

Curriculum for the AP Degree Programme in Design, Technology & Business (Graphics)

The Academy Profession Degree Programme in
Design, Technology & Business (Graphics)

NATIONAL SECTION

Year 2015



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1.0 Curriculum framework

The purpose of the Academy Profession Degree Programme in Design, Technology and Business is to qualify graduates to independently plan, organise and carry out tasks in the textile industry, clothing, design and business industries in relation to design, production, business, marketing and retail.

This Curriculum was prepared according to the guidelines in Ministerial Order no. 710 of 6 July 2009 on the Academy Profession Degree Programme in Design, Technology and Business.

The joint regulations in this Curriculum were prepared by the educational network for the Study Programme, i.e. all the educational institutions approved to provide the Programme.

The Programme, which is a full-time study, has an official length of study of 2 student full-time equivalents (FTEs) One student full-time equivalent is the workload of a full-time student during one year of study. One student full-time equivalent is equivalent to 60 credits under the European Credit Transfer System (ECTS). This means that the Study Programme is worth a total of 120 ECTS credits.

The Study Programme is at level 5 of the Danish Qualifications Framework for Lifelong Learning.

The following acts and ministerial orders govern the study programme:

- Act no. 467 of 8 May 2013 on academy profession degree Programmes and professional bachelor's degree programmes (Lov nr. 467 af 8. maj 2013 om erhvervsakademiuddannelser og professionsbacheloruddannelser).
- Ministerial Order no 1521 of 16 December 2013 on academy profession programmes and professional bachelor programmes (Bekendtgørelse nr. 1521 af 16. december 2013 om erhvervsakademiuddannelser og professionsbacheloruddannelser). Find the official English version [here](#).
- Ministerial Order no. 710 of 6 July 2009 on the academy profession degree programme in design, technology and business (Bekendtgørelse nr. 710 af 6. juli 2009 om erhvervsakademiuddannelse inden for tekstil, beklædning, design og business). Referred to as "the Programme Order" ("Uddannelsesbekendtgørelsen").
- Ministerial Order no. 745 of 24 June 2013 on accreditation of higher education institutions and approval of new higher education programmes (Bekendtgørelse nr. 745 af 24. juni 2013 om akkreditering af videregående uddannelsesinstitutioner og godkendelse af nye videregående uddannelser).
- Ministerial Order no. 223 of 11 March 2014 on admission to academy profession programmes and professional bachelor programmes (Bekendtgørelse nr. 233 af 11. marts 2014 om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser).
- Ministerial Order no. 1519 of 16 December 2013 on examinations in professionally-oriented higher education programmes (Bekendtgørelse nr. 1519 af 16. december 2013 om prøver og eksamen i erhvervsrettede videregående uddannelser). Find the official English version [here](#).
- Ministerial Order no. 262 of 20 March 2007 on the grading scale and other forms of assessment (Bekendtgørelse nr. 262 af 20. marts 2007 om karakterskala og anden bedømmelse).
- Ministerial Order no. 374 of 4 April 2014 on open education (profession-oriented adult education) etc. (Bekendtgørelse nr. 374 af 4. april 2014 om åben uddannelse (erhvervsrettet voksenuddannelse) m.v.).

The Acts and Ministerial Orders are available (in Danish) on the official website for Danish legislation: www.retsinfo.dk

The English name of the study programme is the Academy Profession Degree Programme in Design, Technology and Business. The Danish name of the study programme is Erhvervsakademiuddannelse inden for tekstil, beklædning, design og business (designteknolog AK).

Graduates of the Programme will be awarded the title AP Graduate in Design, Technology and Business. The Danish title is Designteknolog AK.

1.1 Effective date and transition regulations

This national section of the Curriculum will come into effect on 1 September 2015 and shall apply to all students who are and who will be registered as students of the programme and to all examinations commenced on said date or thereafter.

The national section of the Curriculum of September 2013 will be repealed as of 31 August 2015.

