

Curriculum

**AP Degree Programme in
Commerce Management**

August 2020



Ulla Skaarup, rector

The curriculums of Zealand are divided in a national part and a local (institutional) part. In addition, some curriculums are supplemented with an elective course catalogue. All parts are to be found below.

The local part of the curriculum is stipulated by the individual institution. The national part of the curriculum is adopted by the programme's educational network, and the institutions listed below – each of them offers the study programme – have been involved in the preparation of this curriculum:

Business Academy Dania
Zealand Academy of Technologies and Business
University College Lillebælt
Copenhagen Business Academy

In addition to the curriculums, all study programmes have an educational appendix attached, which is part of the primary ministerial order on technical and mercantile academy profession programmes and professional bachelor programmes (Danish title: Hovedbekendtgørelsen om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser), see www.retsinfo.dk.

Curriculum
For AP Degree in Commerce Management

Applicable as per 1.August 2020

Contents

1. The learning outcome goals of the study programme.....	3
2. National academic elements.....	3
2.1. Internal and external affairs of the company.....	3
2.2. Trade processes of the company	4
2.3. Tests and exams in the national academic elements	5
3. Internship	6
4. Requirements for the final exam project.....	7
5. Credit transfer rules.....	7
6. Commencement and transitional agreement	8

This national part of the curriculum for the AP Degree in Commerce Management was issued in accordance with clause 21, sub-clause 1 in the ministerial order on technical and mercantile academy profession programmes and professional bachelor programmes. This curriculum is supplemented by the institutional part of the curriculum, adopted by the individual institutions offering the study programme.

The national part is prepared by the academic network for the Commerce Management programme and approved by the institutions of all providers

1. The learning outcome goals of the study programme

Knowledge

The AP Graduate in Commerce Management will gain:

- Development-based knowledge of the company's internal and external situation, including the importance of the company's financial position.
- Knowledge of the company's logistic situation.
- An understanding of the company's strategic, tactical, and operational opportunities as regards purchasing, sales, and marketing.

Skills

The AP Graduate in Commerce Management will be able to:

- Apply central theories and models as regards purchasing, logistics, sales, and marketing as well as to assess the company's strategies as regards global, national, or digital markets.
- Collect, interpret, and apply data as a basis for decision and subsequently prepare market analyses and action plans.
- Coordinate and perform communicative tasks for a physical and digital market.
- Assess and communicate practice-oriented issues and suggested solutions as regards the company's trade activities

Competencies

The AP Graduate in Commerce Management will be able to:

- Manage all the company's processes as regards trade in global, national, or digital markets.
- Participate in the company's professional and cross-disciplinary collaborations, internally and externally.
- Gain new knowledge, skills, and competencies in relation to the company's trade activities in a structured context.

2. National academic elements

The study programme consists of 2 national academic elements, which each represent 25 ECTS and is organised with national academic elements of a total of 50 ECTS and local academic elements of a total of 10 ECTS, please see section 1.2

2.1. Internal and external affairs of the company

The subject area contains the internal and external affairs of the company with a view to develop the company's strategic position. This includes a focus on analysing new trends from markets and society as well as analysing the company's financial resources and organisational conditions.

Learning objectives for Internal and external affairs of the company

Knowledge

The student will gain:

- Development-based knowledge of different subject areas within strategy, management, and communication.
- Knowledge of financial statement elements, financial management, and the budget process.
- Development-based knowledge of corporate structure and culture.
- An understanding of how societal factors affect the company.
- Knowledge of different ways of communication.

Skills

The student will be able to:

- Conduct financial analysis of a company.
- Assess the company's interaction with the outside world.
- Conduct internal and external analysis as well as to set up and select options.
- Assess management- and collaboration-related issues.
- Communicate practice-oriented issues and options to business partners and users.

Competencies

The student will be able to:

- Contribute to the company's operations and development and manage development-based processes.
- Participate in a cross-disciplinary collaboration in a company with a view to prepare strategic analysis and basis for decision.
- Gain new knowledge, skills, and competencies in relation to the company's strategic position and options.

Scope of ECTS

The academic element Internal and external affairs of the company counts for 25 ECTS.

2.2. Trade processes of the company

The subject area covers the company's logistic situation – from purchase to end-user, including optimisation and development of the total purchasing experience. The total purchasing experience is viewed from a physical and digital perspective, in global and national markets. Focus is on how technologies for sales, marketing, and supply chain management can support the company's processes. Moreover, focus is on systematic collection, interpretation, and application of data.

Learning objectives for Trade processes of the company

Knowledge

The student will gain:

- Knowledge of the purchasing steps.
- Knowledge of different types of sales.
- Knowledge of suppliers and customer segmentation.
- An understanding of the connection between sales, production, logistics, and purchasing as well as target group selection.

Skills

The student will be able to:

- Design and communicate the purchasing experience as well as communicate options to business partners and users.
- Apply technologies supporting the company's processes.
- Assess issues in the company's entire value chain.
- Prepare and implement marketing plans.

Competencies

The student will be able to:

- Collect and manage data as a basis for decision and prepare action plans.
- Gain new knowledge, skills, and competencies as regards optimisation of the company's strategic logistic position from purchase to end-user, in a structured context.

Scope of ECTS

The academic element Trade processes of the company counts for 25 ECTS.

2.3. Tests and exams in the national academic elements

The national academic elements during the 1st year of studies count for 50 ECTS, all included in the first year test. The first year test consists of 2 tests. The first test will be held during the 1st semester and the second test during the 2nd semester.

Moreover, one test is held during the final exam project. For tests during the internship, please see section 3.

For a total overview of all tests during the study programme, we refer to the institutional part of the curriculum.

3. Internship

Learning objectives for the internship during the programme

Knowledge

The student will gain:

- Knowledge of the internship company and its stakeholders at an in-depth level, including relevant social conditions.
- Knowledge of methods and theories that are relevant to complete practical tasks in the internship company.

Skills

The student will be able to:

- Document its professional and personal development during the internship.
- Independently analyse and assess issues in the internship company.
- Prepare suggested solutions for the internship company by applying central methods and tools.
- Communicate with and to colleagues, customers, and other stakeholders with a professional approach.

