basis for the final Bachelor project.

4.4.2 Examination prerequisites

Individual learning objectives must be placed correctly and approved on the student's internship portal. This is the student's own responsibility.

The student must keep a weekly internship journal where they briefly address one or more of the learning objectives for the internship.

The written internship report must meet the formal requirements and be submitted correctly and on time.

If the student does not meet the examination prerequisites and/or the formal requirements, the student will have used an examination attempt. This means that the student has two remaining attempts to pass the exam.

4.4.3 Examination procedure

The exam is an internally assessed, oral examination based on the written internship report and assessed according to the 7-point grading scale. The written internship report and the oral performance are assessed as a whole, leading to a single grade.

The examination is worth 15 ECTS credits.

4.4.4 Formal requirements for the written internship report

- cover page
- title page
- table of contents
- introduction and presentation of the internship
- reflection on the applicable learning objectives
- conclusion/contextualisation (*perspektivering*)
- bibliography
- appendix: enclose the concrete learning objectives for the internship

The internship report must be a minimum of four and a maximum of six standard pages in length. One standard page equals 2,400 characters, including spaces and footnotes. The cover page, table of contents, bibliography and appendix do not count towards the limit. The appendix is not assessed.

The report must be prepared by each student individually.

4.4.5 Assessment criteria

The assessment criteria for the examination are the learning objectives for the internship.

The learning objectives are described in the national part of the curriculum and further detailed during the planning of the internship.

4.4.6 Placement in the semester

The exam will take place in the middle of the 7th semester. Further information about the time, venue as well as submission of the written project report can be found on Pointer/Canvas.

4.4.7 Exam language

The examination language is English.

4.4.8 Aids

All aids are allowed in the written part of the examination. No aids are allowed in the oral part.

4.5 7th semester: Bachelor project

4.5.1 Prerequisites

The exam can only take place when the internship exam as well as all other exams in the study programme have been passed.

4.5.2 Examination procedure

For Bachelor project requirements as well as learning objectives, please refer to the national part of the curriculum.

The written project report, which constitutes both the assessment basis and the examination basis, must

- meet the formal requirements for the final Bachelor project as set out in the national part of the curriculum
- be submitted on time, as per exam schedule on Pointer/Canvas, and uploaded to *UC-Viden*.

Late submission or failure to meet all formal requirements for the written project report, which constitutes the written part of the examination, implies that the student is not allowed to attend the exam and that they have used one exam attempt.

The exam is an externally assessed, oral exam based on the written project report. The written part of the final Bachelor project may be prepared individually or in groups of two or three students at the most.

The examination is worth 15 ECTS credits.

4.5.3 Formal requirements for the written submission

Project report:

- cover page with title and name
- table of contents
- clear structure
- explicit use of sources

-
- bibliography (including all sources referenced in the project)
 - the minimum number of standard pages is put at 80% of the maximum number of standard pages listed in the national part of the curriculum.
 - individual submission: a maximum of 30 standard pages
 - group of two students: a maximum of 45 standard pages
 - group of three students: a maximum of 60 standard pages

One standard page equals 2,400 characters, including spaces and footnotes. The cover page, table of contents and bibliography do not count as standard pages.

Concept description:

- a presentation and visualisation of the value creation to the user and the company
- the presentation must cover the concept as a whole as well as its component parts. In addition to this presentation, a link to a functioning prototype may be included
- there are no requirements as to minimum or maximum number of pages for the concept description

Appendices:

- appendices are to be assembled into one single pdf file
- appendices are not assessed

The written report and the oral performance are assessed as a whole, leading to a single grade. The examination is assessed according to the 7-point grading scale.

4.5.4 Spelling and writing skills

Spelling and writing skills are included in the assessment of the written exam project. Spelling and writing skills may, however, only increase or decrease a student's grade by one grade at the most. The assessment is an overall measure of the academic content as well as the student's spelling and writing skills.

4.5.5 ECTS weight

The examination is worth 15 ECTS credits.

4.5.6 Assessment criteria

The assessment criteria are the learning objectives for the Bachelor project, please refer to the national part of the curriculum.