1.2 Admission to the Programme

The design profession

Study programme	Requirements specific to the study programme
<p>AP in Design, Technology and Business (Designteknolog (AK))</p>	<p>Admission with an upper secondary education: Specific admission requirements: English corresponding to Danish C-level, mathematics corresponding to Danish C-level and a passed entrance exam</p> <p>Admission with a vocational or technical education: Dressmaker¹ (knowledge of measuring, creating patterns, sewing and making clothing from designs and sketches). Danish education: Beklædningshåndværker (med specialer). Car upholsterer (knowledge of making, fitting and repairing upholstery and interiors for cars, buses and trains). Danish education: boligmonteringsuddannelsen, autosadelmager. Furniture upholsterer (knowledge of upholstery and refurbishment of furniture). Danish education: boligmonteringsuddannelsen, møbelpolstrer. Retail sales assistant (knowledge of selling, customer service, ordering products, shop economics). Danish education: detailhandelsuddannelse med specialer. Event co-ordinator (knowledge of planning, arranging and hosting events; booking and contracts). Danish education: eventkoordinatoruddannelsen (trin 2). Graphics technician (knowledge of planning and preparing graphic print jobs and material for print, controlling finished print etc.). Danish education: grafisk tekniker. Education in commerce (knowledge of business to business trading, sales, purchases logistics, price comparisons etc.). Danish education: handelsuddannelse med specialer. Media graphics technician (knowledge of traditional print media and digital media). Danish education: mediegrafiker (trin 2). Joiner (knowledge of wooden materials, making of doors and window frames etc., operation of machinery, talking to clients, developing design sketches etc.). Danish education: snedker (med specialer). Theatre, exposition and event technician (knowledge and experience in setting lights and creating props for theatre plays and exhibitions). Danish education: teater-, udstillings- og eventtekniker (med specialer). Technical designer (knowledge of computer aided drawing of buildings and industrial plants, materials properties, price calculation etc.). Danish education: teknisk designer. Metalworker, precious metals (knowledge of working with precious metals, filing, polishing, making and repairing jewellery etc.). Danish education: ædelsmed (med specialer). Specific admission requirements: English corresponding to Danish C-level and a passed entrance exam</p> <p>Admission with other relevant vocational or technical educations: Specific admission requirements: English corresponding to Danish C-level, mathematics corresponding to Danish C-level and a passed entrance exam</p> <p>Admission with other kinds of qualification: Passed qualifying course for application to Danish engineering programmes or similar from your home country. Specific admission requirements: English corresponding to Danish C-level and a passed entrance exam</p>

¹ The study programmes mentioned here are existing Danish-language programmes, similar programmes with similar competencies from your country might substitute the Danish ones. Please ask the educational institution you are applying to.

1.3 Programme structure

Core areas of study	1st year of study		2nd year of study
	1st sem.	2nd sem.	3rd and 4th sem.
Common compulsory educational components - Design - Business - Technology	10 ECTS 10 ECTS 10 ECTS		
Specialisation		30 ECTS	15 ECTS
Elective educational components			15 ECTS
Internship			15 ECTS
Final degree project			15 ECTS
TOTAL	30 ECTS	30 ECTS	60 ECTS

2.0 Common compulsory educational components

The programme is made up of:

- 1) Compulsory educational components totalling 30 ECTS credits common to all students of the Programme.
- 2) Specialisations each worth a total of 45 ECTS credits. Each student must select one specialisation:
 - a) Design
 - b) Production
 - c) Business
 - d) Marketing
 - e) Retail

3.0 Learning outcomes for the common compulsory components of the Programme (30 ECTS), 1st semester:

The compulsory educational components are structured according to the following core areas of study:

- Design, including the design process, value philosophy and aesthetics
- Business, including company, commerce and communication
- Technology, including technology, people and environment

3.1 Design

The purpose of this educational component is for the graduate to achieve fundamental knowledge and an understanding of the application of the design process, value philosophy and aesthetics.

Knowledge

Upon completion, the graduate should have acquired knowledge of:

1. the design process from idea to finished product
2. value philosophy in terms of value preferences, culture, ideas and trade history
3. aesthetics in terms of understanding connections between aesthetic, functional and technical product qualities.

