


CURRICULUM

Bachelor of International Sales and Marketing

September 2018



ULLA SKAARUP
RECTOR

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1. Framework for the curriculum

The following institutions prepared the national part of this curriculum:

Copenhagen Business Academy

International Business Academy (IBA) Kolding

Lillebaelt Academy

Zealand Institute of Business and Technology

Business Academy South West

Business Academy Aarhus

University College of Northern Denmark

VIA University College

1.1 The programme is governed by the following acts and orders

- Consolidated Act no. 153 of 27 February 2018 on Academies of Professional Higher Education
- Consolidated Act no. 986 of 18 August 2017 on Academy Profession and Professional Bachelor Degree Programmes (the LEP Act)
- Executive Order no. 841 of 24 June 2018 Executive Order on Academy Profession and Professional Bachelor Degree Programmes (the LEP Order)
- Executive Order no. 1500 of 2 December 2016 on Tests and Exams in Vocational Further Education Programmes
- Executive Order no. 1495 of 11 December 2017 on Admission to Academy Profession and Professional Bachelor Degree Programmes
- Executive Order no. 262 of 20 March 2017 on Grading Scale and Other Forms of Assessment
- Executive Order no. 1014 of 2 July 2018 on Admission to Technical and Vocational Academy Profession and Professional Bachelor Degree Programmes

The above may be subject to changes. Applicable acts and executive orders can be found at www.retsinfo.dk

1.2 Titles of programme and candidates

The programme is called the Professional Bachelor's degree in International Sales and Marketing.

Having completed the programme, students are entitled to call themselves "Professionsbachelor i International handel og markedsføring" in Danish.

In English, they can use the title "Bachelor of International Sales and Marketing".

1.3 ECTS credits

The programme is a full-time education programme estimated at 18 months of full-time studies. A student year is equivalent to one year of full-time study. One year of full-time study is equivalent to 60 ECTS credits (European Credit Transfer System). The programme thus totals 90 ECTS credits.

1.3.1 Figure 1: Structure and ECTS credits allocated for this programme

Programme elements		First semester	Second semester	Third semester
National programme elements	Strategic Business Basis (the Business Model)	10		
	Starting with the Customer	20		
	Industry and Competitors		5	
	Developing the sales base		10	
	Study Technique and Methodology ¹		5	
Elective programme elements			10	
Internship				15
Bachelor Project				15
Total		30	30	30

¹ Lectures will be given in the first and second semesters

1.4 Programme objective

The programme aims at qualifying the students to independently interact with customers and manage sales situations. The graduate is be able to analyse, assess and reflect on relevant commercial aspects. The graduate will acquire the competencies required to address complex issues in the field of selling and marketing in Danish and international companies and organisations.

Learning objectives of the Bachelor Degree Programme in International Sales and Marketing	
Objectives for learning achieved: The learning objectives comprise the knowledge, skills and competencies that a Bachelor in International Sales and Marketing must acquire during the programme.	
<p>End targets</p> <p><i>Knowledge</i></p> <p>The graduate has knowledge of:</p> <ul style="list-style-type: none"> • practice, applied theory and methodology in relation to sales and marketing in an international perspective and is able to reflect on these issues • key theories and models necessary for B2B, B2C and B2G and marketing • essential laws and regulations relating to international marketing and sales • relevant models for assessing opportunities for growth and development • management theories and methodologies. <p><i>Skills</i></p> <p>The graduate is be able to:</p> <ul style="list-style-type: none"> • develop, assess and implement international sales strategies for different types of companies • present and justify the chosen strategies in a strategic marketing and customer plan to relevant stakeholders • assess the company's competitive position as a basis for planning the company's sales initiatives • apply relevant models for carrying out product and concept development within the company, including innovative projects • assess and apply legal methodologies and tools to support the sales work in an internationally focused company • apply various methods relating to the management of a sales organisation. <p><i>Competencies</i></p> <p>The graduate is be able to:</p> <ul style="list-style-type: none"> • handle and identify the need for relevant financial and legal information about international sales tasks when working with sales activities in various types of companies • independently contribute to cross-disciplinary teams and create a motivating environment in the sales department 	

- manage sales meetings with an emphasis on the financial results and focus areas for action
- independently manage complex tasks and development-oriented situations in connection with international sales and marketing
- identify own learning requirements and structure own learning in different learning environments within international sales and marketing.

1.5 Level according to the Qualifications Framework

This programme meets the requirements of level 6 of the Qualifications Framework.

1.6 Effective date

The curriculum takes effect on 1 August 2018 and applies to all students enrolled with the programme.

Exams initiated prior to 15 August 2018 can be completed under the curriculum until 30 January 2019.

2. Admission to the degree programme

Students are admitted to this programme according to the provisions of the Executive Order on Admission to Academy Profession and Professional Bachelor's degree Programmes (see reference concerning the applicable Order in section 1.2):

Admission

12. Pursuant to subsection (2), the educational institution determines how many applicants can be admitted to the individual degree programme, unless the admission capacity has been laid down by the Danish Agency for Higher Education.

(2) For degree programmes with open admissions, the institution must set an admission capacity, which safeguards satisfactory educational conditions.

13. Applicants with a Master's degree [kandidatuddannelse] may only be admitted to a degree programme if there are vacant places.

(2) Under special circumstances, the educational institution may grant exemptions from subsection (1).

Quotas

14. In the event that there are more qualified applicants than study places in the individual admission area, see section 12(1), the study places may be divided into quota 1 and quota 2 and, if necessary, quota 3. Surplus places from quota 1 are transferred to quota 2, and surplus places from quota 2 are transferred to quota 1. Quota 3 may only be established for degree programmes offered in English.

(2) Each year, the Danish Agency for Higher Education lays down the size of the quotas, including quota 3, upon recommendation from the educational institutions.

(3) The Agency may approve that institutions offering a degree programme apply a different admission system than the quota system.

(4) The institution publishes the distribution of study places determined pursuant to subsections (1) and (2) and a different admission system, if any, pursuant to subsection (3) on its website.

2.1 Academic qualification criteria for selection of applicants to the top-up programme

If the programme does not have the capacity to enrol all applicants with the programme, one or more of the following academic criteria will apply (not stated in any order of priority):

- The grading average from a qualifying exam
- Grades and ECTS credits in marketing, finance, law and organisation
- The motivated application
- Relevant work experience, incl. military service (max 12 months)
- Relevant supplementary education(s) and/or course(s)
- Any other experience, such as courses at a Danish folk high school, stays outside of Denmark, voluntary work (min 3 months)

3. Programme elements and modules

The national part of the curriculum for the Professional Bachelor Degree Programme in International Sales and Marketing has been issued pursuant to section 18(1) of the Executive Order on Admission to Technical and Vocational Academy Profession and Professional Bachelor Degree Programmes. This curriculum is supplemented by the institution specific part of the curriculum as laid down by the institution offering the degree programme.

