

National part  
Valid from 6 February 2020

# Curriculum 2020

## Design, Technology and Business

## Contents

1. The programme's goals for learning outcomes: .....	4
1.1 Learning objectives for the individual study specialisations .....	5
1.1.1 Learning outcomes for study specialisation Design .....	5
1.1.2 Learning outcomes for specialisation Production.....	5
1.1.3 Learning outcomes for study specialisation Business.....	6
1.1.4 Learning outcomes for study specialisation Marketing .....	6
1.1.5 Learning outcomes for study specialisation Retail .....	6
2. National subject elements .....	8
2.1 National subject elements that are common to all students, regardless of choice of study specialisation.....	8
2.1.1 Design .....	8
2.1.2. Business .....	9
2.1.3. Technology.....	9
2.2 National subject elements in study specialisation Design .....	11
2.2.1 Design .....	11
2.2.2 Technology.....	11
2.2.3 Communication.....	12
2.3 National subject elements in study specialisation Production .....	13
2.3.1 Product Development.....	13
2.3.2 Technology.....	14
2.3.3 Quality Assurance .....	15
2.4 National subject elements in study specialisation Business.....	15
2.4.1 Commerce .....	16
2.4.2 Supply Chain Management.....	16
2.4.3 Product Knowledge.....	17
2.5 National subject elements in study specialisation Marketing .....	18
2.5.1 Concept Development.....	18
2.5.2 Communication.....	19
2.5.3 Management.....	19
2.6 National subject elements in study specialisation Retail .....	20
2.6.1 Retail Design.....	20
2.6.2 Retail Marketing .....	21
2.6.3 Retail Management .....	22

2.7 Number of exams in the national subject elements.....	22
3. Internship .....	23
3.1 Learning objectives for the internship .....	23
4. Requirements for the final exam project.....	23
5. Rules on credit .....	24
6. Commencement .....	24
6. 1 Transitional scheme .....	24

This national part of the Curriculum for the Academy Profession Degree Programme in Design, Technology and Business has been released pursuant to section 21(1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented by the institutional part of the curriculum, which is provided by the individual institution offering the programme.

The curriculum has been prepared by the educational network for the AP Degree Programme in Design, Technology and Business and approved by the boards of directors of all the institutions offering the programme – or by their rectors subject to authorisation – and following consultations with the institutions’ education committees and the chairmanship of external co-examiners for the programme.

## **1. The programme's goals for learning outcomes:**

The AP Degree Programme in Design, Technology and Business qualifies the graduate to independently plan, organise and execute tasks in textile, clothing, design and business associated with design, production, business, marketing and retail.

### Knowledge

The graduate in Design, Technology and Business will have knowledge about:

- the applied practice of the profession and the subject areas as well as key theory and methods in relation to the structure and role of the industry.
- practice and key theory and methods and how they are applied by the profession.

### Skills

The graduate in Design, Technology and Business will have the skills to:

- use the key methods and tools of the subject area and the skills associated with employment in the profession.
- assess and communicate practice-orientated solutions to the company and users.
- assess a concept's business potential based on, inter alia, trends, principles of sustainability, market analyses and business models as well as the relationship between price, quality, product and target group.

### Competencies

The graduate in Design, Technology and Business will be able to:

- use an analytical and methodical approach when handling development-based situations in design and design-centred concept development, including assessing the commercial potential of the concept.
- participate in professional and interdisciplinary cooperation with a professional approach.
- acquire new knowledge, skills and competencies within the profession in a structured context.

## **1.1 Learning objectives for the individual study specialisations**

The programme consists of 5 study specialisations: Design, Production, Business, Marketing and Retail.

### **1.1.1 Learning outcomes for study specialisation Design**

**Study specialisation Design** also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- the profession and the practice of the design area.
- practice and key applied design theory and methods.

#### Skills

The graduate will have the skills to:

- use design methods, tools and skills in the profession.
- assess practice-oriented issues and propose and select possible solutions.
- communicate practice-orientated issues and solutions to stakeholders.