Skills

Upon completion, the graduate should have acquired the ability to:

1. sketch, design and develop products
2. apply value preferences in descriptions of target group analyses
3. work communicatively and innovatively
4. relate to shape, colour and material, price and target group
5. communicate solution proposals to relevant parties orally and in writing, including using relevant technical terms.

3.2 Business

The purpose of this educational component is for the graduate to achieve fundamental knowledge and understanding of companies, commerce and communication.

Knowledge

Upon completion, the graduate should have acquired knowledge of:

1. company structure as a value chain
2. company organisation and logistics
3. company marketing and sales
4. communication and presentation techniques.

Skills

Upon completion, the graduate should have acquired the ability to:

1. describe and explain a company's value chain

2. communicate solution proposals to relevant parties orally and in writing, including using relevant technical terms
3. use key figures and calculation principles
4. describe a company's marketing mix.

3.3 Technology

The purpose of this educational component is for the graduate to achieve fundamental knowledge and understanding of technology, people and environment.

Knowledge

Upon completion, the graduate should have acquired knowledge of:

1. processes, materials and production
2. people and the environment in relation to ethics, design and production processes
3. technical communication
4. relevant IT tools.

Skills

Upon completion, the graduate should have acquired the ability to:

1. use IT when performing tasks
2. select and state the reasons for the choice of materials for a production process
3. write product documentation/specifications
4. communicate solution proposals to relevant parties orally and in writing, including using relevant technical terms.

Competencies

Upon completion of the common compulsory components, the graduate should have acquired the following competencies:

Upon completion, the graduate should have acquired the ability to:

1. take part in disciplinary and multidisciplinary collaboration efforts within all stages of the value chain on the development of a product or concept
2. receive and process tasks from previous stages in the value chain and pass them on to the subsequent stage from his/her own stage in the value chain while showing regard for the company's overall goals.

4.0 Specialisations

4.1 Specialisation: Design (45 ECTS credits)

The design specialisation

The purpose of this specialisation is to qualify the student to independently design, plan and carry out design processes from idea to finished product.

The student should be able to enter multidisciplinary collaboration in a company and combine innovation with creativity and commercial aspects.

The student should be able to communicate ideas and keep focus on the product, trends and the market.

The 45 ECTS credits are distributed over the following core areas of study:

Core area of study	1st year of study	2nd year of study
The design process	20	10
Visual communication	5	5
Trends and sociology	5	
Total ECTS	30	15

The design process	
After the 1st year of study	After the 2nd year of study
<p>Knowledge <i>Upon completion of the course, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • key topics in design processes • key topics in design methods • materials properties • key topics in technology • aesthetic means • sustainability. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • apply theories and methods for idea generation, design and product development • make aesthetic assessments during the design process • develop designs focusing on the line of business as well as user needs. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • carry out design solutions from idea to finished product. 	<p>Knowledge <i>Upon completion, the graduate should have acquired:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of design processes in practice • knowledge and understanding of design methods in practice • knowledge of use of materials • an understanding of technology in practice. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • select and apply theories and methods for idea generation, design and product development • apply innovative methods in relation to aesthetic assessments during the design process • assess and select materials and technologies according to the given product. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • analyse and describe a need with a view to developing a design for a specific target group • take part in progress-oriented design and product development processes.
Visual communication	
<p>Knowledge <i>Upon completion, the graduate should have ac-</i></p>	<p>Knowledge <i>Upon completion, the graduate should have ac-</i></p>

<p><i>quired knowledge of:</i></p> <ul style="list-style-type: none"> • visual communication • key topics in presentation techniques and methods • key topics in communicative devices. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • apply visual communication for design development and product communication and presentation • communicate and argue for solution proposals in relation to a given company and target group • apply communicative devices in writing and orally. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare and communicate communicative solution proposals adapted to a given company and target group. 	<p><i>quired:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of presentation techniques and methods in practice • knowledge and understanding of communicative devices in practice. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • communicate and argue in terms of theory and methods for the process and solution proposals in relation to a given company and target group <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • independently and reflectively prepare and communicate innovative solution proposals adapted to a given company and target group.
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Trends and sociology