Competencies

The student will be able to:

- Gain new knowledge, skills, and competencies in relation to the internship company in a structured context.
- Manage and deal with the application of theories and methods in relation to the practice.
- Develop its professional and personal role as regards specific tasks in the internship company and participate in professional and cross-disciplinary collaborations.

Scope of ECTS

The internship counts for 45 ECTS.

Tests

The internship is completed with a test described in the institutional part of the curriculum.

4. Requirements for the final exam project

The learning objectives for the final exam project is identical to the learning objectives of the study programme, described above under section 1.

The final exam project must document the student's understanding of the practice and central applied theories and methods as regards a practice-oriented issue, based on a specific assignment within the academic area. The issue must be essential for the study programme and the profession and formulated by the student, possibly in collaboration with a private or public company. The institution must approve the issue.

The test of the final exam project

The exam project completes the study programme in the last semester when all previous tests have been passed.

Scope of ECTS

The final exam project counts for 15 ECTS.

Exam form

The test is held as an oral exam based on a project with an external examiner. A total individual grade is given according to the 7-point grading scale for the written project and the oral presentation.

5. Credit transfer rules

Passed academic elements are equivalent to the corresponding academic elements at other educational institutions offering the study programme.

The student is obliged to inform of any completed academic elements from another Danish or foreign higher education programme and occupation that can be considered as credit-awarding.

In each individual case, the educational institution must approve the awarding of credits on the basis of completed academic elements and occupation that meet the requirements as regards subjects, programme and internship parts.

The decision is based on a professional evaluation.

With the preliminary approval of a study visit in Denmark or abroad, the student must – after the completion of the study visit – document the academic elements completed during the approved study visit.

In connection with the preliminary approval, the student must give the institution its consent to collect necessary information after the completion of the study visit.

With the approval in accordance with the rules stated above, the academic element is considered as completed if it was passed in accordance with the rules for the study programme in question.

6. Commencement and transitional agreement

The national part of the curriculum enters into force on 1 August 2020 and is effective for all students commencing the study programme after this date.

Students who commenced the study programme before 1 August 2020 complete the programme in accordance with the curriculum under which they were enrolled.

CURRICULUM
for
**AP Degree Programme in
Commerce Management**

Local part - Zealand Academy of Technologies and Business

Applicable as per August 2020

Contents

1. The legal framework of the curriculum	3
2. Admission to the study programme	3
3. The structure of the study programme	3
4. National and local programme elements	5
4.1. National programme elements	5
4.1.1. Strategy and business development (5 ECTS)	5
4.1.2. Leadership and organisation (5 ECTS)	6
4.1.3. Communication (5 ECTS)	6
4.1.4. Finance (10 ECTS)	7
4.1.5. Procurement and logistics (10 ECTS)	7
4.1.6. Sales and marketing (10 ECTS)	8
4.1.7. International trade and cultural studies (5 ECTS)	9
4.2. Local programme elements	9
4.2.1. Elective course 1	9
4.2.2. Elective course 2	9
5. Internship and rules for completion	10
6. Teaching and work methods	10
6.1. Reading texts in foreign languages	11
6.2. Differentiated teaching	11
7. Internationalisation	11
7.1. Studying abroad	11
7.2. Agreements with international educational institutions on parallel courses	12
8. Test and exams of the study programme	12
8.1. Description of the tests	12
8.1.1. Initial assessment test	12
8.1.2. The first year test	13
8.1.3. The 1 st semester test	13
8.1.4. Cross-disciplinary test	13
8.1.5. Specialty course test/Elective course test	14
8.1.6. Internship exam	15
8.2. Final exam project	16
8.2.1. Requirements for the final exam project	16
8.2.2. The importance of formulating capacity and spelling skills for the assessment	16
8.3. Examination language	16
8.4. Special test conditions	16
8.5. Re-examination	17
8.5.1. Re-examination due to illness or another documented reason	17
8.5.2. Re-examination due to failed examinations	17
8.6. Cheating at exams	17
8.6.1. Use of own work and that of others (plagiarism)	17
8.6.2. The process of clarification of examination cheating, including plagiarism	18
8.6.3. Disciplinary measures in case of examination cheating and distracting behaviour	18
8.6.4. Complaints about sanctions regarding cheating, plagiarism, or distractive behaviour during the examination	18
9. Other rules for the study programme	19
9.1. Credit transfer	19
9.1.1. Credit transfer agreements for subject elements covered by the local part of the curriculum	19
9.2 Termination of enrolment	19
9.3. Complaints in general	20

9.3.1. Complaints about the scope of the examination etc., examination procedure and assessment	20
9.3.2. Appeal	21
9.3.3. Complaints about legal matters	22
9.4. Exemption rules.....	22
10. Economy.....	22
11. Effective date and transitional provisions	22

1. The legal framework of the curriculum

The programme is governed by the following acts and orders

- Executive Order no. 786 of 8 August 2019: Executive Order on the Act on Academies of Professional Higher Education
- Executive Order no. 1343 of 10 December 2019: Executive Order on the Act on Academy Profession and Professional Bachelor Degree Programmes (the LEP Act)
- Executive Order no. 15 of 9 January 2020: Executive Order on Academy Profession and Professional Bachelor Degree Programmes (the LEP Order)
- Executive Order no. 18 of 9 January 2020: Executive Order on Tests and Exams in Vocational Further Education Programmes (the Examination Order)
- Executive Order no. 152 of 27 February 2020: Executive Order on Admission to Academy Profession and Professional Bachelor Degree Programmes
- Executive Order no. 114 of 3 February 2015: Executive Order on Grading Scale and Other Forms of Assessment
- Executive Order no. 1162 of 10 July 2020: Executive Order on Admission to Technical and Vocational Academy Profession and Professional Bachelor Degree Programmes

There may be amendments to the acts and ministerial orders stated above. The current legislation is available in Danish on www.retsinfo.dk.

2. Admission to the study programme

Admission to the study programme is based on the rules in the ministerial order on admission to academy profession programmes and professional bachelor programmes.

3. The structure of the study programme

The study programme is a full-time academic programme of 2 years' full-time equivalent study. A full-time equivalent study corresponds to the work of a full-time student for 1 year. A full-time equivalent study corresponds to 60 points in the European Credit Transfer System (ECTS). Thus, the full programme totals 120 ECTS.