The curriculum has been developed by the educational network for the Professional Bachelor Degree Programme in International Sales and Marketing and has been approved by the boards – or the rector by authorisation – of the institutions offering the programme and in consultation with the education committee of the institutions and the chairmanship for external examiners of the programme.

To pass the Professional Bachelor Degree Programme in International Sales and Marketing, the student must pass programme elements equivalent to a workload of 90 ECTS credits. A full-time semester comprises programme elements, including internship, if applicable, equivalent to 30 ECTS credits.

3.1. Figure 2: Scheduling of the programme elements, internship and exams

Semester	Exam	Educational element	ECTS	Assessment	Internal/External
First semester	Initial assessment test	Not linked to a programme element, see section 5.1 for a detailed description of the initial assessment test.	NA	Pass/Fail	Internal
	First semester, external	The Tactical and Operational Sales Performance (Business Model) and the Customer as Starting Point	30	7-point grading scale	5-hour written exam
Second semester	First internal	Study Technique and Methodology ²	5	7-point grading scale	Internal
	Second semester, internal, two sub-exams	Industry and Competitors (weight 1/3) and Developing the Sales Base (weight 2/3)	15	7-point grading scale	Internal One combined grade
	Elective element	Elective programme element	10	7-point grading scale	Internal
Third semester	Third internal	Internship	15	7-point grading scale	Internal
	Third external	Bachelor Project	15	7-point grading scale	External

3.2 National programme elements

The programme comprises the following national programme elements:

- Strategic Business Basis (the Business Model) (10 ECTS)
- Starting with the Customer (20 ECTS)
- Industry and Competitors (5 ECTS)
- Developing the Sales Base (10 ECTS)

In total 45 ECTS credits

² Lectures will be given in the first and second semesters

To this should be added Study Technique and Methodology (5 ECTS) and an elective programme element (10 ECTS)

Strategic Business Basis (the Business Model)
ECTS: 10
<p>Contents</p> <p>This course involves strategic analysis of companies, including strategies and business models for B2C, B2B and B2G, and analysis of a company's resources and competencies in relation to a company's innovative platform, processes and driving forces. These analyses also include a company's economic and financial basis, cost comprehension, use of resources and product mix optimisation.</p> <p>The course also looks at understanding of the supply chain/SCM and the geographic positioning of product and competence centres, including choice of distribution channels, partnerships and outsourcing. In addition to this, the course includes various legal aspects such as legal sources, private international law, types of conflict solution and forms of distribution.</p> <p>Finally, the course reviews paradigms in the context of theory of science and perspectives from knowledge, insight and recognition of knowledge as well as forms of investigative design.</p>
<p><i>Knowledge</i></p> <p>The graduate has knowledge about:</p> <ul style="list-style-type: none"> • Different types of business models and which models and theories to use in order to understand a company's strategic platform, including innovation and disruption • Knowledge a variety of strategies in relation to the concept of innovation and knowledge about disruption as a concept and a direction for development • And understanding of relevant theories and models used to analyse a company's strategic platform, and also a company's innovative platform • Elements of the company's supply chain from a strategic perspective • Relevant financial models relative to the business models and understanding of these • Core perspectives on knowledge, insight and recognition • Various methods used to generate, process, analyse and evaluate knowledge • Legal international sources and how they are related and the relationship with legal national sources • International conflict solution models. <p><i>Skills</i></p> <p>The graduate is able to:</p> <ul style="list-style-type: none"> • Apply and discuss the different forms of strategy, in particular marketing strategies and the impact of innovation on the business model • Analyse a company's options for strategic development and its innovative platform • Evaluate the consequences of changes to a company's strategic supply chain

- Conduct a financial analysis and an evaluation and prioritize the product mix found in different cost models, using a traditional standard cost approach
- Communicate the impact on knowledge about and methods to collect information as influenced by paradigms from theory of science
- Set up the framework for an investigative design, including problem formulation, choice of paradigm and choice of method
- Apply the rules of choice of law and venue in the context of international sale and assess the consequence
- Conduct and choose between the different business models and forms of distribution, stating arguments.

Competencies

The graduate is able to:

- Evaluate a company's strategic position and make recommendations regarding innovative improvements of the business model
- In an independent manner produce a basis for decisions, stating arguments, and an evaluation of the profitability and expected earnings potential of the portfolio of customers
- Evaluate, present arguments in favour of and discuss choice of theory and method, including choice of paradigm, investigative design and use.

Starting with the Customer

ECTS: 20

Contents

This course comprises analysis of present and potential customers, including their strategic situation, needs and wishes. Based on the analyses, the course will look at how to develop a company's marketing strategies and offers to present and potential customers. The course also looks at how to develop and retain the customer basis through relationship strategies. The course will also comprise analysis of a company's sales organisation in terms of sales teams and procurement centre, this includes the relationship to other business functions and business partners.

To this, the course will add the work involved in international strategies for a company's supply chain and logistic support of the sale and integration of various sales channels (omni channels, digital and physical channels). The strategies will build on an analysis of the company's financial situation, including product and customer mix, financial customer life cycle analysis and the legal context, including international law sale of goods law and contract law, transport law and law of tendering.

The analyses and strategies used in this course build on the students' ability to combine theory of science in the context of commerce with the methodological approach of science projects.

Knowledge

The graduate has:

- knowledge about and understanding of relevant theories and models used to analyse a company's competencies, customer base and development of a company's portfolio of customers, including profitability calculations
- knowledge about and understanding of the offers a company makes to a market and possible marketing strategies
- general knowledge about strategic approaches and models in the context of structuring and organisation the sales effort
- understanding of the theoretic tools applicable to a company's supply chain for the development of the international sales base
- knowledge about and understanding of tools and methods used to evaluate the profitability of the portfolios of customers and products as well as alternative methods for profitability analysis
- knowledge about theories and models used to evaluate insourcing and outsourcing
- knowledge about methods and approaches used to acquire knowledge
- knowledge about the principles of EU tender regulations for sale to government authorities

Skills

The graduate is able to:

- analyse and evaluate the present and future customer base and the individual customer relative to a company's value proposition by means of methods and tools used to analyse customer behaviour, including use of big data and profitability analyses for domestic and international markets
- analyse a company's competencies
- analyse a company's innovation culture and innovation processes
- analyse and evaluate the choice of supply chain made by a company with an international bias
- analyse and organise a company's supply chain, including choice of partnerships in terms of organisation of the sales effort and focus on customer satisfaction and the experience of quality
- calculate and evaluate the profitability using Activity-Based Costing
- identify relevant Total Life Cycle Costs (TLCC) and Customer Life Time Value (CLV)
- generate, analyse and interpret quantitative and qualitative data
- apply criteria when assessing the relevance and quality of data and theories
- apply fundamental rules concerning the terms of transportation for maritime transport and road transport, with particular emphasis on conveyor liability.