#### Competencies

The graduate will be able to:

- handle development-oriented situations in the development of design solutions.
- participate in disciplinary and interdisciplinary cooperation using a professional approach.

### **1.1.2 Learning outcomes for specialisation Production**

Study specialisation **Production** also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- the profession and the practice of the production area.
- practice and key applied design theory and methods.

#### Skills

The graduate will have the skills to:

- use production methods, tools and skills in the profession.
- assess practice-oriented issues and propose and select possible solutions.
- communicate practice-orientated production-related issues and solutions to stakeholders.

#### Competencies

The graduate will be able to:

- handle development-oriented situations in the development of production solutions.
- participate in academic and interdisciplinary cooperation based on a professional approach.

### 1.1.3 Learning outcomes for study specialisation **Business**

Study specialisation **Business** also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- the profession and the practice of the business area.
- practice and key applied design theory and methods.

#### Skills

The graduate will have the skills to:

- use business methods, tools and skills in the profession.
- assess practice-oriented issues and propose and select possible solutions.
- communicate practice-orientated issues and solutions to stakeholders.

#### Competencies

The graduate will be able to:

- handle development-oriented situations in the development of business solutions.
- participate in academic and interdisciplinary cooperation based on a professional approach.

### 1.1.4 Learning outcomes for study specialisation **Marketing**

Study specialisation **Marketing** also has these learning objectives:

#### Knowledge

The graduate will have knowledge about:

- the profession as well as the practice of the branding and marketing area.
- practice and key applied branding and marketing theory and methods.

#### Skills

The graduate will have the skills to:

- use branding and marketing methods, tools and skills in the profession.
- assess practice-oriented issues and propose and select possible solutions.
- communicate practice-orientated issues and solutions to stakeholders.

#### Competencies

The graduate will be able to:

- handle development-oriented situations in the development of solutions in branding and marketing.
- participate in academic and interdisciplinary cooperation based on a professional approach.

### 1.1.5 Learning outcomes for study specialisation **Retail**

Study specialisation **Retail** also has these learning objectives:

## Knowledge

The graduate will have knowledge about:

- the profession and the practice of the retail area.
- practice and applied retail theory and methods.

## Skills

The graduate will have the skills to:

- use retail-specific methods, tools and skills in the profession.
- assess practice-oriented issues and propose and select possible solutions.
- communicate practice-orientated issues and solutions to stakeholders.

## Competencies

The graduate will be able to:

- handle development-oriented situations in the development of retail-specific solutions.
- participate in academic and interdisciplinary cooperation based on a professional approach.

## **2. National subject elements**

### **2.1 National subject elements that are common to all students, regardless of choice of study specialisation**

The programme contains three national subject elements that are common to the students regardless of study specialisation.

#### **2.1.1 Design**

The subject element **Design** provides basic understanding of the design process and methods, from idea to finished product, with the aim of developing a consciousness of design. Also included are trends, design culture and a focus on sustainable solutions.

#### **Learning objectives for Design**

##### **Knowledge**

The student will gain knowledge about:

- practice and key applied theories and methods in a design process for the purpose of developing sustainable solutions.
- key applied theory and methods in aesthetics, design culture and trends.
- key applied theory and methods in relation to target groups and the importance of the market in a design process.

##### **Skills**

The student will get the skills to:

- use visualisation and idea generation methods associated with the profession and the industry.
- assess practical issues as well as define and select sustainable solutions as part of the design process.
- communicate practice-orientated issues and solutions, including the use of industry-specific terms and terminology.

##### **Competencies**

The student will learn to:

- participate in interdisciplinary cooperation in all stages of the value chain in the development of a product or concept.
- handle basic issues by means of design methods.
- acquire new knowledge, skills and competencies within design in a structured context.

#### **Number of ECTS credits**

The subject element Design is worth 10 ECTS credits.