<p>Knowledge <i>Upon completion, the graduate should have acquired:</i></p> <ul style="list-style-type: none"> • key topics in trends • key topics in sociology • key topics in market mechanisms. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • apply theories and methods to identify and evaluate trends • apply sociological research methods when researching the market and target group. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • identify, select and apply trends for design development • take a sociological approach to the design process • use trends and sociology as documentation of and inspiration for design development. 	
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4.2 Specialisation: Production (45 ECTS credits)

The production specialisation

The purpose of this specialisation is to qualify the graduate to independently handle the planning, organisation and completion of tasks and assignments under the specialisation of production. The specialisation belongs within the core areas of technology, product development and quality assurance.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Technology	15	5
Product development	10	5
Quality assurance	5	5
Total ECTS	30	15

Technology	
After the 1st year of study	After the 2nd year of study
<p>Knowledge Upon completion, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> relevant production methods for the production of simple product types the application of relevant IT tools. <p>Skills Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> evaluate and carry out product manufacturing processes while showing regard for different production methods for simple products use tools and equipment for product development and product manufacture for simple product types. <p>Competencies Upon completion, the graduate should have acquired the competencies to:</p> <ul style="list-style-type: none"> prepare and implement solutions for the production of simple product types manage design processes for simple product types <p>manage the creation of a simple product.</p>	<p>Knowledge Upon completion, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> relevant production methods for manufacture of complex product types. <p>Skills Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> evaluate and carry out product manufacturing processes while showing regard for different production methods for complex product types use tools and equipment for product development and product manufacture of complex product types. <p>Competencies Upon completion, the graduate should have acquired the competencies to:</p> <ul style="list-style-type: none"> prepare and implement solutions for the production of complex product types manage design processes for complex product types manage the creation of a complex product. use relevant IT tools.
Product development	
<p>Knowledge Upon completion, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> design techniques and methods for simple product types the application and limitations of materials for simple product types the product's proportional, visual effects for simple product types. <p>Skills Upon completion, the graduate should have ac-</p>	<p>Knowledge Upon completion of the course, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> design techniques and methods for complex product types the application and limitations of materials for complex product types the product's proportional, visual means for complex product types. <p>Skills Upon completion, the graduate should have ac-</p>

<p><i>quired the ability to:</i></p> <ul style="list-style-type: none"> • assess and carry out product development processes for simple product types • assess and select materials based on the requirements specification of a material for simple product types. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare and implement solutions for product development of a simple product. 	<p><i>quired the ability to:</i></p> <ul style="list-style-type: none"> • assess and carry out product development processes for complex product types • assess product solutions in relation to a given target group. • assess and select materials based on the requirements specification of a material for a complex product type. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare and implement solutions for product development of a complex product.
Quality assurance	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • quality assurance and communication about the development and or production of a simple product • tools and equipment for project control. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare and convey production documentation for simple products. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • independently assess, analyse and prepare documentation in English of the production form for simple product types. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • quality assurance and communication about development and or production of a complex product • tools and equipment for project control. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare and convey production documentation for complex product types. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> ▪ take a professional approach to international, professional collaboration with others.

4.3 Specialisation: Business (45 ECTS credits)

The business specialisation

The purpose of this specialisation is to qualify the graduate to independently handle the planning, organisation and completion of tasks and assignments under the business specialisation, including the core areas of commerce, logistics, communication and product knowledge.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Commerce	10	5
Logistics	10	
Communication	5	5
Product knowledge	5	5
Total ECTS	30	15

Commerce	
After the 1st year of study	After the 2nd year of study
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> theories on commerce, including tools and disciplines economic theories and conditions. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> assess commercial consequences of a company's purpose and strategy perform searches for suppliers, supplier assessment and selection of suppliers use relevant IT tools and operating systems resolve assignments related to commerce while showing regard for national and international situations. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> take part in professional and multidisciplinary collaboration with others at all stages of the value chain manage the company's flows of materials and goods while showing regard for the company's organisational framework and economy. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> the company's legal circumstances. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> evaluate the market with a view to entering into and developing partnership agreements evaluate and state the reasons for the choice of alternative materials. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> deal with international negotiations and negotiations with the company's internal and external partners.
Logistics	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> costs generated by logistics logistics and supply chain management legal matters concerning international commerce. 	