Competencies

The graduate is able to:

- in an independent manner engage in multi-disciplinary teams working with a company's marketing intelligence, with the customer as the starting point, in order to subsequently develop a marketing strategy for the company
- work in an independent manner with a company's customer relations

- discuss choice of strategy with a company's customers
- produce reports and projects founded on a scientific basis
- in an independent manner engage in a professional and multi-disciplinary effort to conclude international sales contracts, with particular emphasis on:
 - CISG - international contracts and international procurement
 - Terms of delivery and sale
 - INCOTERMS
 - Securing the purchase sum

Industry and Competitors

ECTS: 5

Contents:

The course comprises analysis of competition, competitors and cluster and network partnerships where a company can work with benchmarking in relation to the supply chain, social responsibility and sustainability, including CSR, and international finance relative to competition law.

The course also requires the students to apply a methodological approach to produce knowledge from the perspective of theory of science.

Learning objectives

Knowledge

The graduate has:

- knowledge about relevant theories and models concerning competitive positions in the market and their implementation in a micro- and meso-economic context
- knowledge about CSR, social responsibility and sustainability
- knowledge about fundamental benchmarking theories and models in relation to forms of competition, SCM and financial and non-financial benchmarking
- knowledge about major aspects in the context of theory of science from the perspective of business economics
- knowledge about Danish and European competition law and how the provisions relate to each other.

Skills

The graduate is able to:

- benchmark a company, internally and externally
- analyse and evaluate the competitive position of different companies as a basis for the offers made by the individual company. In this context, the graduate must be able to **benchmark the company, both relative to a particular industry and to the company's most immediate competitors, including sales strategies**
- analyse the company's social dimension relative to its strategic position
- draw on relevant theories and models for the purpose of benchmarking the supply chain of an international company

- based on a problem formulation founded on business economics, develop an investigative design, including recommendations for real-life implementation.

Competencies

The graduate is able to:

- manage the challenges in the face of competition and communicate this to the organisation in an independent manner.

Developing the sales base

ECTS: 10

Contents:

The course comprises insight into the development of international sales strategies, including on-line and off-line, CRM for new and existing customers, follow-up on customers, key account and global account management.

The course also comprises insight into organisational development and change management with due consideration to employment law as well as measurement of the efficiency and risk **assessment of a company's supply chain**.

The course comprises budgeting, balanced scorecard and triple bottom line when choosing company strategies. The course requires the student to draw and reflect on the significance of the chosen theory of science in relation to analytical processes.

Learning objectives

Knowledge

The graduate has:

- understanding of core theories, models and methods used to develop a company's sales and customer basis in view of different approaches
- knowledge about and understanding of relevant theories and models in relation to business models with sales as the starting point
- knowledge about tools used to measure the performance of a company's supply chain
- knowledge about methods and models used to make a risk assessment of the supply chain
- understanding of alternative budgeting models
- knowledge about alternative financial and non-financial forms of reporting
- awareness of different approaches to communicating insight and knowledge in reports and projects.

Skills

The graduate is able to:

- present and justify the chosen strategies in a sales plan to relevant stakeholders

- analyse and evaluate the activities and action parameters linked to a company's offers to its customers and to individual customers in order to propose possible changes in strategy and efforts
- develop and plan an organisation's development
- develop a follow-up plan for the company's business model for the purpose of measuring the performance of a company's supply chain
- define budgetary assumptions and prepare and evaluate an overall budget for a **company's strategic decisions and evaluate the financial consequences of this**
- prepare strategy cards and Balanced Score Cards
- write reports and other written communication within an academic context, including for example follow formal academic requirements, communicate study results and proposed solution, presented in an easily accessible and legible report
- apply employment law in an international context, including compliance with the provisions concerning choice of law and venue, with particular emphasis on employment and retainment, secondment and dismissal.

Competencies

The graduate is able to:

- manage and control the development of sales strategies in complex situations involving relevant stakeholders based on a company's data basis
- analyse all of a company's activities and in an independent manner work with the company's strategic customer basis
- identify own needs for learning in order to expand and keep up-to-date relevant competencies in order to work with a holistic approach
- in an independent manner analyse and contribute to the development of an organisation action plan that will ensure implementation of the sales plan
- jointly with the sales function, optimise a company's composite sales efforts considering efficiency throughout the supply chain.

3.3 Local programme elements

This programme comprises the following local programme elements:

- Studying - Approach and Method (5 ECTS)
- Elective programme elements (10 ECTS)

In total 15 ECTS credits

Study Technique and Methodology
ECTS: 5
Contents: This local programme element is an early course where the objective is to ensure that the student:

- can formulate arguments in favour of possible solutions to a well-defined marketing aspect in an academic manner
- learns how to present arguments and practice this skill through written communication spanning the different programme elements
- can relate to, process and analyse data in order to identify specific problems that may be relevant in a marketing context.

In this course the student will work with:

- knowledge about and understanding of the paradigms from theory of science in the context of social science and the perspectives of knowledge, insight and recognition of knowledge
- a combination of the theory of science as applicable to the field of commerce with the methodological approach of academic projects
- a methodological approach to produce knowledge in the perspective of theory of science
- how to draw on and reflect on the chosen theory of science in relation to academic projects.

Learning objectives

Knowledge

The graduate has:

- knowledge about and understanding of the central change of paradigms in the context of disciplines of business economics
- a detailed knowledge about what is knowledge from the perspective of social science and knowledge about the role played by knowledge from the perspective of business economics
- fundamental knowledge about important aspects and schools within the theory of science from the perspective of social science and in particular within the key fields of marketing, organisation/management and economics
- acquired an understanding of how to apply methods when writing reports according to the principles of academic work
- knowledge about how to collect, interpret and analyse data
- knowledge about the theoretic assumptions of the theory of science and about the methodologies used to support the procurement of knowledge
- the ability to assess the problems associated with theory of science and choice of method and to integrate an understanding of scientific work and method with an academic approach to the process of writing reports.

Skills

The graduate is able to:

- take a critical stand on empirical and analytical aspects in the context of the theory of science, including discuss what knowledge is, how to procure knowledge and how knowledge interacts with practice
- communicate problems in the context of theory of science and the consequences to own peers

- assess theoretic and practical issues in the context of theory of science
- reflect on and discuss business economics from an academic perspective
- conduct a problem analysis and define the problem, set up a problem formulation and hypotheses
- assess and select ideal forms of investigation for a given problem, and look at the forms of investigation used in practice in a critical manner
- collect, process and interpret quantitative and qualitative data and look at an existing or new data set in a critical manner, including know about measuring scales and be able to assess the relevance, actuality, validity, reliability and generalisability of data
- reflect on own practices
- reflect on the limitations of the academic methods.