4.5.7 Placement in the semester

The exam will take place at the end of the 7th and final semester of the study programme. Information about the time and venue for the exam can be found on Pointer.

4.5.8 Exam language

The examination language is English.

4.5.9 Aids

All aids are permitted in the written part of the examination. No aids are permitted in the oral part of the examination.

5. Subject elements that may be completed abroad

Each of the subject elements of the study programme may be completed abroad if a student applies for and is granted pre-approval of credit transfer by the study programme.

Following the end of a pre-approved study-abroad period, the student has a duty to document the subject elements that were completed during the studies abroad. When applying for pre-approval, the student must consent to the educational institution obtaining any required information after the student's completion of the study-abroad period.

On approval of pre-approved credit transfer, the subject element is considered completed if it was passed according to the regulations governing the study programme.

UCN has a wide network of partner institutions abroad, and UCN International can help students who wish to complete part of their study programme abroad. Please contact UCN International for more information. However, please note that a study-abroad period requires a considerable amount of preparation on the part of the student. It is the individual student who is responsible for finding out which subjects are offered etc. at the higher education institution of their choice. UCN International can offer advice and the like but does not go into the detailed planning of a study-abroad period. This is the student's own responsibility.

In the Bachelor's Degree Programme in Digital Concept Development it is recommended that students do the 7th semester abroad while being physically present at UCN for the final Bachelor project's oral exam.

6. Withdrawal from exams

The regulations for withdrawal from exams can be found on www.ucn.dk/english under *Examination regulations*.

7. Applied teaching methods

UCN's approach to learning is called 'Reflective Practice-based Learning'. By *Reflective* we mean that, throughout their studies, students are motivated to develop personal and academic competencies such as the ability to reflect on and assess their own learning outcomes.

During the course of their studies, through systematic feedback processes, studies and contemplation of the profession's current knowledge and practices, students will gain the competencies required to

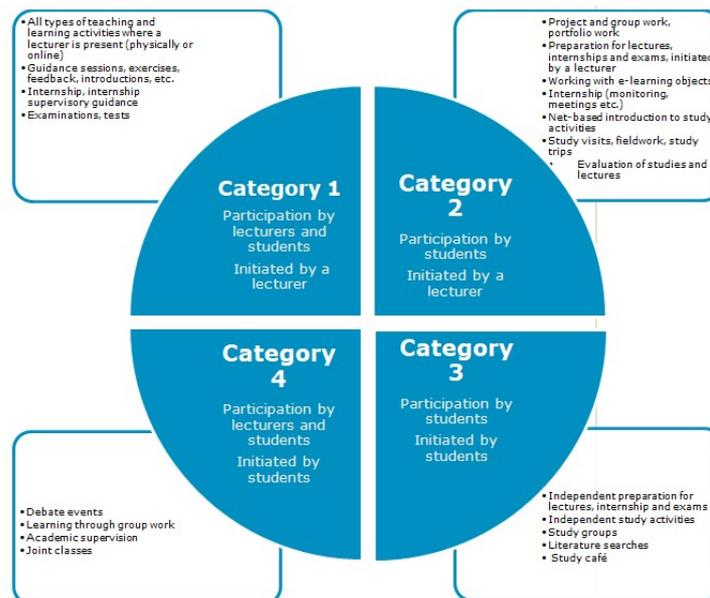
become autonomous, innovative and problem-solving employees in a public or private business. In so doing and as a result of their studies, students will become strongly rooted in the profession/occupation that the study programme targets.

However, learning is not simply the transfer of knowledge from lecturer to student. The starting points for the study programme are that learning takes place *within* the student and *in their relations* with fellow students and lecturers, and that students learn in different ways. As such, the study programme is based on a range of teaching methods. The study activity model shows the different study activities that are brought into play to help students achieve the learning objectives for the programme. It is important to emphasise, however, that the student must take ownership of their own education processes.

The study activity model for the programme is available on www.ucn.dk and each semester, the syllabus specifies which study activities in the study activity model will take centre stage in the semester in question.

