

Bachelor's Degree Programme  
**SPORT MANAGEMENT**  
Curriculum

**2018-2020**

Institutional section



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*Subject to errors and omissions*

## 2 Order of examinations by semesters

Overview of all exams and their order<sup>1</sup>

Exam	90 ECTS credits distributed across exams	Assessment	Form of examination
1. 5 <sup>th</sup> -semester exam	30	7-point grading scale	Internally assessed
2. 6 <sup>th</sup> -semester exam	25	7-point grading scale	Externally assessed
3. Elective element exam	5	7-point grading scale	Internally assessed
4. Internship exam	15	7-point grading scale	Internally assessed
5. Final exam project	15	7-point grading scale	Externally assessed

**Information about the time and venue for examinations can be found in the Academic calendar and in Wiseflow**

**The programme has a duty to participate and duty to attend on 5.th and 6. th semester. Non-compliance with the duty to attend is a prerequisite for participating in the different exams. See section 11.**

## 3 5<sup>th</sup>-semester exam – Sport industry, Sport economics 1, Sport and event management 1, Sport marketing 1 and Theory and methods

### Examination participation prerequisites

- Compulsory participation in an individual start-up talk with the semester/team coordinator
- The 1<sup>st</sup> learning activity<sup>2</sup> (duty to participate) must be achieved before submitting the written assignment for the 5<sup>th</sup>-semester exam
- The 1<sup>st</sup> learning activity forms part of the overall assessment together with the exam, which concludes the 5<sup>th</sup> semester. The learning activity must be passed with at least the grade 02, and this grade weights one third of the overall grade for the 5<sup>th</sup> semester
- The 1<sup>st</sup> learning activity is an oral internally assessed exam based on an interdisciplinary written report. The report is written in groups of at least three and no more than five students. An exemption to write individually may be granted. The oral exam is a group exam with a duration of 45 minutes per group, including time for deliberations

<sup>1</sup> Information about timeschedule can be found in the Academic calendar

<sup>2</sup> Information on learning activities as well as release and submission information can be found in the Academic calendar and in Wiseflow.

- The written part, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar
- Incorrect submission of the written paper, which constitutes the written part of the exam means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt
- The report may not exceed 20 standard pages per group. The paper must make up at least 75 % of the maximum number of pages. Individual papers may not exceed 12 standard pages. A standard page is 2,400 characters, including spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed

### **Learning outcomes for the learning activity:**

#### **Knowledge:**

The students should have acquired knowledge of:

- And be able to independently use specific methods in illustrating various problems and issues within sport management
- What the concept of sport marketing covers as well as the activities that can be included in sport marketing
- Special strategic, organisational and managerial conditions within the sport, event and leisure sector
- Connections between sport, event and developments of society

#### **Skills:**

The students should be able to:

- Work methodically with professional issues in connection with writing projects and reports
- Apply theory and knowledge about behaviour from consumers, fans and other stakeholders in relation to sport marketing
- Use different perspectives, theories and models to illustrate a sport enterprise's strategic and organisational issues and development potential
- Assess theoretical and practice-related problems and issues based on knowledge of the industry from a macro perspective in order to be able to argue for selected actions and solutions

#### **Competences:**

The students should be able to:

- Convert methods into analysis of practice-related issues within sport management
- Independently create a competent basis for decision within sport marketing activities based on competences within stakeholder management, consumer and fan relations, and concept and product development within the sport and experience industry
- Independently identify strategic and organisational challenges and development initiatives within the sport, event and leisure industry

- Independently use and establish knowledge of relevant stakeholders within the sport, event and leisure industry

### **About the 5th-semester exam**

One internally assessed oral exam based on a written report in the 5<sup>th</sup> semester (see overview of exams in the above table).

At the end of the 5<sup>th</sup> semester, there will be one internally assessed oral exam based on an interdisciplinary written report. The written report must integrate aspects of the 5<sup>th</sup>-semester course units.

### **Formal requirements for the written report**

The report may not exceed 15 standard pages per student. The report must make up at least 75 % of the maximum number of pages. A standard page is 2,400 characters, including spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

### **Assessment criteria**

The assessment criteria for the exam are the same as the learning outcomes for the compulsory 5<sup>th</sup>-semester educational components.

The learning outcomes are described in the national section of this Curriculum.

### **Examination procedure**

The examination is an internally assessed oral examination based on a written individual report. The exam is graded according to the 7-point grading scale. The written report constitutes the assessment as well as the examination basis. One overall grade will be given based on an overall assessment of the exam.

The exam is an individual exam. The oral exam has a duration of 30 minutes per student, including time for deliberations.