Competencies

The graduate:

- can discuss the various paradigms of the theory of science
- can discuss a problem formulation in relation to various paradigms in the context of theory of science
- can discuss the consequences of the choices made in the context of theory of science
- can collect, process and interpret quantitative and qualitative data and look at an existing or new data set in a critical manner, including know about measuring scales and be able to assess the relevance, actuality, validity, reliability and generalisability of data
- prepare academic reports and projects, including for example communicating investigative results and proposed solutions in a clear and easy-to-read report which contains a clear problem formulation, a discussion of methodology and an assessment of the reliability and validity of the results and assumptions
- has acquired experience in the restrictions of academic methods.

Assessment:

The exam is an 8-page synopsis structured according to “The Research Onion” (Saunders et. Al. 2016), using the APA system of referencing and with a clearly defined problem and a problem formulation.

3.4 Elective programme elements

Each semester, the institution offers a number of elective programme elements. For the Danish section, the course will be offered in either Danish or English, and for the English section, the courses will be offered in English.

Elective programme elements offered

Zibat offers a number of elective programme elements for the student to choose from in order to target the course programme towards a specialized field of own choice.

The objective of the elective programme element is to ensure that the student acquires the knowledge, skills and competencies necessary to identify, assess and develop sales

and marketing strategies and operationalize and apply these. In addition, the student should be able apply the acquired knowledge to achieve specific goals in collaboration with an established company.

Elective programme elements are organised to enable the student to take courses on both campuses (Roskilde and Næstved), irrespective of the usual place of studying.

3.4.1 The learning objectives for elective programme elements

Line: Internationalisation
ECTS: 10
<p>Objective The objective of this line is to provide the students with insight into, awareness and knowledge of, skills and competencies for marketing in global and international perspective. This is achieved by placing marketing in a global context, this includes evaluation of internationalisation strategies, the theoretic basis for this and training the students' competencies in selecting and penetrating global markets.</p> <p>The line also comprises a programme element involving in-depth studies of the cultural aspects of global cooperation, international marketing and international cooperation.</p>

Line: Internationalisation
Course: International Marketing
<p>Objective</p> <p>Almost all Danish companies are involved in international business activities, either directly or indirectly. This course addresses the particular problems that a company faces when engaging in international marketing and sourcing. The course investigates which strategies, behavioural patterns and parameter values that a company will benefit from using in order to succeed internationally and fulfil its objectives.</p> <p>Contents</p> <ul style="list-style-type: none"> • The company's decision to become international and the process involved. • Political, economic, social, technical and cultural variable of influence • A company's international competitiveness • Procuring information and conducting international research • Selecting markets • Choosing entry modes • International sourcing • International distribution • Setting up a strategy, including multidomestic and global parameter values • Organisation and control of a company's international activities, including implementation and coordination.

Description of objectives

At the general level, the student will achieve the insight and knowledge required to manage activities for the purpose of international marketing and sourcing in an independent manner.

Learning objectives

Knowledge

The graduate has:

- Knowledge about the theories, models and concepts relevant for this course to enable the student to make the correct choice of application as regards empirical problems in the context of core problems of the course.
- The knowledge required to select or compose a reasonable point of view for developing marketing strategies and plans for the global market in an independent manner.

Skills

The graduate is able to:

- Describe and explain the normative development patterns that characterise a company's internationalisation process and the resulting consequences based on the theories and models of this course
- Analyse the significance of cultural distance in view of various theories and models and present arguments in favour of the assumed consequences of a company's marketing efforts
- Explain and state reasons how market information can be procured to ensure a sufficiently qualitative basis for decisions in the market establishment phase and in the subsequent operational phase
- Analyse and evaluate strategic problems in the light of various entry modes, including the relevance of their application in specific empirical contexts
- Analyse the company's essential parameters in an international context and present proposals, stating arguments in favour, for the parameter design of products, also services, price, promotion, distribution, in view of the targets and holistic strategies defined for the company
- Analyse the balancing of multidomestic and global parameter approaches for products as well as marketing efforts
- Analyse, stating arguments in favour, how to carry out and organise international sourcing for the company.

Competencies

The graduate is able to:

- Take on management responsibilities in connection with a company's international involvement
- Propose solutions, stating arguments in favour, relative to a specific matter, based on the theories and models of this course

- Be in charge of the development of an international marketing plan, ensuring agreement between on the one side a company's international targets and resources and on the other applied strategies and empirical aspects
- Make own reflections based on the theories and models of this course and in the process use relevant terminology
- Exhibit an excellent ability to identify relevant theories/models in relation to a specific empirical problem and, based on this, subsequently analyse and formulate solutions, stating arguments in favour
- Exhibit extensive insight into the consequences of the theoretic and methodological approach chosen to apply as the solution to a problem and subsequently discuss the relevance of the approach and its defects, if applicable
- Exhibit extensive academic overview and the ability to make combinations and evaluations in an independent manner from a multi-disciplinary perspective using various theoretic approaches and analyses
- Demonstrate knowledge, skills and competencies as described in this course description.

Exam:

An oral exam lasting 30 minutes (including evaluation and grading) based on a written 5-page synopsis)

Line: Internationalisation

Course: International Business Communication

Objective

Academic content

- Understanding of cross-cultural contexts
- Intercultural communication skills
- Insight into a foreign business culture
- Understanding of methods for cross-cultural and cross-disciplinary team work and project work

Specifics

The course aims to give the students the competencies required to work in teams with many nationalities present in a new cultural environment, for example in another country. How to do business in another country and work with innovation or/and project management is another objective for this elective. In connection with this element, the students can expect to go on an exchange study trip or host a group of exchange students or teachers from a non-domestic university.

Learning objectives

Knowledge

The student has:

- General knowledge about intercultural differences between various nationalities

- Knowledge about different corporate business styles in different countries
- Specific knowledge about the lifestyle of the chosen foreign country compared with a Western European lifestyle
- Specific knowledge about management style compared to the Western European context
- Being acquainted with the way of doing business in the chosen foreign country: visiting companies.
- Innovations or/and project management issues in the chosen foreign country: opportunities, challenges and perspectives.

Skills

The graduate is able to:

- Understand how intercultural difference can influence the process when different nationalities work together on a project or an assignment
- Understand the pitfalls when different nationalities work together on a project
- Understand how to use different tools to improve the intercultural communication skills
- Understand how to do business in chosen foreign country
- Understand how to work with innovation and/or project management, in general terms.

Competencies

The graduate is able to:

- Adapt to the intercultural context of studying in a new cultural environment
- Professionally cooperate in teams in cross-cultural contexts
- Develop intercultural communication skills
- Get insight into the business environment and opportunities of the chosen foreign country
- Work in teams on a project with an innovative content.