Semester	National academic elements*	Local academic elements	Tests
1	<p>INTERNAL AND EXTERNAL AFFAIRS OF THE COMPANY (17.5 ECTS):</p> <p>Strategy and business development (2.5 ECTS)</p> <p>Leadership and organisation</p>		<p>Initial assessment test (internal – written)</p> <p>1st semester test (internal – written/oral)</p>

	(5 ECTS) Communication (5 ECTS) Finance (5 ECTS)		
	TRADE PROCESSES OF THE COMPANY (12.5 ECTS): Procurement and logistics (5 ECTS) Sales and marketing (2.5 ECTS) International trade and cultural studies (5 ECTS)		
2	INTERNAL AND EXTERNAL AFFAIRS OF THE COMPANY (7.5 ECTS): Strategy and business development (2.5 ECTS) Finance (5 ECTS)	SPECIALTY COURSE/ELECTIVE COURSE 1: (5 ECTS)	Specialty course test (internal – written/oral) Cross-disciplinary test (external – written/oral)
	TRADE PROCESSES OF THE COMPANY (12.5 ECTS): Procurement and logistics (5 ECTS) Sales and marketing (7.5 ECTS)	SPECIALTY COURSE/ELECTIVE COURSE 2: (5 ECTS)	
3	Internship (Total: 45 ECTS)		Internship exam (Internship evaluation test (project 4, 3 rd semester) + Methodology exam (project 5, 4 th semester)) (internal – written/oral)
4	Final exam project (15 ECTS)		Final exam (external – written/oral)

*The description of national programme elements is found in the national part of the curriculum. Local programme elements, including electives, are found in the local part of the curriculum (and for some programmes in an electives catalogue (see the end of the curriculum)).

4. National and local programme elements

The local (and national) programme elements are described below. See also the description of the national programme elements in the national part of the curriculum. For some study programmes the description of electives are collected in an electives catalogue. For information on internship, please see the section 5. "Internship and rules for completion".

4.1. National programme elements

4.1.1. Strategy and business development (5 ECTS)

CONTENTS:

The student gains an understanding of the company's strategic foundation. Moreover, the student gains an insight into essential theories and models to analyse the company's strategic basis, development opportunities, and business models.

Knowledge

The student will:

- Acquire development-based knowledge of technological development trends, strategic parameters, and business models.
- Be able to understand practices and centrally applied theories and methods and be able to understand the organisation's vision/mission, values, goals, and strategies as well as their importance for the organisational framework.
- Be able to understand structures, systems, and processes in the company and gain development-based knowledge and understanding of the outside world.

Skills

The student will be able to:

- Understand and analyse the interaction between the internal and external affairs of the organisation.
- Apply relevant strategic theories and models to analyse a company's situation and development opportunities.
- Assess practice-oriented issues, set up and select options and communicate those to business partners and users.
- Apply business models and prepare business plans.
- Understand the company's competitive and offering conditions.
- Apply analysis and data collection tools.

Competencies

The student will be able to:

- Participate in professional and cross-disciplinary collaborations with a professional approach.
- Apply relevant analysis tools and models in order to develop and implement the company's strategy and to present qualified proposals for improvement.
- Handle development-oriented situations.
- Gain new knowledge, skills, and competencies in relation to the business in a structured context.

4.1.2. Leadership and organisation (5 ECTS)

CONTENTS:

The student gains an understanding of its own role as well as the roles of others in the interaction with other people. Furthermore, the student gains an insight into essential theories on the motivational concept and leadership. In addition, the student will be qualified to set goals for self-leadership and personal development.

Knowledge

The student will:

- Gain development-based knowledge of motivational concepts and self-knowledge as well as methods for personal development.
- Be able to understand the leadership's role, leadership concepts, and leadership behaviour.

Skills

The student will be able to:

- Understand the individual's role in teams/groups.
- Assess and respond to its personal and other people's values and needs based on different personality theories.
- Assess and apply different methods for conflict leadership and communicate those to relevant business partners.
- Perform leadership-related tasks.

Competencies

The student will be able to:

- Participate in processes with the development of teams/groups with a professional approach.
- Accomplish self-leadership and personal development.
- Gain new knowledge, skills, and competencies in relation to the business in a structured context.

4.1.3. Communication (5 ECTS)

CONTENTS:

The student gains an understanding of different ways of communication as well as their opportunities and limitations. Moreover, the student gains an insight into the application of personal communication and different communication techniques. In addition, the student will be qualified to plan and perform different communication tasks based on the organisational culture.

Knowledge

The student will:

- Gain development-based knowledge of different ways of communication – including personal communication – and media.
- Be able to understand practices and central applied theories and methods and be able to work with internal and external communication.

Skills

The student will be able to:

- Assess and understand different communication techniques and technologies.
- Assess and understand the organisational culture and the connection between internal and external communication.
- Apply and communicate via different ways of communication, both internally and externally.

Competencies

The student will be able to:

- Communicate via personal communication and presentation techniques.
- Assess how to communicate a message through different ways of communication and media.
- Handle written and visual communication.
- Participate in professional and cross-disciplinary collaborations with a professional approach.
- Gain new knowledge, skills, and competencies in relation to the business in a structured context.

4.1.4. Finance (10 ECTS)

CONTENTS:

The student gains an understanding of the financial issues and contexts in the company. Furthermore, the student gains an insight into the application of financial analyses with a view to make decisions in the company. In addition, the student will be qualified to prepare budgets and financial statements as well as proposals for decisions in the company.

Knowledge

The student will:

- Gain development-based knowledge of operational economic issues and financial leadership.
- Be able to understand types and forms of companies.

Skills

The student will be able to:

- Assess budgets and financial statements.
- Complete and assess price determination through market analysis and to understand the basis for differences, if any.
- Contribute with relevant knowledge and inputs as regards financial decisions in the company.
- Apply essential methods and tools from the subject area as well as to apply skills as regards activities and work within the business.
- Communicate practice-oriented issues and options to business partners and users.

Competencies

The student will be able to:

- Manage budgets and accounts.
- Gain new knowledge of financial contexts in the company in a structured context.
- Participate in professional and cross-disciplinary collaborations on preparing proposals as a basis for financial decisions in the company.