### **2.1.2. Business**

The subject element **Business** consists of business models and economics, innovative problem solving, a company's value chain and its basis of existence. Focus is on business understanding, which includes collaboration, relation building and communication.

#### **Learning objectives for Business**

##### Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods in business understanding, business models and communication.
- practice and key applied theory and methods in the subject area of business.

##### Skills

The student will get the skills to:

- apply key methods, tools and skills of the subject area and to apply the skills associated with employment in the profession.
- assess practice-orientated, business-oriented issues as well as identify and choose innovative solutions.
- communicate practice-oriented issues and solutions to partners and users.

##### Competencies

The student will learn to:

- handle development-oriented and practical business-oriented tasks.
- participate in professional and interdisciplinary collaboration within the business area with a professional approach.
- acquire new knowledge, skills and competencies within the business area in a structured context.

#### **Number of ECTS credits**

The subject element Business is worth 10 ECTS credits.

### **2.1.3. Technology**

The subject element Technology consists of innovative industry-relevant technology that contributes to process and product development with a focus on material technology and sustainability. The subject area also contains prototyping, digital tools and data analysis.

#### **Learning objectives for Technology**

##### Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods in processes, materials and production in a sustainable context.
- practice and key applied theory and methods in technology, including data handling and analysis.

### Skills

The student will get the skills to:

- apply key methods, tools and skills of the subject area and apply the technological skills associated with employment in the industry.
- assess practice-oriented issues and propose and select sustainable solutions.
- communicate practice-oriented issues and solutions to partners and users.

### Competencies

The student will be able to:

- handle development-orientated and practical business-orientated tasks.
- participate in professional and interdisciplinary collaboration within the technological area with a professional approach.
- acquire new knowledge, skills and competencies within technology in a structured context.

### **Number of ECTS credits**

The subject element Technology is worth 10 ECTS credits.

## **2.2 National subject elements in study specialisation Design**

Study specialisation Design contains three national subject elements.

### **2.2.1 Design**

The subject element **Design** consists of the design process, which includes design research, design methods, aesthetics, sustainability and industry and user needs based on sociological research methods and trend analysis.

#### **Learning objectives for Design**

##### Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods within the design process as well as basic knowledge of sociological research methods and trend analysis.
- the industry's application of theory and methods within the design process, sociology and trend analysis.

##### Skills

The student will get the skills to:

- apply and combine the key theories and methods of the design process for the purpose of developing sustainable solutions to practice-orientated problems.
- assess practice-oriented issues and propose and select possible solutions.
- communicate the design process and solutions to partners and users.

##### Competencies

The student will learn to:

- participate in professional and / or interdisciplinary design processes with a professional approach.
- plan, structure and implement design processes in response to industry-relevant issues and come up with sustainable solutions.
- acquire new knowledge, skills and competencies in relation to the industry.

#### **Number of ECTS credits**

The subject element Design is worth 15 ECTS credits.

### **2.2.2 Technology**

The subject element **Technology** consists of analogue and digital manufacturing methods for design products and / or design concepts.

#### **Learning objectives for Technology**

## Knowledge

The student will gain knowledge about:

- materials as well as analogue and digital tools and means for visualisation, prototyping and production.
- the industry's application of materials as well as analogue and digital tools and means for visualisation, prototyping and production.

## Skills

The student will get the skills to:

- analyse and assess the use of relevant material and technology in relation to the manufacture of design products.
- use relevant tools for the design of prototypes and solutions.
- handle analogue and digital communication of solutions to partners and users.

## Competencies

The student will learn to:

- handle manufacturing processes for the development of prototypes and design solutions.
- acquire technological knowledge, skills and competencies in relation to the industry.

## Number of ECTS credits

The subject element Technology is worth 10 ECTS credits.

### 2.2.3 Communication

The subject element **Communication** focuses on dissemination, argumentation and presentation of design solutions to internal and external partners and users.

#### Learning objectives for Communication

## Knowledge

The student will gain knowledge about:

- applied theory and methods within the area of communicative tools and techniques.
- the industry's use of visual communication.