Exam

An oral exam lasting 30 minutes (including evaluation and grading) based on a written 5-page synopsis. The presentation should address the following:

- What is the solution (short description of your concept)?
- Why is this solution the best for the case company?
- What is required (internally and/or externally) to implement this solution?

Line: Digitalisation

ECTS: 10

Objective

The objective of this line is to provide the students with insight into, awareness and knowledge of, skills and competencies for marketing in a digital world. The line takes its point of departure in the fact that today marketing has become highly (and is increasingly) digitised and that commerce and organisations for this reason have to determine how to act on the digital platforms.

In parallel with this, the line also looks in depth at the legal aspects of the digital world.

Line: Digitalisation

Course: Digital Marketing

Objective

The students work in groups to develop concrete solutions to given tasks from the list of companies.

Academic content

- Digital Marketing
- Digital Disruption
- Social Marketing
- Search Engine Optimization
- Search Engine Advertising
- Content Marketing
- Conversion optimised on-line design
- Web strategy

Specifically

The course will teach the students how to use innovative processes to develop new marketing strategies based on the Internet.

Practical implementation knowledge. The students will be able to develop and implement a prototype web strategy, starting with audience, selecting channels, developing marketing strategies and proposals to end with a web strategy.

Learning objectives

Knowledge

The graduate has:

- Knowledge about the theory and practice within digital marketing.
- Understanding of theory and method of using on-line disciplines
- The ability to reflect on how digital marketing can contribute to lead-generating activities
- The ability to stay up-to-date as to the role that digital marketing plays in a company
- The ability to acquire strategic and broad knowledge, at the general level, of the earnings available to a company on line today.

Skills

The graduate is able to:

- Develop a web strategy for a chosen company and apply relevant models in order to realise conversion optimised campaigns for companies on line
- Understand the difference between Paid Traffic and Gained Traffic and how to work with both types of audience
- Assess the company's competitive position as a basis for developing the company's web strategy for benefit of the company's sales work
- Plan and perform tasks relating to the development of digital marketing strategies on the basis of independent evaluations
- Develop, manage and implement sale-focused digital marketing strategies based on different innovative work methods that include relevant partners
- Protect any company against digital disruption on the internet through detailed understanding of digital marketing.

Competencies

The graduate is able to:

- Take part in effective sales work in connection with the digital marketing of a company with personal responsibility at the operative level
- Develop independence and the ability to cooperate and innovate.

Exam

The exam is an oral group exam lasting 30 minutes.

Towards the end of the course, all study groups prepare a brief web strategy for presentation at the oral exam. Following the presentation, the student will answer questions in the syllabus.

Line: Digitalisation

Course: IT Law

Objective: The IT Law course will teach the students about some key legal issues related to Internet marketing and social media.

Coherence with other courses in the programme

This course relates to the general course Business Law and the other marketing courses; the course is especially closely related to Digital Marketing course.

Learning objectives

Knowledge

The graduate has:

- Knowledge about the structure of the Internet and the legal challenges arising in the wake of new media when marketing these media

- Knowledge about the EU's role in cross-border activities on the Internet, including knowledge of EU regulatory ways.

Skills

The graduate is able to:

- **Assess different marketing approaches in relation to the law on:**
 - Cookie rules
 - The Marketing Act, specifically section 6
 - Personal data protection
 - Intellectual property, including: domain names and trademark infringement.

Competencies

The graduate is able to:

- Apply cookie rules and assess whether existing consent requirements have been observed, including the ability to assess the technology behind digital marketing, particularly the first- and third-party cookies problem
- Apply marketing law and assess whether existing laws are complied with. In particular, the graduate must be able to assess section 6 of the Marketing Practices Act (spam) as well as trademark and domain law conflicts
- Apply the Personal Data Protection Act, including the ability to define what personal information is, and the principles governing the processing of personal data on the Internet in particular
- Apply intellectual property-specific challenges on the Internet, in particular violations of the Copyright Act.

Exam

Oral exam lasting 30 minutes, including evaluation and grading.

Line: Entrepreneurship and Personal Selling

ECTS: 10

Objective The purpose of this line will provide the student with insight, knowledge, skills, and competencies as regards entrepreneurship and innovation. In that context, project management is very important and is thus included in this line.

Moreover, the line comprises an academic element that deals with personal development and selling. These areas are often of great significance when it comes to entrepreneurship; such skills are necessary to realise business ideas and innovation projects.

Line: Entrepreneurship and Personal Selling

Course: Project management and entrepreneurship

Objective

This course comprises a number of innovative modules where the students work with specific and practical innovation processes, and where they develop their own ideas and convert them into business models which may have a financial and/or cultural or social value or a value to society.

During the course, a number of relevant professional inputs are given for the process of developing an idea and turning it into innovation, including idea development, personal sales, and online marketing.

Learning objectives

Knowledge

The student has knowledge and understanding of the following from the point of view theory and practice:

- The essential elements of the “Lean Start-up Theory”
- The essential elements of the “Effectuation Theory”
- Different types of business models
- Different methods for creativity and idea development
- Different forms of innovation and handling of innovation in companies
- Means of financing for the start-up environment in Denmark
- How to become project managers in real life by learning to analyse and handle issues relating to project management, risk management and product development in a dynamic interplay between theory and practice
- The different concepts, theories and methodologies relating to project management and product development
- How to prepare a project based on innovation.

Skills

The graduate is able to:

- Work with idea development tools (divergent and convergent thinking)
- Make a pitch in front of an audience
- Work with different types of visual presentation
- Prepare different types of prototypes
- Prepare different types of business models
- Set up a budget to start up a company/project
- Plan and conduct tests of needs, product and business model for external stakeholders
- Understand and deal with the challenges of project management
- Apply the relevant tools to solve tasks within the organisation
- Plan management initiatives relating to new product development project management.

Competencies

The graduate is able to:

- Test the market potential of a specific business idea/product/concept

- Communicate academic problems and solutions and present the results to peers, business partners and non-specialist
- Participate in multi-disciplinary teams in connection with innovative work
- Analyse, plan and implement project work in connection with the development from idea to innovation in an independent manner
- Manage projects in an organisation operating in the market that requires innovation and development of new products
- Identify needs and handle the corresponding project-oriented management tasks within an innovative organisation
- Run a project in the span between a traditionally thinking production company or service-oriented company and the turbulence of the global market place.

Exam

An oral exam lasting 30 minutes (including evaluation and grading).

Line: Entrepreneurship and Personal Selling

Course: Personal Sales and Development

Objective

This course is designed to be a comprehensive introduction to the fundamental principles of professional selling. The course will provide the students with an overview of the behaviours and habits needed by professional salespeople to personally persuade both prospective as well as repeat customers to purchase a company's products and services as well as the tools professional salespeople can adopt when facing adversity.