According to the Ministry of Higher Education and Science, a student must achieve ‘30 ECTS of learning’ per semester. One ECTS credit requires 27 student hours of work. The syllabus gives an overview of the anticipated workload for the various subject elements/study activities.

The Study Activity Model



As noted, the study programme uses a wide range of teaching and learning methods that – in combination – are intended to support the above and promote the achievement of the learning objectives described in this curriculum. Throughout the study programme, there is clear progression in the teaching and learning methods, from being knowledge-oriented and managed by the lecturer, to being problem-oriented and managed by the participants.

The learning and teaching activities are also based in relevant occupational practice and link together practice and theory: **Practice-based Learning**. Issues and challenges from the various types of businesses within the programme’s subject area will be included in the programme.

The teaching can be organised so that foreign languages are included in the form of teaching materials and in the lectures. In addition, the teaching supports the development of the student's ICT competencies.

8. Compulsory participation and compulsory attendance

The study programme has compulsory attendance at scheduled activities in the 5th and 6th semester and absence is recorded. The requirement for compulsory attendance is based on the notion that learning requires students to be present and actively participating in study activities.

- If a student's rate of absence exceeds 10%, the student will be called in for an interview. In this connection, following an individual assessment, the student may be tasked with further work as a condition for sitting the exam.

In order to achieve the learning objectives/learning outcomes of the study programme and for the associated forms of teaching and learning to work, it is also important to clarify that students are subject to compulsory participation in the shape of

- submission/presentation of assignments/semester examinations/projects etc.

Submission may be a prerequisite for sitting an exam.

Non-compliance with examination prerequisites, e.g. if a written assignment is rejected or fails to comply with formal requirements, implies that the student will have used one exam attempt. Subsequently, the student will only have two attempts remaining to pass the exam.

The study programme will offer help and guidance as early as possible if a student is neglecting their obligations to participate and attend.

8.1 Student counselling

If a student finds it difficult to meet study programme requirements for compulsory participation and attendance, they can contact the programme's student counsellor. Students can also turn to the student counsellor if they have questions about the planning and course of their studies, studies abroad etc. Contact information for the student counsellor can be found on www.ucn.dk/english.

8.2 Lecturers as supervisors

Lecturers on the study programme often act as supervisors to the students when it comes to study activities such as project work.

Supervision is provided because UCN wishes to:

- support the development of a good learning environment
- support social learning processes and constructive collaboration
- support innovation and development
- support study groups to gradually take over the functions of the supervisor at a pace that matches group competencies

Generally, the supervisor will focus on project and learning processes, particularly

1. The content of the project
2. Working methods and processes
3. Group dynamics and processes
4. Learning and metacognition

9. Criteria for the assessment of study activity

A student's enrolment on a study programme will be terminated if the student fails to pass at least one exam over a continuous period of at least one year (non-compliance with study activity requirements).

Periods during which a student does not actively participate in their studies due to leave of absence, maternity or paternity leave, adoption of a child, documented illness or military service are not considered as non-compliance with study activity requirements. On request, the student must provide documentation of such matters.

The study programme may grant exemption from these provisions in exceptional circumstances. An application for exemption must be submitted to the head of studies.

The student will be informed in writing before their enrolment is terminated. In connection with such notification, students will be made aware of the above-mentioned regulations.

10. Credit transfer for subject elements

Credit transfer assessments take place in several contexts.

10.1 Subject elements from the same study programme passed at another educational institution

Passed subject elements are equivalent to corresponding subject elements offered by other educational institutions providing the same study programme.

10.2 Credit transfer assessment (compulsory credit transfer) in connection with application for admission/enrolment on a study programme

When the student has met their duty to disclose information about passed subject elements from another Danish or foreign higher education programme and about any work experience which may be assumed to warrant credit transfer, the study programme will decide whether or not to grant credit transfer in each individual case and on the basis of completed educational components and work experience that compare with subjects, course units or internship elements. The decision whether or not to award credit transfer is based on an academic assessment.

10.3 In the event that a student does not meet their duty to disclose information on admission/enrolment

Twice a year (in July and January, respectively, in connection with the start of studies), any applications submitted by students subsequent to a failure to disclose information about prior education and work

experience on admission/enrolment are assessed to determine whether or not credit transfer should be granted.