<p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • perform searches for suppliers, supplier assessment and selection of suppliers • evaluate the market with a view to entering into and developing partnership agreements • use relevant IT tools and operating systems • resolve assignments related to commerce while showing regard for national and international statute and regulations. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in professional and multidisciplinary collaboration with others at all stages of the value chain • deal with international negotiations and negotiations with the company's internal and external partners • manage the company's flows of materials and goods while showing regard for the company's organisational framework and economy. 	
Communication	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • communication in the field of commerce. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • use relevant IT tools. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in managing the company's flows of materials and goods while showing regard for the company's organisational framework and economy. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • understanding communication in the field of commerce. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate the market with a view to entering into and developing partnership agreements • resolve assignments related to commerce while showing regard for national and international situations. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in professional and multidisciplinary collaboration with others at all stages of the value chain • deal with international negotiations and negotiations with the company's internal and external partners • manage the company's flows of materials and goods while showing regard for the company's organisational framework and

	economy.
Product knowledge	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • product characteristics, including materials and technologies. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • assess the properties and applications of different materials. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in product development processes. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • product liability and quality assurance in relation to current standards. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • assess and analyse properties and applications of materials. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in and contribute to product development processes.

4.4 Specialisation: Marketing (45 ECTS credits)

The marketing specialisation

The purpose of this study programme is to qualify graduates to independently handle the planning, organisation and completion of tasks and assignments under the marketing specialisation. The specialisation belongs within the core areas of management, concept development and communication.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Management	10	
Concept development	10	10
Communication	10	5
Total ECTS	30	15

Management	
After the 1st year of study	After the 2nd year of study
<p>Knowledge Upon completion, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> marketing disciplines and tools organisation and management markets communication. <p>Skills Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> evaluate and apply relevant theories of the subject area collect and process relevant market data determine the market potential of a product of concept. <p>Competencies Upon completion, the graduate should have acquired the ability to:</p> <ul style="list-style-type: none"> optimise a company's supply according to demand manage market introduction of new products and concepts undertake project management and project coordination tasks plan and implement a marketing plan in practice on a national and international scale. 	
Concept development	
<p>Knowledge Upon completion, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> key topics in marketing tools key topics in the market key topics in the fields of trends, fashion and lifestyle key communication topics. <p>Skills</p>	<p>Knowledge Upon completion, the graduate should have acquired knowledge of:</p> <ul style="list-style-type: none"> international market perspectives and be able to understand communication in practice. <p>Skills Upon completion, the graduate should have acquired the ability to:</p>

<p><i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate and apply relevant theories of the subject area • collect and process relevant market data • evaluate the company's values in relation to the client's needs • determine the market potential of a product of concept. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in optimising a company's supply according to demand • take part in the product development process from initial idea to product launch • handle project management and coordinator tasks. 	<ul style="list-style-type: none"> • collect, process and evaluate relevant market data • work under market conditions based on the company's values and in relation to the client's needs • determine the market potential of a product of concept. • convey marketing processes on a national and international scale. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • contribute to the optimisation of a company's supply according to demand • contribute to the product development process from initial idea to product launch.
Communication	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • marketing tools • organisation and management • trends, fashion and lifestyle. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • evaluate and apply relevant theories of the subject area • evaluate the company's values in relation to the client's needs. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in optimising a company's supply according to demand • take part in the product development process from initial idea to product launch • manage market introduction of new products and concepts • handle project management and coordinator tasks. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • communication and communication tools and devices. <p>Skills <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • understand and apply relevant theories of the subject area • work under market conditions based on the company's values and in relation to the client's needs • convey marketing processes on a national and international scale. <p>Competencies <i>Upon completion, the graduate should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • work to optimise a company's supply according to demand • manage the product development process from initial idea to product launch <p>plan and implement a marketing plan in practice on a national and international scale.</p>

4.5 Specialisation: Retail (45 ECTS credits)

The retail specialisation

The purpose of this specialisation is to qualify the graduate to independently handle the planning, organisation and completion of tasks and assignments under the retail specialisation, including the core areas of visual merchandising, retail management and retail marketing.