The overall grade for the 5<sup>th</sup> semester will be made up of the grade for the 1<sup>st</sup> learning activity, which weights one third, and the grade for the 5<sup>th</sup> -semester exam, which weights two thirds.

### **Weight**

30 ECTS

### **Scheduled time**

The exam takes place at the end of the 5<sup>th</sup> semester. Information about time and venue can be found in the Academic calendar.

### **Examination language**

English

## **4 6<sup>th</sup>-semester exam – Sport economics 2, Sport and event management 2, Sport marketing 2 and Sport law**

### **Examination participation prerequisites**

- Participation in an individual follow-up talk with the semester/team coordinator
- The 2<sup>nd</sup> learning activity<sup>3</sup> (duty to participate) must be achieved before submitting the written assignment for the 6<sup>th</sup>-semester exam
- The 2<sup>nd</sup> learning activity is an oral internally assessed exam based on an interdisciplinary report. The report is to be written in groups of at least three and no more than five students. An exemption to write individually may be granted. The oral exam is a group exam with a duration of 30 minutes per group, including time for deliberations
- The 2<sup>nd</sup> learning activity must be passed with a minimum of the grade 02, and this grade forms part of the overall assessment of the 6<sup>th</sup> semester and weights one third
- The written part, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar
- The report may not exceed four standard pages per group. The paper must make up at least 75 % of the maximum number of pages. A standard page is 2,400 characters, including spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed
- Non-compliance with the requirements of the formal written report, which constitutes the written part of the exam, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt

### **Learning outcomes for the learning activity:**

#### **Knowledge:**

The students should have acquired knowledge of:

- New business methods and business development within sport marketing
- Management concept and tools related to the sport, event and leisure industry

#### **Skills:**

The students should be able to:

- Apply theory and knowledge in relation to sports branding with a view to creating added value in brand development and brand management within sport marketing
- Convey and argue for new development initiatives to various stakeholders within the sport, event and leisure sector

#### **Competences:**

The students should be able to:

- Independently assess how events can be integrated as an active part of the sport marketing process

<sup>3</sup> Information on learning activities as well as release and submission information can be found in the Academic calendar and in Wiseflow.

- Independently handle managerial challenges so that development and operations in the sport enterprise go hand in hand in an efficient and appropriate way

### **About the 6th-semester exam**

One externally assessed oral exam based on an interdisciplinary written report

At the end of the 6<sup>th</sup> semester, there will be one externally assessed oral exam based on an interdisciplinary written report on the overall theme of the 5<sup>th</sup> and 6<sup>th</sup> semester, respectively. The written report must integrate aspects of the 5<sup>th</sup>- and 6<sup>th</sup>-semester course units.

### **Formal written project requirements**

The report may be written individually or in groups of up to three students. The written project may not exceed 20 standard pages per student and no more than 60 standard pages for groups. The paper must make up at least 75 % of the maximum number of pages.

A standard page is 2,400 characters, including spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

### **Assessment criteria**

The assessment criteria for the exam are the same as the learning outcomes for the compulsory 6<sup>th</sup>-semester educational components.

The learning outcomes are described in the national section of this Curriculum.

### **Examination procedure**

The oral exam has a duration of 30 minutes per student, including time for deliberations.

The examination is an externally assessed oral examination based on a written individual or group report. The exam is graded according to the 7-point grading scale. The exam is an individually assessed exam. The written report constitutes the assessment as well as the examination basis. One overall grade will be given based on an overall assessment of the exam.

The overall grade for the 6<sup>th</sup> semester will be made up of the grade for the 2<sup>nd</sup> learning activity, which weights one third, and the grade for the 6<sup>th</sup>-semester exam, which weights two thirds.

### **Weight**

25 ECTS.

### **Scheduled time**

The examination will take place at the end of the 6<sup>th</sup> semester. Information about time and venue can be found in the Academic calendar

### **Examination language**

English

## 5 Examination in elective educational element – Sport Governance

### Examination participation prerequisites

- The written part, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar
- Non-compliance with the requirements of the formal written report, which constitutes the written part of the exam, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

### Elective component exam

At the end of the 6<sup>th</sup> semester, there will be one internally assessed oral exam based on an interdisciplinary written report.

### Formal written project requirements

The report may not exceed 10 standard pages per group. The report must make up at least 75 % of the maximum number of pages.

The report is to be written in groups of at least three and no more than six students. An exemption to write individually may be granted. A standard page is 2,400 characters, including spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

### Assessment criteria

The assessment criteria for the exam are the same as the learning outcomes for the elective educational component.

The learning outcomes are described in the national section of this Curriculum.