## Skills

The student will get the skills to:

- assess and apply relevant tools and techniques in communicating design processes and design solutions.
- communicate and present design solutions to partners and users.

## Competencies

The student will learn to:

- communicate design solutions professionally to collaborators and users.
- acquire new knowledge, skills and competencies in relation to communication in a structured context.

### **Number of ECTS credits**

The subject element Communication is worth 5 ECTS credits.

## **2.3 National subject elements in study specialisation Production**

Study specialisation Production also has three national subject elements.

### **2.3.1 Product Development**

The subject element **Product development** provides a basic understanding of industrial design and manufacturing methods for the purpose of achieving a sustainable development and product manufacturing process. Focus is on silhouette, proportions and fit in design solutions and pattern grading.

#### **Learning outcomes for Product development**

##### Knowledge

The student will gain knowledge about:

- the industry and the practice of the subject area as well as key applied theory and methods within design, industrial pattern design and manufacturing as well as knowledge of sustainable solutions in the area.
- practice and key applied theory and methods within body anatomy, design, industrial pattern design and processing and understands the industry's application of theory and methods.

##### Skills

The student will get the skills to:

- use the key methods and tools in the field of design and industrial pattern design, pattern grading and manufacturing and apply the skills associated with employment in the industry.
- assess practice-related issues as well as define and choose solutions within proportion and fit based on function and aesthetics.
- communicate practical issues and solutions to internal and external stakeholders.

##### Competencies

The student will learn to:

- handle development-oriented situations in relation to design, industrial pattern design and manufacturing and processing.
- participate in academic and interdisciplinary cooperation based on a professional approach.

- acquire new knowledge, skills and competencies in relation to product development / the industry in a structured context.

### **Number of ECTS credits**

The subject element Product Development is worth 15 ECTS credits.

### **2.3.2 Technology**

The subject element **Technology** provides a basic understanding of production methods for product manufacturing, including the use of relevant technology for sustainable and industrial processes. Focus is on the aesthetic and technical properties of materials in relation to appearance, comfort, application and sustainability.

### **Learning objectives for Technology**

#### Knowledge

The student will gain knowledge about:

- the practice of the industry and key applied theory and methods within relevant technology for sustainable and industrial processes as well as the aesthetic and technical properties of materials in relation to appearance, comfort, application and sustainability.
- practice and key applied theory and methods of production for the manufacture of products and selection of materials and understands the industry's application of theory and methods.

#### Skills

The student will get the skills to:

- apply the key methods and tools of the subject area and the skills associated with employment in the industry.
- assess practice-orientated issues and propose and select possible solutions within product manufacturing.
- communicate practical issues and solutions in the product-manufacturing process to collaborators.

#### Competencies

The student will learn to:

- handle development-oriented situations in product manufacturing.
- participate in academic and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the industry in a structured context.

### **Number of ECTS credits**

The subject element Technology is worth 10 ECTS credits.

### 2.3.3 Quality Assurance

The subject element **Quality assurance** provides a basic understanding of production preparation and quality assurance of products focusing on fit, materials, sizes and manufacturing methods. Moreover, the subject element includes preparation of technical and visual documentation to be communicated to manufacturers and suppliers for the purpose of creating sustainable solutions.

#### Learning objectives for Quality assurance

##### Knowledge

The student will gain knowledge about:

- the practice of the industry and the subject area as well as key applied theory and methods in production preparation and quality assurance of products focusing on fit, materials, sizes and manufacturing methods.
- practice and key applied theory as well as the industry's application of theory and methods in production preparation and quality assurance.

##### Skills

The student will get the skills to:

- apply the key methods and tools of the subject area to production preparation and quality assurance as well as the skills associated with employment in the industry.
- assess practice-oriented issues and propose and select possible solutions within quality assurance.
- communicate practice-orientated issues and solutions using technical and visual documentation for communication with manufacturers and suppliers for the purpose of creating sustainable solutions.