4.1.5. Procurement and logistics (10 ECTS)

CONTENTS:

The student gains an understanding of tools and theories within procurement and logistics. Moreover, the student will be able to manage trade processes with an understanding of the logistic consequences of decisions on a data based foundation.

Knowledge

The student will:

- Gain development-based knowledge of:
 - Logistic leadership principles
 - Search for and selection of suppliers

- Stock, production, and distribution leadership
- The purchaser's role and the function and stages of purchasing
- Incoterms
- Digital concepts within procurement and logistics.
- Be able to understand practices and central applied theories and methods and be able to understand the profession's application of theories and methods.

Skills

The student will be able to:

- Assess the company's issues in respect of logistics efficiency.
- Apply negotiating techniques in a practice-oriented context.
- Apply value and supply chains in preparation for supplier selection and SCM strategy.
- Communicate practice-oriented issues and options to business partners and users.

Competencies

The student will be able to:

- Participate in professional and cross-disciplinary collaborations with a professional approach and handle practice-oriented issues and options for business partners and stakeholders.
- Handle and communicate data as a basis for decision.
- Contribute to procurement and logistics processes in organisations.
- Gain new knowledge, skills, and competencies in relation to the business in a structured context.

4.1.6. Sales and marketing (10 ECTS)

CONTENTS:

The student gains an overall understanding of and learns to apply sales and marketing processes and tools in a digital and data-driven context.

Knowledge

The student will:

- Gain development-based knowledge of:
 - Sales and marketing strategies
 - Types of customers
 - Commercial law
 - Digital concepts
- Be able to understand practices and central applied theories and methods and be able to understand the profession's application of theories and methods.

Skills

The student will be able to:

- Apply customer data for marketing and sales.
- Segment and assess target groups.
- Assess practice-oriented issues as well as to set and select options.
- Prepare and communicate marketing plans.
- Apply digital tools to support sales.

Competencies

The student will be able to:

- Prepare and support the company's sales and marketing plans based on relevant data.
- Participate in professional and cross-disciplinary collaborations with a professional approach.
- Gain new knowledge, skills, and competencies in relation to the business in a structured context
- Handle development-based situations

4.1.7. International trade and cultural studies (5 ECTS)

CONTENTS:

The student gains an understanding of the company's role in a globalised world. Moreover, the student gains an insight into the cultural conditions, and how political circumstances affect the company's inter-state trade.

The student will:

- Be able to understand practices and central applied theories and methods and be able to understand the profession's application of theories and methods – including on:
 - International financial conditions
 - Relevant international trade organisations
 - How trade barriers affect the sales of goods.

Skills

The student will be able to:

- Communicate and assess cultural differences.
- Apply essential methods and tools from the subject area as well as to apply skills as regards activities and work within the business.
- Assess how political initiatives may affect the company's trade activities.

Competencies

The student will be able to:

- Manage analyses of how political circumstances affect the inter-state trade with foreign countries.
- Participate in professional and cross-disciplinary collaborations with a professional approach.
- Gain new knowledge, skills, and competencies in relation to the business in a structured context.

4.2. Local programme elements

Local programme elements are described below. For some study programmes the description of electives are collected in an electives catalogue, which is found at the end of the curriculum. For information on internship, please see the section "Internship and rules for completion".

4.2.1. Elective course 1

Contents:

We refer to the curriculum appendix (elective course catalogue), which is prepared and announced to the students during the 1st semester.

Scope of ECTS:

5 ECTS

4.2.2. Elective course 2

Contents:

We refer to the curriculum appendix (elective course catalogue), which is prepared and announced to the students during the 1st semester.

Scope of ECTS:

5 ECTS

5. Internship and rules for completion

Contents, overall learning objectives, and ECTS-credits for the internship are described in the national part of the curriculum.

During the internship, the student works with professionally relevant issues and gains knowledge of relevant business functions. The connection between the theoretical teaching and the internship forms the basis for the student's internship goals.

The internship can be compared to a full-time job with the same requirements for working hours, efforts, engagement, and flexibility that the graduate is expected to meet in its first job.

The internship course is planned in a flexible and differentiated way and can form the basis for the student's final exam project.

Internship agreement

The student, Zealand, and company agree on the specific contents for the student's internship, based on the overall learning objectives for the internship.

The internship agreement must contain the individual learning objectives for the internship as well as of the task(s) the student is expected to complete for the company. This will then serve as a basis for the planning of the student's work during the internship.

Moreover, the internship agreement must contain an agreement on working hours and reporting.

The company

The company appoints a contact person in the company.

The company contributes with a specific and realistic issue/task(s) to be processed by the student.

The company will make information available to the student that may be relevant for the completion of the tasks.

The company continuously evaluates the student's activities during the internship period and will notify the student and the internship supervisor or the internship coordinator at Zealand if any problems occur.

The student

The student must actively look for relevant companies within the current subject area. The student is obliged to meet the internship agreement, as the internship is a mandatory part of the study programme.

Zealand

Zealand provides a counsellor for the student. This counsellor is available to the company and the student to a limited extent.

Zealand will make one visit to the company during the internship. This visit may be arranged virtually, if the internship is abroad. This also applies if the number of internships or other important reasons make it difficult to visit all involved companies.

For further information on internships, please contact the internship coordinator of the study programme.

6. Teaching and work methods

The teaching involves lectures, class teaching, dialogue teaching, exercises, presentations, cases, seminars, guest lecturers, projects, and company visits.

The teaching incorporates the latest knowledge and results from national and international research, trials, and development work within the disciplines relevant to the profession.

The teaching also incorporates experience from practices and knowledge from key trends within the profession as well as methods to develop the profession and to conduct quality and development work.

At the beginning of the education, study groups will be established where the students work and write assignments together.

The counselling supports the student's academic clarification as regards project and assignment writing. In addition, the counselling supports the student to identify its personal and professional need for development in order to work within the practice of the study programme.

During the study programme, the student must give presentations – either alone or in groups – to the class, the teachers and external visitors, if any.

The teaching is organised in a way that the duration of modules, lessons, breaks, etc. will flow compared to the schedules and is prepared by the individual teacher.

The teaching is planned within the framework of Zealand's pedagogical foundation.