### Examination procedure

The elective component is held as an action-learning project within Sport/Event Governance. The students participate in the action-learning project in the course of a whole week<sup>4</sup>. The students conclude the action-learning project with an oral defence of a written report.

The students prepare the report in groups. One overall grade will be given for the written report and the oral performance based on an overall assessment.

The exam is an internally assessed oral group exam graded according to the 7-point grading scale. The oral exam has a duration of 45 minutes per student, including time for deliberations.

### Weight

5 ECTS credits.

### Scheduled time

The examination will take place in the middle/end of the 6<sup>th</sup> semester<sup>5</sup>.

### Examination language

English

<sup>4</sup> See activity plan for exact date/week

<sup>5</sup> Further information about time and venue can be found in the Academic calendar and in Wiseflow.

## 6 Internship exam

### **Internship requirements and expectations**

During the internship period, the student works with specific challenges in a self-chosen organisation and thereby creates knowledge about existing relevant work areas within the industry. The connection between theory from the different classes and the utilisation of these in practice is the main goal of the student's internship period as a part of the education.

Information about the internship process and activities during the internship period can be found in a the "internship guide", which therefore functions as a further description of the following information

Based on the learning outcomes for the internship, cf. the national section of this Curriculum, the students and the supervisors/contact persons will collaborate on setting the specific learning goals for the internship. The student will write these leaning on the online internship portal (Internship Portal of the University Colleges). These learning goals will be the foundation for planning the student's work during the internship.

The internship should be likened to a fulltime job with the same requirements for working hours, effort, commitment and flexibility that Sport Management graduates can expect to meet in their first jobs.

An internship exam will be held based on the internship project prepared in the course of the internship.

The internship period can be planned in a flexible and in different ways and it can form the basis for the final bachelor project, which is written after the internship period.

The duration of the internship is 3 months.

### **Formal exam requirements**

The student is first and foremost required to write weekly posts in his/her diary which is found on the online internship portal. These posts can be about working tasks, activities etc. and the reflections the student has on these.

Furthermore, the student is required to make a monthly evaluation of the internship, which is also done on the online internship portal. At the end of the internship period, the student also makes a final evaluation of the entire internship period.

The function of the online internship diary is that it should contain a detailed description of the work areas and challenges that the student meets during the internship. Furthermore, the student should include information about how he/she uses the theoretical knowledge from the education in the daily work and reflections on this work in relation to his/her professional personal development. Last but not least, the diary should be used as a type of logbook, where the student can write his/her observations or other types of primary data, which later can be used for the bachelor project.

Another requirement is that the student should arrange a mandatory meeting (third party meeting) where him/her, the contact person from the internship organisation and the internship supervisor from UCN participate. This can either be done face-to-face or on Skype, depending on where the internship organisation is located.

Therefore, weekly posts in the diary, monthly plus final evaluations, and the “third party meeting” are all requirements that the student has to meet, to be able to participate in the internship exam. If the student does not meet these requirements he/she will have used an attempt on this exam.

### **The oral exam**

At the end of the internship period, the student will participate in an oral exam. The content of the internship diary, the monthly and final evaluations, plus the related reflections to these will be the main foundation for this exam.

The exam is an internally assessed according to the 7-point grading scale.

The examination is worth 15 ECTS credits.

### **Assessment criteria**

The assessment criteria for the exam are the same as the learning outcomes for the internship. The learning outcomes are described in the national section of this Curriculum

The duration of the oral exam is 20 minutes, including time for deliberation.

### **Scheduled time**

The examination will take place in the middle/end of the 7<sup>th</sup> semester. Further information can be found in the academic calendar on Canvas

### **Examination language**

English

## **7 Final exam project**

### **Objective**

The objective of the final exam project is for students to demonstrate that they can combine theoretical, practical and development-oriented elements and that they can convey this based on a solid methodical foundation (academically and practically). The final exam project must be based on a practical issue and may be made in cooperation with a company/organisation.

### **Formal requirements**

The written paper, which constitutes assessment as well as examination basis, must comply with the formal requirements, cf. below, and must be submitted in due time, cf. the Academic calendar.

Non-performance of one or more study activities or incorrect submission of the written paper, which is regarded as the written part of the examination in question, means that the students will not be allowed to sit the examination, and that they will be regarded as having used an examination attempt.

### **Content**

The problem statement for the final exam project must be prepared and formulated by the students and as far as possible in collaboration with a company/organisation. The problem statement of the final exam project must be approved by the supervisor.

The final exam project may be prepared individually or by two or three students together.

**The final exam project may not exceed:**

- 1 student: 100,000 characters
- 2 students: 150,000 characters
- 3 students: 200,000 characters

The minimum number of characters is 75 % of the above.