##### Competencies

The student will learn to:

- handle development-oriented situations in production preparation and quality assurance.
- participate in academic and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the industry in a structured context.

#### Number of ECTS credits

The subject element Quality assurance is worth 5 ECTS credits.

### 2.4 National subject elements in study specialisation Business

Study specialisation Business contains three national subject elements.

### 2.4.1 Commerce

The subject element **Commerce** provides basic understanding of national and international procurement and trading conditions, including sustainability and communication in a company's value and supply chain.

#### Learning objectives for Commerce

##### Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods in economics, business understanding, procurement, negotiation, negotiation parameters, legal conditions and sustainability.
- practice and key applied theory and methods as well as the theory and methods used by the profession and the industry across a company's value and supply chain.

##### Skills

The student will get the skills to:

- use the key methods and tools within procurement and national and international trading conditions including economic, legal and sustainable parameters.
- assess practice-related issues in supplier selection, management and communication.
- communicate practice-oriented issues and solutions to partners and users.

##### Competencies

The student will learn to:

- handle development-oriented situations within a company's value and supply chain.
- participate in professional and interdisciplinary collaboration with a professional business understanding.
- acquire new knowledge, skills and competencies in relation to the profession in a structured context.

#### Number of ECTS credits

The subject element Commerce is worth 10 ECTS credits.

### 2.4.2 Supply Chain Management

The subject element **Supply Chain Management** provides a basic understanding of the management of a company's suppliers, technology, material and flow of goods across the supply chain with the aim of promoting national and international collaboration.

#### Learning objectives for Supply Chain Management

##### Knowledge

The student will gain knowledge about:

- practice and key applied theory and methods in logistics, supplier management, partnerships and a company's material and flow of goods.

- a company's value chain and collaboration across supply chains including applied technology.

#### Skills

The student will get the skills to:

- apply key methods and tools within the company's value and supply chain to the operational and tactical levels.
- assess practice-oriented issues within the company's value chain and propose and select possible solutions.
- communicate practice-orientated issues that promote national and international cooperation while taking internal and external stakeholders into account.

#### Competencies

The student will learn to:

- handle development-oriented situations, including a company's material and flow of goods.
- participate in professional and interdisciplinary collaboration with a professional approach that promotes national and international collaborations.
- acquire new knowledge, skills and competencies in relation to the profession in a structured context.

#### Number of ECTS credits

The subject element Supply Chain Management is worth 10 ECTS credits.

#### 2.4.3 Product Knowledge

The subject element **Product knowledge** provides basic understanding of product characteristics, product and material knowledge and technology. Emphasis is on quality management and sustainability, with the aim of understanding and being part of production and product development processes.

#### Learning outcomes for Product development

##### Knowledge

The student will gain knowledge about:

- product characteristics, product and materials knowledge and technology.
- practice and key applied theory and methods in quality management, sustainability and production techniques in order to be part of product development processes.

##### Skills

The student will get the skills to:

- use the key themes of the subject area in materials, products, quality management and sustainability related to procurement within the industry.
- assess practice-oriented issues related to product knowledge and propose and select possible solutions.
- communicate practice-oriented issues and solutions to partners and users.

## Competencies

The student will learn to:

- handle and take part in production and product development processes.
- participate in academic and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to product, materials and technology in a structured context.

## Number of ECTS credits

The subject element Product knowledge is worth 10 ECTS credits.

## 2.5 National subject elements in study specialisation Marketing

Study specialisation Marketing contains three national subject elements.

### 2.5.1 Concept Development

The subject element **Concept development** deals with the development and design of concepts and solutions for a target group. A value-orientated approach is applied to work with practice-orientated, user-orientated problems for the purpose of designing solutions.

### Learning objectives for Concept development

#### Knowledge

The student will gain knowledge about:

- theory and methods in the development and design of concepts in relation to the practice of the profession and the subject area.
- key applied theories and methods in concept development.

#### Skills

The student will get the skills to:

- design solutions for partners and users.
- assess practice-oriented issues and propose and select possible concepts.
- communicate solutions and make use of industry-related specialised terminology.