6.1. Reading texts in foreign languages

Some materials of the study programme may be in English.

Besides the requirements stipulated in the ministerial order on admission, no further foreign language skills are required.

6.2. Differentiated teaching

The teaching is organised in consideration of the students' learning styles and different professional directions.

7. Internationalisation

7.1. Studying abroad

Upon the programme's preliminary approval of credit transfer, the student can complete selected academic elements abroad.

The following academic elements can be completed abroad:

- Elective course 1 and 2
- Internship
- Final exam project

Academic elements conducted as a stay abroad may be credit transferred to the programme if they meet the requirements for contents and level.

With the preliminary approval of a study visit abroad, the student must – after the completion of the studies abroad – document the academic elements completed during the approved study visit. In connection with the preliminary approval, the student must give Zealand its consent to collect necessary information after the completion of the studies abroad.

With the preliminary approval of credit transfer, the academic element is considered as completed if the course was passed in accordance with the rules for the study programme.

7.2. Agreements with international educational institutions on parallel courses

Information on partner institutions, international internships, credit transfer, and procedures is continuously published by Zealand.

8. Test and exams of the study programme

The purpose of tests in the academic elements is to document whether the student meets the professional and academic goals set by the study programme and its elements. All tests must be passed with the minimum grade 02. The student is entitled to 3 attempts per test. Passed tests cannot be retaken. It is the student's own responsibility to acquaint with and comply with Zealand's rules for tests and exams. With the commencement of an academic element, a semester, etc., the student automatically registers for the associated tests and exams. It is not possible to unregister from the tests. If the student does not fulfill the conditions for participation in a given test, the student has used one exam attempt. For requirements for the final exam project, please see section 8.2.

8.1. Description of the tests

The study programme contains various forms of tests reflecting the contents of the teaching as well as working methods. The test form for 1st and 2nd attempt can vary.

8.1.1. Initial assessment test

The purpose of the initial assessment test is to clarify whether the student actually started on the study programme. The initial assessment test must be taken within 2 months from the commencement of studies, and the student must receive the results 2 weeks after the test, at the latest. Students who fail this test may take a re-examination, which is held within 3 months from the commencement of studies. The student has 2 attempts to pass the initial assessment test. The initial assessment test is assessed internally as either "Passed" or "Not passed" and does not award any ECTS-credits. In case of a not passed initial assessment test, termination of enrolment will take place (see also section 9.2.). In case of post-admission after conduct of the initial assessment test, the student will be granted an exemption from taking the test.

As regards opportunities to complain, the standard opportunities to complain about an exam shall not apply to the initial assessment test. For this test, it is only possible to complain about legal conditions, such as the deadline for the test or the number of exam attempts. Zealand may grant students an exemption from the deadlines laid down for passing the initial assessment test, if necessary due to illness, childbirth, or unusual circumstances.

The planning and contents of the test:

Digital multiple choice test including questions concerning a number of overall study relevant topics. All aids are allowed. The test is open from 8 in the morning on the test day (via Wiseflow) and the student will have until 17 to complete and submit the test.

Temporal placement of the test (and re-examination).

The initial assessment test will typically be held in the 3rd week after commencement of study (1st test attempt) and 4th week after commencement of study (re-examination).

Grading and announcement of result:

The initial assessment test is graded as passed/not passed (failed). If the test is not passed in the first try, the student is automatically registered for the re-examination.

8.1.2. The first year test

The first year test covers the test(s) the student must have taken at the end of the first year of studies, according to this curriculum. The student must have passed the first year test before the end of the student's 2nd year of studies, after the commencement of studies, in order to continue its studies. See section 1 for reference to the current ministerial order on examinations in professionally oriented higher education programmes. The first year test at HØK – AP Degree Programme in Commerce Leadership – consists of the 1st semester test and the cross-disciplinary test (see description of both tests below).

8.1.3. The 1st semester test

The 1st semester test is an individual test of the student within the final semester subjects/academic elements:

- Leadership and organisation
- International trade and cultural studies
- Communication.

Requirements for participation in the test:

To participate in the 1st semester test, the student:

- Must have passed the initial assessment test.
- Have participated in project 1, held under Topic 2.
- Have participated in the International Business Camp (IBC Week), held under Topic 3
- Complete all subject assignments associated with the semester subjects/academic elements. These assignments are attached to the written exam paper as appendix.

The planning and contents of the test:

The test is held as an oral testing of a cross-disciplinary exam paper within the above semester subjects/academic elements. Prior to the oral examination, the student writes an exam paper based on a cross-disciplinary case which the student has 48 hours to answer. The students may discuss the case material, but the academy or the teachers are not allowed to answer questions about the material. The duration of the oral test is max. 30 minutes.

Formal requirements:

The written exam paper must contain 4 standard pages (of 2,400 characters +/- 10 %).

Assessment criteria:

A total grade will be given for the 1st semester test where the written exam paper and the oral examination count for 50 % each.

Temporal placement:

The test is held at the end of the 1st semester.

Scope of ECTS:

The test counts for 15 ECTS.

8.1.4. Cross-disciplinary test

The cross-disciplinary test is an individual examination of the student within the following academic elements:

- Strategy and business development
- Procurement and logistics
- Sales and marketing
- Finance

Requirements for participation in the test:

To participate in the cross-disciplinary test, the student:

- Must have passed the 1st semester test.
- Have completed the issued subject assignments for the academic elements: Procurement and logistics, Sales and marketing, and Finance. For each element, 4-6 subject assignments are issued. The subject assignments must be attached to the written exam paper as appendix. These appendices are not included in the final assessment of the cross-disciplinary test.

The planning and contents of the test:

The test is held as an oral testing of a cross-disciplinary exam paper within the above academic elements. Prior to the oral examination, the student writes an exam paper based on a cross-disciplinary case which the student has 72 hours to answer. The duration of the oral test is max. 30 minutes. The students may discuss the case material, but the academy or the teachers are not allowed to answer questions about the material.

Formal requirements:

The written exam paper must contain 6 standard pages (of 2,400 characters +/- 10 %).

Assessment criteria:

A total grade will be given for the cross-disciplinary test where the written exam paper and the oral examination count for 50 % each.

Temporal placement:

The written test is held min. 1 week prior to the oral examination.

The test is held at the end of the 2nd semester.