A standard page includes 2,400 characters with spaces and footnotes. The character count is exclusive of cover page, table of contents, reference list and appendices. Appendices will not be assessed.

Please see the national section of this Curriculum for the Sport Management programme learning objectives for the final exam project.

**Examination procedure**

The exam will not take place until the students have passed the final internship exam as well as the other exams of the programme. Based on the written project, students will be examined individually at an oral exam of 45 minutes' duration, including time for deliberations. The assessment will be external.

One overall grade is given for the individual project or group project and the oral performance based on an overall assessment.

**Weight**

15 ECTS credits.

**Assessment criteria**

The assessment criteria for the exam are the same as the learning outcomes for the final exam project, cf. the national section of this Curriculum.

**Scheduled time**

The exam will take place at the end of the 7<sup>th</sup> semester. Information about time and place for each exam can be found in the Academic calendar and in Wiseflow.

**Examination language**

English

## **8 Educational components that may take place abroad**

Each of the educational components of the study programme may take place abroad, if the students apply for and are granted pre-approval of credit transfer by the study programme.

Upon pre-approval of a study abroad period the students must, after conclusion of their study abroad, document the completed educational components of the approved study abroad. In connection with the pre-approval the students must give their consent to the institution obtaining the necessary information following completed study abroad.

For the final approval of pre-approved credit transfer, the educational component is considered completed if it is passed in accordance with the regulations applying to the study programme.

## **9 Learning and teaching forms**

In the programme we use a wide range of learning and teaching methods that combined support the students in achieving the learning outcomes described in the national as well as the institutional sections of this Curriculum.

The learning and teaching forms are based on *Reflective Practice-Based Learning* – UCN's common learning and teaching approach (Canvas). Reflective Practice-Based Learning is based on the assumption that the ability to reflect on practice and discipline-specific knowledge is a prerequisite for participating in developing the profession. Reflection takes place individually as well as in groups. The learning and teaching approach is based on a close connection between discipline-specific, practical, social and personal acquisition of knowledge, skills and competences. The learning and teaching approach prepares UCN's graduates for acquiring new knowledge, skills and competences to qualify and develop practice.

The overall tuition methods are dialogue-based class teaching, assignment work and project work in groups. However, the programme also features a lot of self-studying, individual assignments and projects, presentations in groups and to the whole class, interdisciplinary theme activities and much more.

A personality profile ("*Insights*") is drawn up for all new students to promote their understanding of and reflection on the development of their personal and social competences. This profile is for instance used for discussions of group processes and forms of collaboration as well as personal learning styles.

Furthermore, we offer different activities that may help promote learning in the individual, such as individual guidance and coaching. The tuition focuses on supporting the development of the skills and competences of the profession.

## **10 Credit transfer for the elective educational components**

Credit is granted for passed elective educational components that are equivalent to the similar educational components at other educational institutions that offer this study programme as well as in other programmes.

Pre-approved credit transfer can be applied for, if credit is requested for educational components not offered by the programme.

## **11 Duty to participate and attend**

The programme has a duty to attend, and absenteeism is registered. There is a duty to attend because learning requires attendance and active participation in the study activities.

Compliance is a prerequisite for attending the different exams in the programme – see more about registration of absenteeism on canvas.

Non-compliance with the duty to participate/the attendance prerequisite means that the students have used an exam attempt.

In cases of non-compliance the student have to handle in an replacement assignment, that matches the level of absenteeism. The programme evaluates wheter the replacement assignment is in accordance with the requirements before the student can attend the exams.

The replacement assigment can be either written, verbal and/or practical with the purpose of securing that the learningsgoals for the semester is fulfilled. The programme issues all requirements for the replacement assigment as well as the handling-in date.

The student will recieve information wheter the replacement assignment meet the requirements, but will not recieve any feedback. Non-compliance with the hansling in deadline an formal requirements, means taht the student have used an exam attempt.

The study programme intervenes with help and guidance as early as possible, if students fail to attend the tuition or to live up to their duty to participate.

## **12 Criteria for assessing study activity**

Registration will be terminated for students who have not passed at least one exam for a continuous period of at least one year (non-compliance with the study activity requirements).

Periods in which the students have not participated actively in studies due to leave of absence, maternity or paternity leave, adoption of a child, verified illness or military service do not count against the period of 12 months required for participating actively in studies. On request, the students must provide documentation of such matters.

The study programme may ignore these stipulations in exceptional circumstances. The application for exemption should be submitted to the programme director.