Learning objectives

Knowledge

The graduate has:

- Understanding of the role of personal selling within the promotional mix.
- The ability to discuss the role of a company's salespeople in creating value for customers and building customer relationships.
- Knowledge about the personal selling process.
- Knowledge about the seven habits of highly successful people and will be able apply them to professional salespeople.
- Knowledge about how professional salespeople can manage themselves (stress management) and their time.

Skills

The graduate has knowledge about:

- The habits needed to be successful professional sellers.
- How to handle the stresses and frustration that come with professional selling.
- How to successfully carry through the sales cycle.

Competencies

The graduate is able to:

- Collaborate with individuals and teams from different departments to deliver superior customer value
- Remedy some of the stresses and frustrations that come with personal selling.

Exam: Oral exam lasting 30 minutes, including evaluation and grading.

3.5 Internship

Internship
Scheduling: Third semester
ECTS: 15
<p>Contents</p> <p>The internship is part of the course programme and is to link the theory studied with the profession's vocational aspects. The internship is to give the student hands-on experience with professional practice and develop the professional and personal qualifications required to work independently within the chosen profession.</p> <p>The internship helps the student convert acquired knowledge and theory into practical performance.</p> <p>Learning objectives</p> <p><i>Knowledge</i></p> <p>The graduate has:</p> <ul style="list-style-type: none"> • Knowledge about the applied theories and methods of the profession/academic discipline and about practice • Understanding of concepts and methods and can reflect on their application • Acquired experience from participation in practical tasks. <p><i>Skills</i></p> <p>The graduate is able to:</p> <ul style="list-style-type: none"> • Convert the acquired knowledge into practical use in a professional context • Evaluate theoretical and practical problems and propose solutions • Apply and present relevant theories on how to address tasks in the host company. <p><i>Competencies</i></p> <p>The graduate is able to:</p>

- See his/her own role as a professional in the context of the specific tasks and identify own needs for learning and develop knowledge, skills and competencies of relevance to the concrete tasks
- Form an active part of professional and multi-disciplinary efforts in an unassisted manner.

ECTS credits

The internship totals 15 ECTS credits.

Assessment

Submission of a 15-page internship report to be graded based on the 7-point grading scale.

3.6 Rules governing the internship

It is the student's responsibility to make sure that a digital internship contract has been filled in at www.easj.dk/Praktikaftale.

During the internship, an internship tutor from the programme and a supervisor within the company supports the student. The student and the tutor jointly define the objectives for the student's learning outcome from the internship (12 weeks), which subsequently serve as guidelines for the company when organising the student's work.

To complete the internship, the student submits a written report, which evaluates the learning outcome. The student's learning outcome must be approved and evaluated in an internship report to be produced by the students. To sit the Final Exam Project, the student must pass the internship exam.

Up to three students may complete internships in the same role and in the same company.

The internship is intended to be equivalent to a full-time job with the same requirements in terms of working hours, performance, involvement and versatility that a fully trained graduate in Marketing Management should expect to face in his/her first job.

The internship can form the basis of the student's final project and can be planned to allow both flexibility and differentiation.

To find further information about the internship, see the local internship handbook or contact the programme's internship coordinator.

3.7 Ways of teaching and working

The teaching includes lectures, classroom lessons, dialogues, exercises, presentations, cases, seminars, guest lecturers, projects and internships.

Targeted learning

Each semester constitutes a complete and well-defined learning process with own exams. It is therefore possible for a student to replace a semester with documented equivalent learning and exams from another Danish or foreign institution.

Courses may be taught at other Zibat campuses.

3.8 Reading texts in foreign languages

Parts of the teaching material used in the programme may be in English and some classes may be taught in English.

Knowledge of additional foreign languages is not required, beyond the requirements laid down in the Executive Order on Admission.

4. Internationalisation

4.1 Studies abroad

The following educational elements of the Bachelor's degree in International Sales and Marketing may be completed abroad:

- Second semester
- Internship
- Bachelor Project

The student may be granted credits for educational elements completed as part of a stay abroad, provided they comply with the requirements to contents and level.

Zibat must receive an application for credit transfer via the programme manager and have sufficient time to approve the application before the stay abroad commences. It is the responsibility of the student to make sure the application is submitted in time. The decision will be based on an academic assessment.

The student may complete individual programme elements abroad subject to advance approval by the education institution.

A student who has obtained advance approval of a study period abroad is obliged to document the subjects completed during the approved study period at the end of the period. In connection with the advance approval, the student must grant the institution the right to collect the necessary information upon completion of the studies abroad.

If advance credits are awarded, the course is considered to have been completed, provided it was passed in accordance with the rules for the programme in question.

The educational element, for which credit transfer has been granted, is deemed to have been completed if it has been passed in accordance with the rules for the programme in question. Zibat endeavours to ensure that students can complete their second semester at an educational institution abroad.

4.2 Agreements with foreign educational institutions about parallel studies

The Zealand Institute of Business and Technology (Zibat) will publish information about partner institutions, international internships, credit transfer and procedures regularly.

5 Tests and exams

All programme elements conclude with an exam where grades are given according to the 7-point scale. See section 5.1.2 on compulsory prerequisites for a description of the conditions that students must comply with to sit an exam and complete the programme. Students are allowed three attempts to pass an exam and will have to apply for an exemption for a fourth attempt.

For re-exams, the programme manager may alter the form of exam.

5.1 Exams

Scheduling and scope of the exams can be seen from Figure 2 in section 3.1. The mark of 02 is required to pass an exam.

5.1.1 Forms of exams

The degree programme comprises a number of different forms of exams that reflect the content and work methods used in the programme.

5.1.2 Examination structure

Below is an overview of the exams under the degree programme listing formal requirements and assessment.

Examination structure
First external
5-hour written exam.
Assessment criteria
Assessment criteria = the learning objectives of programme element 1 and 2

Scheduling: End of the first semester.
ECTS: 30

Examination structure
First internal: Study Technique and Methodology
Written synopsis
Formal requirements to the written project: A 4-page synopsis followed by a 20-minute oral exam in the syllabus
Assessment criteria Assessment criteria = the learning objectives of Study Technique and Methodology
Scheduling: First semester
ECTS: 5

Examination structure
Second internal
Oral exam based on written work.
Formal requirements to the written project: Can be found in the exam specifications to be found at the institution's communication platform.
Assessment criteria Assessment criteria = the learning objectives of programme element 3 and 4
Scheduling: End of the second semester.
ECTS: 15

Examination structure
Third Internal (exams in elective programme elements)
See the description of the programme elements.
Assessment criteria Assessment criteria = the learning objectives of the elective programme element Grades will be given according to the 7-point grading scale.
Scheduling: Second semester
ECTS: 10

Examination structure
4 Internal (internship exam)
Written report
Formal requirements to the written project: See the internship manual.
Assessment criteria Assessment criteria = the learning objectives of the internship

Admission requirements: To sit the exam, the student must have completed Zibat's electronic evaluation of the internship.
The consequences of a failure to pass: Improvement of the internship report.
Scheduling: Third semester (at the end of the internship period).
ECTS: 15

Examination structure
Second external (Bachelor Project)
Written report with oral defence.
Formal requirements to the written project: See the bachelor project manual and below in this curriculum.
Assessment criteria Assessment criteria = the learning objectives of the Bachelor Project
Admission requirements: The student must have passed all other exams in the degree programme, including the internship.
Consequences of a failure to pass: If the overall grade averages less than 02, the student must complete a new project based on a new problem formulation.
Scheduling: End of the third semester.
ECTS: 15

5.2 Requirements to the Main Exam Project

The Bachelor Project must document the graduate's understanding of and ability to reflect on the practices of the profession and its use of theories and methods in relation to a practical issue. The problem to be addressed must be a key issue within the degree programme and the profession and the student must formulate it, if relevant, jointly with a private or a public company. The problem is subject to the institution's approval.