Scope of ECTS:

The test counts for 35 ECTS.

8.1.5. Specialty course test/Elective course test

Requirements for participation in the test:

Active participation in both speciality courses/elective courses including approval of the mandatory learning elements associated with these courses.

The planning and contents of the test:

The student writes a project – individually or in groups – based on a specific, practical issue within the specialty courses, with a special focus on the implementation part. The problem statement is either bound or must be approved by the counsellor.

The purpose of the process is to demonstrate that the student is able to work in a project- and problem-oriented way within specific fields and is able to involve relevant subject areas as well.

The final framework for the specialty course test is described in the elective course catalogue which is distributed during the 1st semester.

The test is evaluated at an internal individual or group examination at the completion of the project, and an internal and individual grade will be given according to the 7-point grading scale, which will appear on the diploma.

Formal requirements:

Appear from the elective course catalogue.

Assessment criteria:

The test will be assessed based on the learning objectives for the specialty courses/elective courses, which will appear from the elective course catalogue.

Temporal placement:

The test is held during the 2nd semester, but prior to the cross-disciplinary test.

Scope of ECTS:

10 ECTS.

8.1.6. Internship exam

The internship exam consists of two constituent parts:

- Internship evaluation project (project 4) and
- Methodology exam (project 5)

Requirements for participation in the test:

To participate in the internship evaluation project (project 4), the student must have passed the cross-disciplinary test. To participate in the methodology exam (project 5), the student must have passed project 4.

The planning and contents of the test:

The purpose of the **internship evaluation test** is to test the student's ability to reflect on the achievement of learning objectives in the internship part. The student must be able to document the establishment of relevant networks related to the internship company, as well as personal and professional development when performing internship tasks. The student must demonstrate skills in involving relevant tools across subject areas. Moreover, the student must be able to argue for its professional and personal plan for the achievement of learning objectives in the remaining part of the study programme.

The duration of the test is max. 30 minutes and is conducted with internal censorship.

The purpose of the **methodology exam** is to test the student's ability to reflect on what key theories and methods of the study programme to apply in the final exam. On that basis, the student accounts for the issue, project design, and methodological considerations for the final exam project. The duration of the test is max. 30 minutes and is conducted with internal censorship.

Formal requirements:

For the **internship evaluation test** the student must prepare a written assignment, which forms the basis for the oral exam. The manual for internship exams, which is distributed during the 2nd semester, describes the guidelines in detail.

For the **methodology exam** the student must prepare a written assignment, which forms the basis for the oral exam. The manual for internship exams, which is distributed during the 2nd semester, describes the guidelines in detail.

Assessment criteria:

The assessment criteria are the learning objectives for the internship as well as methodology for the final exam.

Both the **internship evaluation test** and the **methodology exam** are graded according to the 7-point grading scale where the written and oral part counts for 50 % each.

Temporal placement:

The internship evaluation test is held during the 3rd semester.

The methodology exam is held during the 4th semester.

Scope of ECTS:

The internship evaluation test counts for 22.5 ECTS.

The methodology exam counts for 22.5 ECTS

Total: 45 ECTS

8.2. Final exam project

The overall requirements for the final exam project are described in the national part of the curriculum. Further requirements are specified below.

8.2.1. Requirements for the final exam project

The total assessment of the final exam project includes the written and oral part and is weighted as follows:

Written part : 75 %

Oral part : 25 %

8.2.2. The importance of formulating capacity and spelling skills for the assessment

Spelling skills and formulating capacity are included in the final exam project. The assessment is based on an overall evaluation of the academic contents as well as spelling skills and formulating capacity. However, the academic contents outweigh the other elements.

Students who can document relevant specific disabilities may apply for an exemption from the requirement that spelling skills and formulating capacity are included in the assessment. Applications must be sent via www.zealand.com/forms/ at the latest 4 weeks before the exam.

8.3. Examination language

Unless otherwise stated in the description of each test, the examination language shall be Danish. The tests may be held in Swedish or Norwegian instead of Danish. For study programmes or single courses offered in English or in another foreign language, the tests may be held in those languages.

Students who do not have Danish as their mother tongue may apply for an exemption from the requirement that spelling skills and formulating capacity are included in the assessment the final exam project as well as tests where the aforementioned skills – according to this curriculum – are included in the assessment.

Applications must be sent via www.zealand.com/forms/ at the latest 4 weeks before the exam.

8.4. Special test conditions

In case of physical or mental disabilities, the student may apply for special test conditions. Applications must be sent via www.zealand.com/forms/ at the latest 4 weeks before the exam.

An exemption from this deadline may be granted if sudden health problems have occurred. The application must contain a medical certificate, a statement from an institute of speech and hearing therapy, an institute for dyslexic and blind or other documentation of health conditions or relevant specific disabilities.

Applications must be sent via www.zealand.com/forms/ at the latest 4 weeks before the exam.

8.5. Re-examination

Special rules apply to re-examination (due to illness) for the initial assessment test, see section 8.1.1.

8.5.1. Re-examination due to illness or another documented reason

If a student has been prevented from taking an exam due to documented illness or another documented reason, the student will have the opportunity to take the re-examination as soon as possible. If the test is held during the final exam period of the study programme, the student will have the opportunity to take the test during the same exam period or in immediate continuation thereof. The student is automatically registered for the re-examination.

Information about time and location for re-examinations will be available on Wiseflow

Illness must be documented with a medical certificate (any costs related to the collection of documentation must be carried by the student). The medical certificate must have reached Zealand no later than 8 days after the exam/test was held. If a student falls acutely ill during the exam/test, the student must document that he/she was ill on the day in question.

If illness is not documented in accordance with the rules described above, this will count as an examination attempt.

8.5.2. Re-examination due to failed examinations

In case of failed examinations (including absence without a documented reason), a new test/exam shall be held as soon as possible and no later than the next time the examination in question is held, e.g. as a re-examination due to illness. The student is automatically registered for the re-examination as long as examination attempts remain.

The student must personally stay informed as to when re-examination is held.

Information about time and location for re-examinations will be available on the department's communication platform.

The head of studies may grant an exemption from the continuous registration under exceptional circumstances, including a documented disability.

