CURRICULUM

for

the Bachelor's Degree Programme in Digital Concept Development

Effective date 01.08.18

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Contents

This, the national part of the curriculum for the Bachelor's Degree Programme in Digital Concept Development (Bachelor of Digital Concept Development), is issued in accordance with subsection 18(1) of Ministerial Order no. 100 of 8 February 2018 (*Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser*). The national part of the curriculum is supplemented by an institutional part, which is laid down by the individual education institutions offering the programme.

This curriculum was prepared by the Education Network for the Bachelor's Degree Programme in Digital Concept Development. It has been approved by the boards of all programme providers – or alternatively by rectors duly authorised – following consultations with the education committees at each of the education institutions and with the Chairmanship of External Examiners for the study programme.*

* In the event of any discrepancies between this English translation and the original Danish version of the curriculum, the Danish version takes precedence.

1. Intended learning outcomes of the study programme

Knowledge

The graduate has knowledge of and can reflect on:

- trends, theory and practice in digital concept development
- project management, user surveys, methods and technology in the development and implementation of value-adding digital concepts
- various types of user surveys in relation to scientific method and the theory of science
- development of digital business models
- the bearing of legislation on the development of digital marketing strategies

Skills

The graduate is able to:

- apply methods and tools in in-depth analysis of problem areas, trends, theory and practice in value-adding digital concept development
- assess and substantiate choice of solutions in relation to users, development processes, technology, project management, sustainability and scalability
- assess existing concepts and communicate proposed solutions in the optimisation of these to partners and companies
- apply scientific methods and tools in the analysis, investigation, testing and evaluation of digital concepts
- reflect on practice in relation to issues in the development of digital concepts
- communicate practice- and profession-related issues and solutions to partners and users

Competences

The graduate is able to:

- manage complex, development-related situations in relation to conceptual prototypes on the basis of, among others, complex trade solutions, design solutions, digital campaign material and other digital communications solutions
- manage complex, development-related situations and concepts for digital commerce, design, marketing and communication
- link together relevant theoretical and practical subjects related to the profession
- manage the development and facilitation of innovative processes
- independently take part in disciplinary and multidisciplinary collaboration and assume responsibility for this, as well as understand the interplay between individuals, companies, society and digital technology, with a basis in relevant theories, methods and analyses

- independently collaborate with other professional groups and external partners in the development of creative digital concepts and assume responsibility within the context of professional ethics
- identify own learning needs and develop knowledge and skills in relation to own job profile

2. The study programme comprises six national programme elements

2.1. Concept development and value creation

Contents

The programme element relates to the development and communication of digital concepts grounded in an understanding of business principles and of users and put in the context that the concepts form part of. The area covers theories on how digital technologies create business concepts and possibilities for communication. This programme element is based on an overall understanding of the concept development process.

The programme element comprises digital value-adding concepts based on an understanding of business principles and of users as well as the context that the concepts form part of. The programme element furthermore comprises analyses of how digital technologies create business concepts and possibilities for communication, including the impact of digital concepts on user context and change processes. Based on an overall understanding of the concept development process, the programme element also looks at relevant theories, tools and methods for the individual parts of the process.

Intended learning outcomes of Concept development and value creation

Knowledge

The graduate has development-based knowledge of and can understand and reflect on:

- development and design processes for digital products, experiences, services and systems
- business models and associated value creation
- the impact of digital concepts on user context and change processes

Skills

The graduate is able to apply methods, materials and tools connected to:

- identification of needs
- creative development of ideas
- development and design of concepts and functional prototypes
- line of reasoning in explaining the value created by the concept to users as well as companies

The graduate is able to assess practice-related and theoretical issues as well as justify and select relevant solution models in relation to:

- industry needs for digital concept development based on an understanding of the user

The graduate can communicate:

- practice- and profession-related issues and solutions to partners and users

Competences

The graduate is able to manage complex, development-related situations with regard to:

- business-oriented digital concept development, justifying choices of relevant technologies, project management, user insight, theory of science and methods while showing regard for the strategic basis of a company
- own learning needs and the development of own knowledge, skills and competences in relation to user surveys and methods

ECTS credits

The programme element Concept development and value creation is worth 5 ECTS credits.

2.2. User surveys and methods

Contents

This programme element covers the potential and limitations of various user surveys as well as their practical uses. The aim of the programme element is to enable the planning of survey design as well as the implementation and evaluation of preliminary studies and ongoing tests with a view to producing a complete digital concept.

Intended learning outcomes of User surveys and methods

Knowledge

The graduate has development-based knowledge of and can understand and reflect on:

- user surveys and tests relating to user experience and user behaviour
- choice and validation of qualitative and quantitative user survey methods, including the value they create in the overall concept development

Skills

The graduate is able to apply methods and tools as well as master the skills relating to:

- selection and use of theories, methods and tools for the investigation and analysis of digital concepts

- collection, analysis, interpretation and communication of relevant data in relation to the preparation of digital concepts

The graduate is able to assess practice-related and theoretical issues as well as justify and select relevant solution models in relation to:

- quality and appropriateness of user survey methods

The graduate can communicate:

- value created by user surveys
- insights gained and patterns identified to relevant stakeholders

Competences

The graduate is able to manage complex, development-related situations with regard to:

- user surveys in relation to the development, testing, evaluation and further development of digital concepts

The graduate is able to independently take part in disciplinary and multidisciplinary collaboration in relation to:

- set-up and implementation of ongoing user surveys in relation to the development of digital concepts

The graduate is able to identify own learning needs and develop own knowledge, skills and competences in relation to user surveys and methods.