This may entail that students will have to wait longer for a credit transfer decision.

It is therefore the student themselves who runs the risk that a credit transfer decision is not made before the examination concerned.

- *IF the student does not sit the exam* and UCN subsequently decides not to grant the credit transfer, the student will have used one exam attempt.
- *IF the student decides to sit the exam before UCN has made a credit transfer decision* and if UCN would have granted the credit transfer, credit transfer will NOT be awarded as the student has decided to sit the exam. In this instance, the grade from the “new” exam will be applicable irrespective of whether the “old” exam grade – which might have resulted in credit transfer had the student applied for it in time – is higher than the “new” exam grade, and irrespective of whether the student failed the “new” exam.

Once the student has decided to sit an exam, this precludes the awarding of any justified credit transfer following the processing of the application.

10.4 Pre-approval of credit transfer and final credit transfer

If a student wishes to obtain credit transfer for a subject element in this curriculum, the student must submit an application for pre-approval of credit transfer prior to leaving UCN for another educational institution in Denmark or abroad.

Pre-approval of credit transfer is carried out by UCN.

When the student has successfully completed the requested subject element, and once the application for final credit transfer with the appropriate documentation has been received, final credit transfer will be granted.

If the student has not completed the requested subject element, the student must sit an exam according to the regulations for said subject element as set out in this curriculum.

For an in-depth description of the regulations, please refer to the current *Examination regulations* on www.ucn.dk/english.

11. Language

Most of the teaching and learning materials in the study programme are in English.

In terms of the national subject elements, most classes and lectures will be in English.

To a large extent, classes, lectures and report writing in the elective educational components will be in English.

All exams are in English.

Students are not required to have any knowledge of foreign languages other than that stipulated in the Ministerial Order on admission to Academy Profession Degree Programmes and Professional Bachelor

Degree Programmes (*Bekendtgørelse om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser*).

11.1 Exam language

Exams must be conducted in intelligible English.

In the event that a student enrolled under the international curriculum has Danish as their mother tongue and has submitted projects in English as part of their assignment portfolio, the individual written hand-ins (project/process reflections and synopsis) as well as the oral exam may be in Danish. The student must apply for exemption from writing the individual hand-ins in English no later than four weeks before the exam is to be held.

12. Resits, including resits due to illness

Regulations on resits, including resits due to illness (illness resit exams) can be found on www.ucn.dk/english under *Examination regulations*.

13. Aids

Regulations on the restricted use of aids, if any, are set out under each individual examination.

14. Special examination arrangements

Students may apply for special examination arrangements if a physical or mental impairment qualifies them to do so. The application must be submitted to the study programme no later than four weeks before the exam is to be held. The application deadline may be waived in case of sudden health-related problems. The application must be accompanied by a medical certificate, a statement from e.g. an institute for speech, hearing, dyslexia or for the blind, or other evidence of the student's health-related condition or relevant specific impairment.

15. Academic misconduct during exams

When submitting written exam answers, the examinee must confirm by means of their signature that the answers were prepared without undue help.

15.1 Use of own work and the work of others – plagiarism

Regulations on the use of own work and the work of others – plagiarism – can be found on www.ucn.dk/english under Examination regulations.

15.2 Disciplinary actions in the event of academic misconduct and disruptive behaviour during exams

Regulations on disciplinary actions in the event of academic misconduct and disruptive behaviour during exams can be found on www.ucn.dk/english under *Examination regulations*.

16. Complaints about exams and appeal against decisions

Regulations on complaints about exams and appeals against decisions can be found on www.ucn.dk/english under *Examination regulations*.

17. Exemption

In the case of exceptional circumstances, the educational institution may grant exemption from the regulations in this institutional part of the curriculum, which have been laid down by each educational institution individually. The educational institutions co-operate on a uniform exemption practice.

18. Commencement and transitional schemes

This institutional part of the curriculum is valid from 1 August 2018 and applies to all students who enrol on the programme as of that date.

The curriculum of 2017 will be repealed as of 31 July 2018. This, however, does not apply to examinations that have commenced before the date of repeal.