8.6. Cheating at exams

With the submission of a written assignment, the student confirms that the assignment has been completed without undue assistance.

8.6.1. Use of own work and that of others (plagiarism)

Examination cheating as plagiarism includes a written assignment, which wholly or partly is presented as the examinee or examinees' own work, even though the assignment:

- Covers identical or nearly identical reproduction of another peoples' wording or works, without said reproduction clearly referring to the source, cf. Zealand's requirements for written assignments.
- Covers large passages with a choice of words which is very close to that of another work or which is similar in phrasing etc. so that it is possible to tell by comparison that the passages could not have been written without using the other work.
- Covers the use of another person's words or ideas without those being appropriately credited.
- Reuses text and/or key ideas from the student's own previously assessed work without source reference.

It shall be reported to the head of studies if it – during or after an exam – is assumed that an examinee:

- Has illicitly helped or gained help
- Has published another person's work as its own work (plagiarism), or
- Has used its previously assessed work or parts of such work without referring to this (plagiarism).

8.6.2. The process of clarification of examination cheating, including plagiarism

Postponement of the test

With regard to the reporting of examination cheating such as plagiarism of a written assignment forming the basis of assessment at a later oral test, the head of studies will postpone the examination if it is not possible to clarify the circumstances until the fixed date of examination.

Reporting form and content

The reporting must be made without undue delay. The reporting must include a written presentation of the case, including information that can identify the reported persons as well as a short statement and the available documentation of the incident. It must be stated whether this is a repeated case for one or more of the reported persons.

In case of reported plagiarism, the plagiarized parts must be marked with clear reference to the sources that have been plagiarized. The plagiarized text must be marked in the source text as well.

Involvement of the examinee – hearing of parties

The head of studies decides whether the hearing of the student should be oral, in writing or as a combination of both. At an oral hearing of parties, the examinee will be summoned to an interview to provide further information about the circumstances with a view to present the documentation of the assumed examination cheating and to hear the examinee's conception of the case. The examinee is entitled to be accompanied by a companion.

At a written hearing of parties, the documentation of the assumed examination cheating is submitted for the purpose of requesting the student's written conception of the case.

8.6.3. Disciplinary measures in case of examination cheating and distracting behaviour

If the head of studies is confirmed in the assumption of examination cheating, and the action has had or could have an impact on the assessment, the head of studies shall expel the examinee from the examination.

In less serious cases, a warning will be given first.

In more serious cases, the head of studies may expel the examinee for short or long periods. In such cases, a written warning will be given, stating that any repetitions may lead to permanent expulsion. An expulsion means that any grade for the examination in question will be void and thus counts for an examination attempt.

The examinee cannot participate in an illness-delayed examination or re-examination, but must take the next ordinary test when offered by the study programme.

In case of serious circumstances, the head of studies may decide that the examinee shall be expelled from Zealand for a short or a long period. In such cases, a written warning will be given, stating that any repetitions may lead to permanent expulsion.

The student cannot participate in the teaching or tests during the period of expulsion.

The head of studies may grant an exemption.

8.6.4. Complaints about sanctions regarding cheating, plagiarism, or distractive behaviour during the examination

The decision that an attempt at the exam has been used is final. Expulsion due to a cheating offence at an exam is final as well. Complaints cannot be brought before a higher administrative authority.

Complaints about legal aspects (such as incapacity, hearing, complaints instructions, correct or incorrect interpretation of the Examination Order etc.) can be lodged with the Danish Agency for Science and Higher Education. The complaint is forwarded to Zealand via the complaints system at www.zealand.dk/exam-appeals/. The head of studies makes a statement, which the applicant must be allowed, time to comment on, normally one week. Zealand forwards the complaint, the statement and any comments that the applicant may have made to the Danish Agency for Science and Higher Education. Complaints must reach Zealand at the latest two weeks from the day that the complainant was notified of the decision, cf. chapter 11 of the Examination Order.

9. Other rules for the study programme

9.1. Credit transfer

Credit transfer agreements for the national subject elements are stated the national part of the curriculum.

9.1.1. Credit transfer agreements for subject elements covered by the local part of the curriculum

Passed academic elements are equivalent to the corresponding academic elements at other educational institutions offering this programme as well as other programmes.

The student may apply for preliminary approval of credit transfer if the student has completed academic elements awarding credit.

9.2 Termination of enrolment

The Executive Order on Grading Scale and Other Forms of Assessment (see section 1) describes when a student's enrolment within a programme can be terminated, including a not passed initial assessment test/first year exam and exhausted examination attempts. Zealand's supplementary rules are detailed below.

Enrolment with the studies may be terminated for students who have passed less than 30 ECTS-credits per year of studying. The study activity requirement of min. 30 ECTS pr. study year is annulled for the first year of study if the first-year test has a scope of 30 ECTS or more. A student has three attempts to pass the exams.

Enrolment with the studies may be terminated for students who have not passed any exams for a consecutive period of at least 12 months. Periods when the student has not participated in any exams due to leave, giving birth, adoption, documented illness or conscription will not be included. Upon request, the student must produce documentation substantiating these circumstances. The programme may make exemptions from these provisions in the event of unusual circumstances. Applications for exemptions is forwarded to Zealand via the exemptions system at www.zealand.com/forms/.

The student receives a written warning from Zealand before the enrolment is terminated. In that, connection the student is made aware of the rules above. It will further appear from the letter that the student has fourteen days to submit their comments (hearing of the party) and documentation for periods of leave, giving birth, adoption, documented illness or conscription. The letter also states a deadline for applying for exemption. In case of a not passed initial assessment test, termination of enrolment takes place directly after notification.

If the student fails to react within the stipulated deadline, their enrolment is terminated.

If the student pleads that enrolment should not be terminated, the termination awaits the head of studies final decision.

The student may complain to Zealand about the decision within two weeks of receiving the decision. The complaint is sent to Zealand via the complaints system at www.zealand.dk/exam-appeals/. The complaint has no delaying effect.

If the decision is maintained, Zealand will make a statement, which the student may comment on, normally within a deadline of one week. Zealand forwards the complaint, the statement and any comments that the applicant may have made to the Danish Agency for Science and Higher Education. The Agency informs the student of the final decision after having dealt with the complaint. Decisions of the Agency cannot be lodged with any other administrative body.