Before registration is terminated, the individual students will be notified in writing. In connection with such notification, the students will be made aware of the above rules. The letter to the students must state that they have 14 days to document that periods in which they did not participate actively in studies should not count in; together with a deadline for making an appeal for exemption.

If the students have not responded within the fixed deadline, their registration as students will be terminated.

### **13 Language**

The teaching materials are in English, and the lessons are taught in English.

The students' English skills must meet the requirements of the Admission Order. Students are not required to have any knowledge of foreign languages other than that stated in the Admission Order.

#### **Examination language**

The examination language is English.

### **14 Illness resit examinations and resit examinations**

The rules on resit and illness resit exams are found here: [www.ucn.dk/english/about-ucn](http://www.ucn.dk/english/about-ucn), Examination Regulations.

### **15 Study aids**

Any rules governing restriction of the use of study aids will appear from the description of the individual examination.

### **16 Special examination arrangements**

Students may apply for special examination conditions if their medical condition or relevant specific disabilities qualify them to do so. The application must be submitted to the programme not later than four weeks before the examination is to be held. The application deadline may be disregarded in cases of sudden health-related problems. The application is to be accompanied by a medical certificate; a statement from e.g. a speech, hearing, dyslexia or blind institute; or other evidence of health conditions or a relevant specific disability.

### **17 Academic misconduct at examinations**

On submission of a written examination assignment, the students must confirm by signature<sup>6</sup> that the assignment was prepared without undue help.

#### **Use of own work and that of others – plagiarism**

The rules on the use of own work and that of others – plagiarism are found here: [www.ucn.dk/english/about-ucn](http://www.ucn.dk/english/about-ucn), Examination Regulations.

<sup>6</sup> Takes place automatically through our digital examination platform WISEflow.

## **18 Complaints about examinations and appeals against decisions<sup>7</sup>**

The rules on complaints about examinations and appeals against decisions are found here: [www.ucn.dk/english/about-ucn](http://www.ucn.dk/english/about-ucn), Examination Regulations.

## **19 Exemption**

The institution may grant exemption from the rules in this institutional section of the curriculum that are laid down solely by the institutions<sup>8</sup>, when found substantiated in exceptional circumstances. The institutions cooperate on a uniform exemption practice.

## **20 Selection criteria**

If there due to limited capacity is no possibility in admitting all applicants to the programme, the following selection criterias will be used: (not prioritized):

- Grades achieved in economics and the student's final degree project
- Letter of motivation explaining the student's reasons for applying
- Work experience relevant to the study programme
- Period(s) spent abroad relevant to the study programme (job, internship or studies abroad)

Applicant may be asked to participate in a conversation before inrolement.

## **21 Legal basis of the study programme**

The Sport Management bachelor's degree programme, cf. Ministerial Order no. 1032 of 3 November 2009, follows the below regulatory basis.

- Ministerial Order no. 1047 of 30<sup>th</sup> June 2016 on academy profession degree programmes and professional bachelor's degree programmes
- The Danish Act on academy profession programmes and professional bachelor programmes, Consolidated act no. 1147 of 23 October 2014, as well as subsequent amendments to the regulation

7 See section 10 of the Examination Order: 10: <https://www.retsinformation.dk/Forms/R0710.aspx?id=160839>

8 This means that the individual institution cannot deviate from rules that stem from the orders, such as the rule that the work placement examination must be graded according to the 7-point grading scale, or that all examinations must be passed before the students may sit an examination in the final examination project.

- Ministerial Order no. 1046 of 30 June 2016 on examinations in Professionally Oriented Higher Education Programmes (the Exam order)
- Ministerial Order no. 86 of 26 January 2016 on admission to academy profession degree programmes and professional bachelor's degree programmes (the Admission Order) as well as subsequent amendments to the regulation.
- Ministerial Order no. 114 of 3 February 2015 on the grading scale and other forms of assessment in the area of the Ministry of Higher Education and Science (the Grading Scale Order)
- Ministerial Order no. 852 of 3<sup>rd</sup> July 2015 on accreditation and approval of academy profession degree programmes and professional bachelor's degree programmes (the Accreditation Order) as well as subsequent amendments to the regulation.

The above regulations are some of the most important orders to be familiar with as students; however the list is not exhaustive. Other laws and orders may be relevant ([www.retsinfo.dk](http://www.retsinfo.dk) (in Danish)).

## **22 Effective date and transition provisions**

This institutional section of the curriculum enters into force on 1 September 2018 with effect for all students who are and will be enrolled in the programme and for all examinations commenced on said date or thereafter.

The curriculum (national and institutional in the same curriculum) from September 2016 still applies to students enrolled in this programme. The curriculum is repealed upon graduation of the last student enrolled in the programme; not later than 30 June 2019, however.