ECTS credits

The programme element User surveys and methods is worth 5 ECTS credits.

2.3. Project management

Contents

Project management includes theory and practice regarding the implementation of projects and project processes. The programme element concerns the involvement and collaboration with external stakeholders as well as internal roles in relation to the development of digital concepts.

Intended learning outcomes of Project management

Knowledge

The graduate has development-based knowledge of theory and methods within the subject field and can reflect on:

- project resources, including team members, time and financing
- project process, including the phases and life cycle of a project
- project management tools relevant to the management of digital projects
- practical application of various framework tools/methods

Skills

The graduate is able to apply methods and tools as well as master the skills relating to:

- identification and communication of project scope, including targets, purpose and risks
- estimation of time required and planning of a project, including resource management
- communication of practice- and profession-related issues and solutions to partners and users
- identification and delegation of work tasks between team members in a project process

The graduate is able to assess practice-related and theoretical issues as well as justify, select and apply relevant solution models in relation to:

- various project management methods, including agile and linear, as well as understand the impact of particular choices on team collaboration and project processes
- tools relevant to a selected project method

Competences

The graduate is able to manage complex and development-oriented situations with regard to:

- coordination of digital project processes and resources, including team members and time

The graduate is able to independently take part in disciplinary and multidisciplinary collaboration with:

- internal and external project stakeholders

The graduate is able to identify own learning needs and develop own knowledge, skills and competences in relation to project management

ECTS credits

The programme element Project management is worth 5 ECTS credits.

2.4. Understanding technology

Contents

This programme element concerns technology as a framework for value creation and as a foundation for innovation. The element includes assessment and prioritisation of which technologies are relevant in relation to users, as well as communication of these technologies and the value they add to stakeholders.

Intended learning outcomes of Understanding technology

Knowledge

The graduate has development-based knowledge of and can understand and reflect on:

- relevant trends and tendencies within technology development
- collaboration with relevant technical partners within digital concept development

Skills

The graduate is able to apply methods and tools as well as master the skills relating to:

- incorporation of technologies into concept development
- description and communication of how technology development and selected technologies affect user context

The graduate is able to justify, present and assess practice-related and theoretical issues and possible solutions regarding:

- value created by relevant technologies
- communication of technological, practice- and profession-related issues to stakeholders and partners

Competences

The graduate is able to manage complex, development-related contexts regarding:

- choice of relevant and value-adding technology
- choice of technology as a foundation for innovation

The graduate is able to independently take part in disciplinary and multidisciplinary collaboration in relation to:

- assessment, selection and communication of relevant technology within digital concept development
- development of digital prototypes for the testing and validation of a concept

The graduate is able to identify own learning needs and obtain new knowledge, skills and competences regarding the understanding of technology.

ECTS credits

The programme element Understanding technology is worth 5 ECTS credits.

2.5. Theory of science

Contents

This programme element looks into scientific theoretical schools regarding how knowledge and science are created. This is achieved by working with fundamental theory of science and methodology, as well as the connection between science and design, and the relation between theory and practice.

Intended learning outcomes of Theory of science

Knowledge

The graduate has development-based knowledge of and can understand and reflect on:

- theory of science and methodology
- the scientific theoretical basis of scientific methodology
- the basis for setting up research questions

Skills

The graduate is able to apply methods and tools as well as master the skills relating to:

- theory of science and methodology as a basis for understanding investigation into/testing of concepts
- identification and articulation of problem, research questions, study design and hypothesis
- assessment of validity and optimisation of quality

The graduate is able to assess practice-related and theoretical issues as well as justify and select relevant solution models in relation to:

- a scientific basis for concept development

The graduate can communicate:

- scientific theoretical issues and quality criteria

Competences

The graduate is able to manage complex, development-related situations with regard to:

- scientific theoretically substantiated analysis in relation to a concept

The graduate is able to take part in disciplinary and multidisciplinary collaboration in relation to:

- ensuring the choice of scientific theoretically sound methods

The graduate is able to identify own learning needs and develop own knowledge, skills and competences regarding theory of science.

ECTS credits

The programme element Theory of science is worth 5 ECTS credits.

2.6. Digital marketing

Contents

This programme element concerns analysis, development and realisation of digital communication and marketing concepts which allow companies to attract, convert and maintain users/customers in the most effective way. This includes the practical use of concrete digital marketing tools when working on these concepts. The programme element contextualises the role of a digital marketing or communication concept in the relationship between customer/user, market and company, as well as the concept's objective and intended effect.