9.3. Complaints in general

Also, see section 8.6.4. related to complaints about sanctions regarding cheating, plagiarism, and distractive behaviour during the examination and section 9.2. regarding termination of enrolment.

The student is recommended to ask the student counsellor for guidance on the complaints procedure and how to prepare a complaint. The rules governing complaints concerning exams are found in the Examination Order.

The Examination Order differentiates between complaints about:

- the scope of the examination etc., the examination procedure and/or the assessment and
- complaints about legal matters.

The two types of complaints are treated differently. All complaints are sent to Zealand via the complaints system at www.zealand.dk/exam-appeals/.

9.3.1. Complaints about the scope of the examination etc., examination procedure and assessment

A student can submit a written complaint, stating their reasons, within two weeks after the assessment was communicated in the usual way, concerning:

- the scope of the examination, including questions asked, work submitted etc., and the exam relative to the objectives and demands of the programme
- the examination procedure
- the assessment.

The complaint may concern all exams, including written, oral and combinations thereof, and practical or clinical exams.

The original examiners (the internal examiner(s) and the external examiner, if applicable) of the exam concerned, must be presented with the complaint immediately. Zealand must be able to form its decision in relation to academic issues based on the statement from the examiners. Normally, Zealand allows two weeks to make the statements.

Immediately when the examiners' statements are available, the applicant is given an opportunity to comment on the statements, normally within one week.

Zealand makes decisions regarding complaints based on the academic opinion presented by the examiners and the applicant's comments on the opinion. The decision, which must be in writing, stating reasons, may involve:

- an offer for a new assessment (re-assessment) – although only written exams
- an offer for a new exam (re-examination)
- the decision is not in favour of the student.

If the decision is to offer re-assessment or re-examination, the head of studies appoints a review panel. Re-assessment applies only to written exams where material is available for assessment, partly because the review panel cannot make a (re-)assessment of an oral exam that has already been held and because the notes made, by the original examiners are personal and cannot be divulged. If the decision is to offer re-assessment or re-examination, the applicant must be told that re-assessment or re-examination may lead to a lower mark. Within a period of two weeks after the decision has been communicated, the student must accept the offer. Acceptance cannot be cancelled. If the student does not accept within this period of time, there will be no re-assessment or re-examination.

Re-assessments or re-examinations must take place as soon as possible. For re-assessments, the documentation of the matter must be made available to the review panel: The question(s), the answer(s), the complaint, the statements made by the original examiners with the applicant's comments and Zealand's decisions. The review panel notifies Zealand of the outcome of the re-assessment and encloses a written statement with the reasons and the actual assessment. Re-assessments or re-examinations may produce lower grades. If the decision is to offer re-assessment or re-examination, this decision applies to all students if the exam suffers from the same defects as those referred to in the complaint.

If the due date of the deadline for complaints (two weeks/14 calendar days) is on a public holiday, the due date will be the first workday following the public holiday. Exemptions from the deadline can be made in the event of unusual circumstances.

9.3.2. Appeal

As regards academic issues, appeals may be lodged against Zealand's decision with an appeals panel. The activities of the appeals panel are governed by the Public Administration Act, this also includes incapacity and confidentiality.

The appeal is sent to Zealand via the complaints system at www.zealand.dk/exam-appeals/. Appeals must be lodged at the latest two weeks after the student was informed of the decision. The requirements as above for complaints (in writing, stating reasons etc.) also apply to appeals. The appeals panel consists of two authorised external examiners, who are appointed by the chairman of the external examiners, a lecturer authorised to conduct examinations and a student studying the subject area (the degree programme), both of which are appointed by the head of studies.

The appeals panel makes decisions based on the material that Zealand used for its decision and the student's appeal, with reasons stated for the appeal.

The appeals panel considers the appeal and the decision may result in:

- an offer for re-assessment by new reviewers, although only written exams
- an offer for a new exam (re-examination) by new examiners
- the decision is not in favour of the student.

If the decision is to offer re-assessment or re-examination, the applicant must be told that re-assessment or re-examination may lead to a lower mark. Within a period of two weeks after the decision has been communicated, the student must accept the offer. Acceptance cannot be cancelled.

If the student does not accept within this period of time, there will be no re-assessment or re-examination.

Re-assessments or re-examinations must take place as soon as possible. For re-assessments, the documentation of the matter must be made available to the review panel: The question(s), the answer(s), the complaint, the statements made by the original examiners with the applicant's comments and Zealand's decisions. The appeals panel must reach a decision at the latest two months – for summer exams three months – after the appeal has been submitted. Decisions of the appeals panel are final. This means that the matter cannot be brought before a higher administrative authority as regards the academic aspects of the complaint.

9.3.3. Complaints about legal matters

Complaints about legal aspects of decisions made by the review panel in connection with reassessments or re-examinations or about decisions of the appeal panel can be brought before Zealand via the complaints system at www.zealand.dk/exam-appeals/. The deadline for submitting complaints is two weeks from the day the decision has been communicated to the complainant. Zealand will then make a decision.

Complaints about legal aspects of decisions made by the Zealand pursuant to the rules laid down by the Examination Order (such as incapacity, hearing, correct or incorrect interpretation of the Examination Order etc.) can be submitted to Zealand via the complaints system at www.zealand.dk/exam-appeals/. Zealand issues a statement and the applicant must be given normally one week for commenting. Zealand forwards the complaint, the statement and any comments that the applicant may have made to the Danish Agency for Science and Higher Education. Complaints must be submitted to Zealand not later than two weeks from the day when the decision was communicated to the complainant.

Also see section 9.2 regarding complaints relating to termination of enrolment.

9.4. Exemption rules

Zealand may grant an exemption from the rules stipulated in the common part of the curriculum, solely determined by the institutions, if warranted on account of unusual circumstances. The institutions collaborate on a uniform exemption practice.

Zealand may dispense with the rules stipulated in the curriculum by the institution(s), if warranted on account of unusual circumstances.

10. Economy

Costs for all activities imposed on the student must be carried by the student, unless otherwise stated.

11. Effective date and transitional provisions

This curriculum is effective for students commencing the study programme as per August 2020.

Students who commenced the study programme before August 2020 complete the programme in accordance with the curriculum under which they were enrolled.