The Bachelor Project may total a maximum of 100,000 characters.

The Bachelor Project
ECTS: 15
Scheduling: Towards the end of the third semester.
Contents The project is to be based on central issues of the programme and can comprise elements from the internship. The project problem is to be developed by the student and preferably jointly with a company. The project problem is subject to the Academy's approval. As a main rule, the Bachelor Project is an individual assignment.
In his/her approach to the problem(s) defined it is essential that the student demonstrates his/her ability to apply core theories and methodologies. In addition to this, the Bachelor Project must include empirical data to address the specific problem.

Learning objectives
The learning objectives are the same as for the degree programme, see section 1.4.
Form of exam
External oral exam based on the Bachelor Project. A single grade is given according to the 7-point scale for the written project and the oral performance.

5.2.1 The importance of spelling and writing skills for the assessment

Spelling and writing skills are included in the assessment of the Main Exam Project. The assessment reflects an overall assessment of the academic content as well as writing and spelling ability. However, the academic content has priority in this overall assessment.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. An application must be sent to the programme manager at the latest four weeks before the exam is due to be held.

5.3 Use of aids

All aids are permitted, unless otherwise expressly stated for the exam concerned.

5.4 Special exam arrangements

Student may apply for special exam conditions if warranted by physical or mental impairment. Applications must reach the programme at the latest four weeks before the examination date. Exemptions from the date of application may be granted in the event of sudden health issues. A medical certificate, a statement from for example a body dealing with speech, hearing or sight impairment, dyslexia, or other forms of documentation must be enclosed with the application certifying serious health issues or specific relevant functional impairment.

The application for permission to bring other aids for an exam must be submitted to the programme at the latest four weeks before the exam.

5.5 Re-examination

Illness exam

A student who was prevented from sitting an exam due to documented illness or other unforeseeable reason (force majeure) is allowed re-examination as soon as possible. Is the exam scheduled for the final exam period of the programme, the student will be given an opportunity to sit the exam within the same exam period or immediately after.

Information about time and place of illness exams can be found on the department communication platform.

Illness must be documented by a medical certificate³, which must reach the academy at the latest five workdays after the exam has taken place. A student who is taken acutely ill during an exam must document that he/she was ill on the day concerned.

If illness is not documented as laid down above, the student has used one attempt at sitting the exam.

Re-examination

In the event of failure to pass an exam or documented non-attendance for an exam, the student is automatically registered for re-examination so long as any attempts remain for the student.

It is up to the student to find out when the re-exam will take place.

Information about time and place of re-exams can be found on the department communication platform.

The programme manager may grant exemptions from the continued registration procedure if warranted by unusual circumstances, including documented disability.

5.6 Language used in the exams

Examination language

Exams are conducted in Danish unless otherwise mentioned in the description of the exams. Exams can be conducted in Swedish or Norwegian instead of Danish. Exams in programmes or individual courses offered in English or another language can be conducted in this language.

Students with mother tongues other than Danish may apply for an exemption from the requirement that spelling and writing skills form part of the assessment of the main project or the Main Exam Project as well as any other exams for which this curriculum states that the mentioned skills should form part of the assessment. Applications must reach the programme at the latest four weeks before the examination date.

5.7 Initial assessment test

Initial assessment test
Scheduling: The initial assessment test takes place no later than two months from commencement of the programme.
Form: Recording of absence (counts as the first attempt). If the student's first attempt is not successful, an alternative test is organised.

³ The student must pay any costs incurred to procure the required documentation.

Description of the form of the exam: The student must participate in 80% of the teaching during the first two weeks from commencement of the programme (first attempt). A student who does not comply with this requirement to attendance must submit a written home assignment (second attempt).
Assessment: Pass/Fail or Approved/Not approved. The student must be informed of the result no later than two weeks from the date of the test.
Admission requirements: None
Consequences of a failure to pass: Students who fail this test may sit a re-examination, which takes place within three months of the start of the programme. If the second attempt is also not successful, the student cannot continue with the programme and is deregistered, cf. the Executive Order on Examinations.
Further about the initial assessment test: The initial assessment test is not covered by the rules regarding exam appeals, cf. Section 9(4) of the Executive Order on Examinations. Zibat may grant students an exemption from the deadlines for passing the initial assessment test in case of illness, childbirth or unusual circumstances. Such circumstances must be documented.

5.8 Using one's own work and that of others (plagiarism)

Cheating in exams through plagiarism comprises instances where a written answer is presented as if completely or partially produced personally by the student(s), also if the answer:

- comprises identical or almost identical repetitions of the wording or work of others, without clearly stating the source (see the institution's requirements to written work).
- comprises major pieces of text with wording so close to that of another piece of writing or similar wording etc. that when comparing the texts, it is possible to determine that the text pieces could not have been written using any other sources
- comprises the use of words or ideas of others without referencing these originators in an appropriate manner
- re-uses text and/or key ideas from the student's own previously assessed answers without stating source.

Presumed cheating at an exam, including plagiarism during and after the exam

The programme manager will be notified if during or after an exam there is the presumption that a student:

- has received or given unauthorised help,
- has presented the work of another person as his/her own (plagiarism), or
- has used his/her own previously assessed work or parts thereof without referring to it (plagiarism).

5.8.1 Investigation of cheating offences in exams, including plagiarism

Postponement of the exam

If the cheating concerns plagiarism in a written report and/or answer, which is used in the assessment of a subsequent oral exam, the programme manager, postpones the exam, if the issue cannot be resolved before the date set for the exam.

Form and content of the report

Reporting must be made without undue delay. The report must be accompanied by a written description of the breach, comprising information that can identify the individuals reported on in addition to a brief summary and the documentation substantiating the matter. In the event of repeated offences, involving one or more people, this must be stated.

When reporting on plagiarism, the plagiarised parts must be marked with clear reference to the sources of the plagiarised content. Similarly, the plagiarised text must be marked in the source text.