Knowledge

The graduate has development-based knowledge of and can understand and reflect on:

- data-driven marketing based on business targets
- choice and prioritisation of media as well as timing in relation to purpose and market
- the impact of marketing campaigns on customer journey as well as company branding, sales and organisation
- basic legal understanding of marketing and personal data

Skill

The graduate is able to apply methods and tools as well as master the skills associated with:

- user and market insights as a basis for decision-making in digital intervention areas
- development of content for digital marketing and communication solutions, from a creative base
- practical application of digital marketing tools
- understanding, analysis and application of data to streamline and optimise digital marketing concepts

The graduate is able to assess practice-related and theoretical issues as well as justify and select relevant solution models in relation to:

- exposure, effect and value in digital marketing and communication concepts
- marketing strategy or marketing campaign as a digital concept

The graduate can communicate:

- marketing and communication concepts to customers and partners

- strategy, objectives and associated effects of a specific marketing concept

Competences

The graduate is able to manage complex, development-related situations with regard to:

- digital marketing and communication strategies
- ability to take part in disciplinary and multidisciplinary collaboration with a professional approach
- planning, development and implementation of marketing and communication concepts from a value-adding perspective
- identification of own learning needs and development of own knowledge, skills and competences in relation to digital marketing

ECTS credits

The programme element Digital marketing is worth 10 ECTS credits.

2.7. Number of exams in national programme elements

Two exams will be conducted in the national programme elements, as well as one further exam in the bachelor's degree project. In addition, there is an internship exam, see section 3.

For an overview of all exams in the study programme, please refer to the institutional part of the curriculum as examination in the national programme elements described above may be combined with examination in programme elements laid down in the institutional part of the curriculum.

3. Internship

Intended learning outcomes of the study programme's internship

Knowledge

The graduate has development-based knowledge of and can understand and reflect on:

- the business model of the internship host company
- the professional environment, job functions and stakeholders of the host company

Skills

The graduate is able to apply methods and tools as well as master the skills related to:

- the implementation of relevant tasks at the host company

The graduate is able to assess practice-related and theoretical issues as well as substantiate and select relevant solution models in relation to:

- own participation in the execution of tasks
- solutions at the host company
- the digital concept developer profession

The graduate can communicate:

- practice-related issues to host company partners and users

Competences

The graduate is able to manage complex development-related situations with regard to:

- the host company's current work on digital concept development as well as its future competence requirements in this regard

The graduate is able to independently participate in disciplinary and multidisciplinary collaboration in relation to:

- responsibility for the execution of tasks

The graduate is able to further develop own knowledge and skills, as well as identify own learning requirements in relation to:

- at least one profession at the host company

Based on the intended learning outcomes set out above, the graduate, the host company and the supervisor from the study programme jointly agree on the intended learning outcomes of the internship.

ECTS credits

The internship is worth 15 ECTS credits.

Number of exams

The internship is concluded by an exam assessed according to the 7-point grading scale. Examination method and examination procedure are detailed in the local part of the curriculum.

4. Requirements for the bachelor project

The intended learning outcomes of the bachelor project are identical to those of the study programme as a whole, as stated above in section 1.

The bachelor project must document the graduate's understanding and ability to reflect on the practices of the profession, as well as application of theories and methods in relation to a practice-related issue. The issue, which must be central to the education field and the profession, is prepared

by the student and may be prepared in collaboration with a private or public company. The education institution must approve the issue.

Through his/her work on the project, the graduate must specialise in a defined area within digital concept development based on collaboration with a company or organisation.

The bachelor project examination

The bachelor project concludes the study programme and takes place in the final semester, once all prior exams have been passed.

ECTS credits

The bachelor project is worth 15 ECTS credits.

Examination method

The examination consists of an externally assessed oral and written exam. A combined, individual mark according to the 7-point grading scale is given for the written project and the oral performance.

The exam is a group exam with individual examination on the basis of project work done in a group of typically up to three students. A student can choose to complete it alone. An individual grade (according to the 7-point grading scale) is given based on an overall assessment of digital concept, conceptual prototype or digital product, report and oral presentation.

The exam can only take place once the internship exam and other exams in the study programme have been passed. For a more detailed description of examination method and procedure etc., please refer to the local part of the curriculum, which sets out study programme exams.

5. Rules and regulations for credit transfer

Completed programme elements are equivalent to corresponding programme elements at other education institutions offering the study programme.

Students are obliged to disclose information about education elements that they may have completed at any other Danish or foreign higher education institution as well as any work experience which may reasonably be presumed to earn academic credit.

The education institution considers each potential credit transfer based on the extent to which completed education elements and work experience match modules or other academic or practical components of the study programme.

The decision whether to award credit transfer is based on an academic assessment.

Following completion of pre-approved studies in Denmark or abroad, students are obliged to document that the education elements forming part of the pre-approval were in fact completed.

When applying for pre-approval, the student must consent to the education institution collecting any required information after the student's completion of the study-abroad period.

On approval according to the above, an education element is considered completed if it was passed in accordance with the regulations governing the study programme in question.

7. Effective date

This national part of the curriculum comes into effect on 01/08/2018 and will apply to all students as of this date.

For transitional regulations, please refer to the institutional part of the curriculum.