The 45 ECTS credits are distributed over the following core areas of study:

Core areas of study	1st year of study	2nd year of study
Visual merchandising	10	
Retail management	5	10
Retail Marketing	15	5
Total ECTS	30	15

Visual Merchandising	
After the 1st year of study	After the 2nd year of study
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • commerce • trends, fashion and lifestyle • methods of analysis. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • laying out and arranging goods in retail establishments • prepare guidelines for the operation of retail establishments • communicate and present suggestions for projects and concept ideas. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • carry out relevant analyses and subsequently make specific solution proposals • take part in concept development. 	
Retail Management	
<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • the marketplace • fundamental subject areas in commerce. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare guidelines for the operation of retail establishments • apply practical management and control tools in the context of daily operations of retail establishments. 	<p>Knowledge <i>Upon completion, the graduate should have acquired:</i></p> <ul style="list-style-type: none"> • knowledge and understanding of the marketplace • knowledge and understanding of fundamental commercial subject areas • knowledge of methods of analysis • knowledge of relevant statute and regulations. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • Apply advanced-level practical

<p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • Take part in disciplinary and cross-disciplinary collaboration on the development and maintenance of a retail concept. 	<p>management and control tools in the context of daily operations of retail establishments</p> <ul style="list-style-type: none"> • communicate and present suggestions for projects and concept ideas. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • carry out relevant analyses and subsequently make specific solution proposals • take part in concept development.
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Retail Marketing

<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • the marketplace • trends, fashion and lifestyle • fundamental subject areas in commerce • methods of analysis • relevant statute and regulations. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • prepare guidelines for the operation of retail establishments • apply relevant theories and tools in the context of retail marketing • communicate and present suggestions for projects and concept ideas. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • Take part in disciplinary and cross-disciplinary collaboration on the development and maintenance of a retail concept. • communicate visually, in writing and orally in the context of retail marketing • carry out relevant analyses and subsequently make specific solution proposals. 	<p>Knowledge <i>Upon completion, the graduate should have acquired knowledge of:</i></p> <ul style="list-style-type: none"> • Materials characteristics • knowledge and understanding of analysis methods. <p>Skills <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • work with relevant, advanced-level theories and tools in the context of retail marketing • digitally convey suggestions for projects and concept ideas at an advanced level. <p>Competencies <i>Upon completion, students should have acquired the ability to:</i></p> <ul style="list-style-type: none"> • take part in concept development.
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5.0 Internship

Worth 15 ECTS

The purpose of the internship is for the student to acquire knowledge of the profession and achieve an understanding of the application of theories and methods in different business functions.

The student should be able to relate the theories and methods of the study to the practices of the profession.

The internship should qualify the student to analyse, evaluate, plan and carry out tasks/projects based on practical issues and problems.

The learning outcomes for the internship are:

Knowledge

Upon completion, the graduate should have acquired:

- fundamental knowledge about the business, its work methods and the organisation of the company
- an understanding of the relations between the different stages of the value chain
- an understanding of a company's competitive situation
- an understanding of the company's place in a global context.

Skills

Upon completion, students should have acquired the ability to:

- use acquired tools and theories for the resolution of specific problems and issues
- convey specific, disciplinary problems and solution proposals to relevant partners
- relate theory to business practices.

Competencies

Upon completion, students should have acquired the ability to:

- take part in disciplinary and multidisciplinary collaboration in relation to dealing with specific problems or issues
- establish disciplinary and multidisciplinary networks
- reflect on their own qualifications and competencies and identify their own needs for additional learning.

At the internship examination, the student's achievement of the individual learning outcomes for the internship will be tested.

The internship is finalised by examination. For the examination type and exam procedure etc., please see the institutional section of this Curriculum.