## Competencies

The student will learn to:

- participate in cooperation with a professional approach.
- handle development-oriented situations by means of concept development.
- acquire new knowledge, skills and competencies in relation to concept development in a structured context.

## Number of ECTS credits

The subject element Concept development is worth 15 ECTS credits.

## 2.5.2 Communication

The subject element **Communication** deals with the development and design of practical and user-oriented cross-media communication products. Work is based on a company's strategy, values and user perspective.

### Learning objectives for Communication

#### Knowledge

The student will gain knowledge about:

- theory and methods in the development and design of communication products in relation to the practice of the profession and the subject area.
- key applied theories and methods in communication.

#### Skills

The student will get the skills to:

- design solutions for partners and users.
- assess practice-oriented issues and propose and select possible communication solutions.
- communicate solutions and make use of industry-related specialised terminology.

#### Competencies

The student will learn to:

- participate in interdisciplinary cooperation with a professional approach.
- handle development-oriented situations through communication.
- acquire new knowledge, skills and competencies in relation to communication in a structured context.

### Number of ECTS credits

The subject element Communication is worth 10 ECTS credits.

## 2.5.3 Management

The subject element **Management** deals with project management and coordination of marketing activities based on the collection and processing of market data.

### Learning objectives for Management

#### Knowledge

The student will gain knowledge about:

- theory and methods of project management and coordination in relation to the practice of the profession and the subject area.
- key theories and methods in project management, coordination and data collection and processing and how to apply them.

#### Skills

The student will get the skills to:

- apply management and coordination tools to marketing.
- assess practice-related issues as well as set up and select management and coordination tools in marketing.
- communicate solutions and make use of industry-related specialised terminology.

Competencies

The student will learn to:

- participate in interdisciplinary cooperation with a professional approach.
- handle development-oriented situations by means of relevant marketing management and coordination tools.
- acquire new knowledge, skills and competencies in relation to management in a structured context.

### **Number of ECTS credits**

The subject element Management is worth 5 ECTS credits.

## **2.6 National subject elements in study specialisation Retail**

Study specialisation Retail contains three national subject elements.

### **2.6.1 Retail Design**

The subject element **Retail design** consists of basic theories and methods in retail design, merchandising and interior design of commercial spaces. Furthermore, the subject element includes conversion of market and consumer data for the design of value-creating interaction between brand, staff, prospects and customers.

### **Learning objectives for Retail design**

Knowledge

The student will gain knowledge about:

- practice, theories and methods that can support a value-added user experience in commercial spaces, including visual and commercial merchandising.
- the development in retail trends, technology and digitisation of the retail trade.

Skills

The student will get the skills to:

- use key methods of the subject area as well as data and tools related to the design of value-adding user experiences in commercial spaces.
- assess practice-orientated issues and develop guidelines for concept development for the retail trade.
- communicate practice-orientated suggestions and ideas in a concept.

## Competencies

The student will learn to:

- handle a development-orientated, practice-orientated and business-orientated situation.
- participate in professional and interdisciplinary cooperation on the development of concepts that convey value-adding user experiences.
- work with the acquisition of new knowledge, skills and competencies in a structured context in relation to the development of value-creating concepts.

## Number of ECTS credits

The subject element Retail design is worth 15 ECTS credits.

### 2.6.2 Retail Marketing

The subject element **Retail marketing** consists of basic theory and tools in consumer behaviour, data collection and insight-based development of interactions between brand, prospects and customers.

#### Learning objectives for Retail marketing

##### Knowledge

The student will gain knowledge about:

- the practice of the subject area and key theories and methods in consumer behaviour and design of value-creating experiences for prospects and customers.
- practice and methods of analysis, collection and processing of consumer data and market data to develop economically sustainable concepts involving customers and prospects across the brand's contact points.