Involving the student – hearing of the party(-ies)

For the written hearing, the documentation substantiating the presumed cheating in the exam is forwarded in order to ask the student to make a written statement of his/her point of view.

5.8.2 Sanctions for cheating offences and disruptive behaviour during exams

If the clarification of the matter confirms the presumed cheating offence to the programme manager and the action has had or would have had affected the assessment, the programme manager expels the student from the exam.

If the cheating offence or disruptive behaviour is less serious, the educational institution will initially issue a warning.

Under aggravating circumstances, the programme manager can expel the student for long or short periods. In such cases, the student receives a written warning to the effect that repeated offences may lead to permanent expulsion.

Expulsion according to the above terms will lead to cancellation of any grades that may have been granted for the exam concerned, and the exam will count as one attempt.

During a period of expulsion, the student may not attend classes or exams.

5.8.3 Complaining about sanctions on account of cheating, plagiarism or interruption of an exam

The decisions that an attempt at the exam has been used and expulsion due to a cheating offence at an exam are final and complaints cannot be brought before a higher administrative authority.

Complaints concerning legal aspects (such as incapacity, hearing, complaints/appeals instructions, correct or incorrect interpretation of the Examination Order etc.) can be brought before the Danish Agency for Higher Education and Educational Support. The complaint is forwarded to the educational institution, for the attention of the programme manager. The manager makes a statement, which the appellant must be given an opportunity to comment on, normally one week. The educational institution forwards the complaint, the statement and any comments that the complainant may have made to the Danish Agency for Higher Education and Educational Support. Complaints must reach the educational institution at the latest two weeks from the day that the complainant was notified of the decision (see section 10 of the Examination Order).

6 Miscellaneous rules applicable to the programme

6.1 Rules governing the duty to attend

Please see section 6.3 on the criteria for assessment of study activity.

6.2 Credits

6.2.1 Credit transfer arrangements for courses covered by the national part of the curriculum

Successfully completed programme elements are equivalent to the same programme elements taught at other educational institutions offering the same degree programme.

The student is obliged to provide information about any programme elements completed at other Danish or foreign institutions of further education and about any past employment that may qualify for credits. The educational institution approves credits on a case-by-case basis based on successfully completed programme elements and any employment equivalent to courses, programme elements and internship elements. The decision will be based on an academic assessment.

Advance credits

Students may apply for advance credits. A student who has obtained advance approval of a study period in Denmark or abroad is obliged to document the courses completed during the approved study period at the end of the period. In connection with the advance approval, the student must grant the institution the right to collect the necessary information upon completion of the studies abroad.

If advance credits are awarded, the course is considered to have been completed, provided it be passed in accordance with the rules for the programme in question.

6.2.2 Credit transfer arrangements for courses covered by the local part of the curriculum

Elective programme elements that a student has passed are equivalent to similar programme elements taken at other educational institutions offering this degree programme as well as other programmes.

Advance credits

Students may apply for advance credits, provided the student has acquired programme elements that award credit, either offered by the programme or not offered by the programme.

6.3 Criteria for assessment of study activity

Zibat may terminate a student's enrolment without further notice if the student has not been active for a consecutive period of at least 12 months (cf. LEP Executive Order).

Study activity criteria

Participation in the teaching

- Students must participate actively in project and group work and project presentations.

The duty to attend extra-curricular activities

In order to achieve the learning objectives/outcomes of the programme – in addition to attending classes, lectures, seminar and so on – certain course elements require compulsory participation in the form of for example

- submitting/presenting reports/projects and
- being physically present.

If a student fails to comply with the compulsory participation, and such participation is a requirement for sitting the exam, the lack of compliance will be regarded as absence from the exam, and the student will have used one examination attempt.

Study activity

A student who violates the above requirements is not actively studying. Should a student be found not to be actively studying, the student concerned will not be able to sit the exam and the state study grant may be cancelled.

If a student fails to be studying actively for a year, the student concerned will be disenrolled from the programme.

6.3.1 Deregistration of students

The first time a student is rated as inactive; the student is contacted by the tutor and invited for an interview.

In the event of continued non-attendance in the study activities, the student is summoned for an interview, and if non-attendance is repeated the student will be deregistered from the programme.

6.4 Exemption rules

The educational institution may grant an exemption from the provisions of the national part of the curriculum when warranted by unusual circumstances. The institutions work together to ensure uniform exemption practices.

When special conditions warrant it, the educational institution may grant an exemption from rules in the curriculum defined by the educational institution concerned or other educational institutions.

6.5 Complaints

Complaints about exams

The student is recommended to ask the student counsellor for guidance on appeal procedures and how to prepare an appeal.

Complaints about exams must be submitted online:

Danish: www.easj.dk/eksamensklager

English: www.easj.dk/exam-appeals

The rules governing complaints concerning exams can be found in chapter 10 of the Examination Order.

The Examination Order differentiates between complaints concerning:

- 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.

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

A student can submit a written complaint, stating his/her reasons, within two weeks after the assessment has been 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 complaint should be submitted to the programme manager.

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

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

The educational institution makes decisions regarding complaints based on the academic opinion presented by the examiners and the complainant'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 programme manager 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 complainant 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, 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: viz the assignment and/or the questions, the answer(s), the complaint, the statements made by the original examiners with the complainant's comments and the educational institution's decisions.

The review panel notifies the educational institution 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.

The complaint is sent to the programme manager two weeks (14 calendar days) at the latest after the assessment of the exam concerned has been communicated. If the due date 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.

6.5.1 Appeal

As regards academic issues, the complainant can lodge an appeal concerning educational institution's decision with an appeals panel. The Public Administration Act governs the activities of the appeals panel, this also includes incapacity and confidentiality.

The appeal should be submitted to the programme manager.

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 appeal 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 programme manager.

The appeals panel makes decisions based on the material that the educational institution 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 complainant 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, 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: viz the assignment and/or the questions, the answer(s), the complaint, the statements made by the original examiners with the complainant's comments and the educational institution'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 appeal.

6.5.2 Appeals concerning legal matters

Appeals concerning legal aspects of decisions made by the review panel in connection with reassessments or re-examinations or concerning decisions of the appeals panel can be lodged with Zibat. The deadline for submitting appeals is two weeks from the day the decision has been communicated to the appellant.

Appeals concerning legal aspects of decisions made by the educational institution 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 the educational institution. The educational institution issues a statement and the appellant must be given normally one week for commenting. The educational institution forwards the appeal, the statement and any comments that the appellant may have made to the Danish Agency for Higher Education and Educational Support. Appeals must be submitted to the institution not later than two weeks (14 calendar days) from the day when the decision was communicated to the appellant.

6.6 Finance

All expenses for activities expected to be carried out by the student are to be borne by the student, unless otherwise provided.