6.0 Exams of the study programme

No.	Semester	Exam	ECTS	Assessment	Internal/external
1	After completion of the 1st semester	First-semester exam	30 ECTS	Individual assessment 7-point grading scale	Internal assessment
2	After completion of the 2nd semester	First-semester exam	30 ECTS	Individual assessment 7-point grading scale	External assessment
3	3rd semester	Specialisation exam	15 ECTS	Individual assessment 7-point grading scale	Internal assessment
4	3rd semester	Elective component exam	15 ECTS	Individual assessment 7-point grading scale	Internal assessment
5	4th semester	Internship examination	15 ECTS	Individual assessment 7-point grading scale	Internal assessment
6	After completion of the 4th semester	Final degree project	15 ECTS	Individual assessment 7-point grading scale	External assessment

6.1 Number of exams for the compulsory educational components

Compulsory educational components	First-year exam component no. 1	First-year exam component no. 2	Specialisation exam	Total
Core area Design – 10 ECTS	10 ECTS from the core area of design			10 ECTS
Core area Business – 10 ECTS	10 ECTS from the core area of business			10 ECTS
Core area Technology – 10 ECTS	10 ECTS from the core area of technology			10 ECTS
Specialisation – 45 ECTS		30 ECTS from the core area of specialisation X	15 ECTS from the core area of specialisation X	45 ECTS
	30 ECTS	30 ECTS	15 ECTS	75 ECTS

6.2 The final degree project

Worth 15 ECTS credits

The learning outcomes for the final degree project are described in schedule 1 to Ministerial Order no. 710 of 6 July 2009 on the Academy Profession Degree Programme in Design, Technology and Business.

The final degree project comprises all core areas of study. In the final degree project the student must document an understanding of practice as well as key theories and methods related to a practice-related problem or issue. The problem, which must be key to the profession, must be formulated by the student and focus on a public or private company. The educational institution must approve the problem statement. The project must result in a report and may also include a product.

In conjunction with the other exams of the Programme, the final degree project must demonstrate that the student has achieved the expected level of graduate competence.

For the examination type and exam procedure, please see the institutional section section of this Curriculum.

Assessment

The final degree project exam is externally assessed and will be graded according to the 7-point grading scale.

The exam is made up of a project and an oral examination. The student will receive a single, joint grade for the written project and the oral examination. The final degree project examination cannot take place until the internship exam and the other exams of the study programme have been passed.

7.0 Credit transfer

Passed educational components are equivalent to corresponding educational components offered by other educational institutions offering the programme.

The student has a duty to inform the educational institution about educational components that were studied and passed at other Danish or foreign educational institutions and to inform about occupations that can be assumed to earn the student transfer credit. The educational institution will grant transfer credit in each individual case based on completed/passed educational components and occupations that match course units, parts of the study programme

or parts of the internship. The decision to award transfer credit is based on an assessment of discipline-specific elements.

Pre-approved credit transfer

Students can apply for pre-approval of credit transfer. In cases of pre-approved credit transfer of studies in Denmark or abroad, students are under a duty to document completion of the pre-approved educational components, upon completion of the study-abroad period. When applying for pre-approval, students must consent to allow the educational institution to collect any required information upon the students' completion of the study-abroad period. For the final approval of pre-approved credit transfer, the educational component is considered completed if it is passed in accordance with the regulations applying to the study programme.

8.0 Exemption

The educational institution may grant exemption from those rules in this national section of the Curriculum that were laid down solely by the educational institutions, when such exemption is substantiated by exceptional circumstances.

9.0 Complaints about assessments, the course of an exam or the examination basis

The regulations governing complaints procedures about assessments, the course of an examination or an examination basis, such as questions, assignments etc., are described below.

The student must submit a complaint made in writing and stating the reasons for the complaint not later than two weeks after the examination was held. The complaint should be submitted to [XXXXXX](#).

The contents of the complaint will be shown to the examiner and the external examiner who were associated with the given exam and they will be asked to each make a statement. The deadline for such statements is usually two weeks. Next, the student (the complainant) will be given the chance to comment on the statements within a deadline of one week.

Based on the contents of the complaint, the statement and any comments by the student, the educational institution will make a decision in writing. The result of the procedure may be that the student will be offered a new examination, a new assessment (for written exams) or that the complaint is dismissed. The student will have two weeks to accept a new examination or assessment or to appeal the decision if the complaint was dismissed.