##### Skills

The student will get the skills to:

- use key methods and tools in consumer behaviour associated with the development of economically sustainable and engaging concepts.
- assess practice-orientated issues identified through consumer and market data as well as identify solutions.
- communicate practice-orientated proposals for projects and financially sustainable concept development.

## Competencies

The student will learn to:

- handle development-oriented situations based on added value for customers and prospects and concepts.
- participate in academic and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in data collection and future consumer behaviour in the retail trade.

### **Number of ECTS credits**

The subject element Retail marketing is worth 10 ECTS credits.

### **2.6.3 Retail Management**

The subject element **Retail management** consists of basic concepts of economics and retail chain management.

### **Learning objectives for Retail management**

#### Knowledge

The student will gain knowledge about:

- financial terms and calculations as well as management tools and controls for running the retail chain.
- organisational culture, HR and management of service, design and project teams.
- practice and key applied methods in retail operations and management.

#### Skills

The student will get the skills to:

- use operational terms, operating and management tools.
- assess practical retail design and marketing initiatives in a financial and sustainable perspective as well as assess the day-to-day operations and financial development of the concept.
- communicate practice-oriented issues and solutions to partners and users.

#### Competencies

The student will learn to:

- handle development-related operational situations.
- participate in academic and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in the operation and development of a sustainable concept.

### **Number of ECTS credits**

The subject element Retail management is worth 5 ECTS credits.

## **2.7 Number of exams in the national subject elements**

There are two exams in the national subject elements, which make up a total of 60 ECTS credits. Furthermore, there is one exam in the final exam project. The number of exams for the internship appears from section 3. For a comprehensive overview of all the exams in the programme, reference is made to the institutional part of the curriculum.

### **3. Internship**

#### **3.1 Learning objectives for the internship**

The purpose of the internship is to combine theory and methods with everyday practice in a company. The internship must qualify the student to understand and communicate practice-orientated issues.

##### **Knowledge**

The student will gain knowledge about:

- the practice of the profession and the subject area as well as key applied theory and methods.
- practice and key applied theory and methods as well as their own role and professional identity in relation to the internship company.

##### **Skills**

The student will get the skills to:

- use key methods and tools as well as acquire skills associated with the profession.
- assess practice-oriented issues and propose and select possible solutions.
- assess and communicate practice-orientated solutions to the company and users.

##### **Competencies**

The student will learn to:

- handle development-orientated situations related to daily tasks in a company.
- participate in academic and interdisciplinary cooperation based on a professional approach.
- acquire new knowledge, skills and competencies in relation to the company in a structured context.

##### **Number of ECTS credits**

The internship is worth 15 ECTS credits.

##### **Number of exams**

The internship concludes with an exam.

### **4. Requirements for the final exam project**

The learning objectives for the final exam project are identical to the learning objectives for the programme which appear from 1. The programme's goals for learning outcomes:

The final exam project must document the student's understanding of practice and key applied theories and methods in relation to a practice-orientated problem based on a specific assignment within the area of the programme. The problem statement, which must be central to the programme in Design, Technology and Business and the profession, must be prepared by the student, possibly in cooperation with a public or private company. The educational institution must approve the problem statement.

It is the individual institution that sets the formal requirements for the final examination project.

### **Exams for the final exam project**

The final exam project completes the last semester of the degree programme after the student has passed all previous exams.

### **Number of ECTS credits**

The final exam project is worth 15 ECTS credits.

### **Examination form**

The exam consists of a project and an oral presentation. The exam is with an external examiner, and students are given an overall individual grade according to the 7-point grading scale for the project and the oral performance.

## **5. Rules on credit**

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

The following credit agreements have been made for the national subject elements:

## **6. Commencement**

This national part of the curriculum is valid from 1 August 2020

This national part of the curriculum applies to students enrolled on the programme after 1 August 2020.

### **6.1 Transitional scheme**

For students already enrolled, the following transitional schemes apply:

Students enrolled before 1 August 2020 will follow the curriculum according to which they have been admitted until 1 August 2021, when they will be transferred to this curriculum.