

Curriculum

(Electives catalogue)

AP degree in Logistics Management

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Appendix to the local curriculum for the AP degree in Logistics Management (electives catalogue)

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1. Introduction

This part of the curriculum is related to the national part of the curriculum (and appertaining programme appendices) and the local part of the curriculum. The national part of the curriculum is common for all providers of the degree programme, whereas the local part of the curriculum and this electives catalogue is laid down by Zealand – Academy of Technologies and Business.

2. Local programme elements offered as electives

Electives must total 10 ECTS credits of the total number of ECTS credits of the programme. It is possible to choose between two electives which are described in detail in the following.

2.1. Digitrack

Offered in English

Objective:

The student will acquire the knowledge, skills and competencies required to carry out coordinating, advisory and strategic functions using appropriate methodologies for the purpose of developing, implementing and maintaining the digital appearance on different digital platforms of relevance to the public and the private service industries. This covers everything from a simple information-based website, a content management system and a digital banner to an experience-based museum application or a digital service solution spanning different platforms.

The elective is based on theory relating to the subject area and therefore involves interaction between the different compulsory courses in the degree programme.

Learning objectives:

Knowledge

The student has:

- Development-based knowledge about and understanding of key methods used to document designs.
- Development-based knowledge about and understanding of key methods for basic digital design and aesthetics.
- Development-based knowledge about and understanding of key methods to link use and design.

Skills

The student will be able to:

- Use graphic design.
- Structure the content of digital applications.
- Use different methods to document digital and interactive media productions.
- Communicate about the choice of media effects to stakeholders.

Competencies

The student will be able to:

- Handle and integrate digital media expressions on different digital platforms.
- Acquire new knowledge, skills and competencies relevant to the profession.

ECTS credits:

10 ECTS

2.2. Business Development - Marketing

Offered in Danish and English

Objective:

The overall objective of the Business Development electives is to teach the student the necessary knowledge, skills and competencies to perform coordinating, advisory and strategic functions relating to the development, implementation and maintenance of a company's business development. This specialisation course is based on the theory of this subject area and as such builds on a natural relationship with the compulsory courses of the programme. Business Developed consists of two sections: Marketing and Creativity & Innovation.

The specific objective of the course "Business Development – Marketing" is to allow the student an opportunity to expand their knowledge of marketing.

Learning objectives:

Knowledge

The student has:

- Knowledge of marketing concepts and tools at the three organizational levels
- Understanding of the various parameters that the company can use to create a market for and sell its products

Skills

The student will be able to:

- Handle different tools used in connection with idea development and creativity in a practical context.
- Assess the suitability of different tools for practical idea development.
- Assess how companies can promote innovation.
- Describe and categorise different forms of innovation.

Competencies

The student will be able to:

- Incorporate different aspects of creativity into projects and cases.
- Participate in and manage creative processes in service companies.
- Participate in and facilitate innovative processes in service companies.
- Incorporate different aspects of innovation in projects and cases.
- Work with development processes in a multi-disciplinary and holistic manner.

ECTS credits:

5 ECTS

2.3. Business Development - Creativity & Innovation

Offered in Danish and English

Objective:

The overall objective of the Business Development electives is to teach the student the necessary knowledge, skills and competencies to perform coordinating, advisory and strategic functions relating to the development, implementation and maintenance of a company's business development. This specialisation course is based on the theory of this subject area and as such builds on a natural relationship with the compulsory courses of the programme. Business Developed consists of two sections: Marketing and Creativity & Innovation.

The specific objective of the course "Business Development - Creativity & Innovation" is to give the student an opportunity to gain insight into how an ERP system supports both financial and logistical processes in a company. In addition, the student becomes familiar with a functional management tool in connection with the completion of projects within the company.

Learning objectives:

Knowledge

The student has:

- Knowledge about the differences and similarities between creativity, innovation and entrepreneurship/intrapreneurship with a special focus on ways to promote creativity in a company.
- Knowledge about creative tools.
- Knowledge about how creative and innovative processes can be planned, implemented and evaluated.
- Knowledge about the development process from idea to marketed product or service.
- Knowledge about key concepts and typologies within innovation, including sources of innovation.
- Knowledge about relevant tools used to manage the innovation process.

Skills

The student will be able to:

- Handle different tools used in connection with idea development and creativity in a practical context.
- Assess the suitability of different tools for practical idea development.
- Assess how companies can promote innovation.
- Describe and categorise different forms of innovation.

Competencies

The student will be able to:

- Incorporate different aspects of creativity into projects and cases.
- Participate in and manage creative processes in service companies.
- Participate in and facilitate innovative processes in service companies.
- Incorporate different aspects of innovation in projects and cases.
- Work with development processes in a multi-disciplinary and holistic manner.

ECTS credits:

5 ECTS

3. Exams in electives

The purpose of exams in the programme elements is to document to which degree the student fulfils the professional goals set by the programme and its elements. The mark of 02 is required to pass an exam. The student is entitled to sit each exam three times. A student cannot re-sit an exam once it has been passed.

The student is responsible for familiarizing themselves with and comply with the Academy's rules for tests and exams. Registration for a programme element, semester etc. also counts as registration for the exams. See section 8.1.4 in the local part of the curriculum.

3.1. Exam in the elective element

Prerequisites for participation in the exam:

None

Planning and content of the test:

There will be one internal individual portfolio exam after the elective academic element. The test consists of 2 parts:

- Synopsis (with 2 assignments enclosed as appendices)
- Oral individual test

The oral part of the exam is based on a synopsis which has been evaluated by the examiner and an internal examiner prior to the exam. The synopsis must be submitted in Wiseflow within 10 workdays before the oral exam. The oral test lasts 30 minutes and consists of the following elements:

- A short presentation from the student: 5 minutes

- Exam dialogue: 20 minutes
- Evaluation and awarding of grade: 5 minutes.

Formalities:

The synopsis must include the following:

- A specification of the academic challenges and problems which the student wants to focus on in the assignments (enclosed as appendices) and in relation to the learning objectives for the elective academic element.
- A discussion and reflections on the chosen theory, method and literature. A brief reflection on the student's academic development in the elective academic element, and how the student relates to its wishes for further academic competency development.
- Max. 3 standard pages (1 standard page contains 2,400 characters, incl. spaces). 2 assignments must be enclosed as appendices.
- The assignments can be written assignments, an event, a prototype etc. All assignments must be documentable.
- Formalities and content requirements for the assignments are presented at the beginning of the elective academic element. If the student fails to meet the set submission deadlines, the student cannot expect to receive any feedback on the assignments.

Assessment criteria:

Assessment criteria = The learning objectives for the elective academic element.

An individual grade is awarded, and the assessment is based on a total evaluation of the written and oral presentation. The assessment of the presentation is based on the 7-point grading scale as regards the fulfilment of purpose and learning objectives for the elective academic element.

Temporal placement:

By the end of the 3rd semester.

Scope of ECTS:

10 ECTS

As to exam rules, including make-up and re-examination, cheating in exams and plagiarism, complaints and appeals as well as other rules for the study programme, please see the local part of the curriculum.

4. Effective date

The electives catalogue applies to students who are to select their electives for the autumn of 2021.