

Export and Technology Management

Curriculum

**Bachelor's Degree Programme in Export and
Technology Management**

**Uddannelsen til Professionsbachelor i Eksport og
Teknologi**

In force from February 2023



PROFESSIONSHØJSKOLEN

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Please note that this is a translation which is intended for information purposes only. This translation has no legal validity. In the event of any discrepancy between this translation and the original Danish text, the Danish text shall prevail.

This Curriculum was prepared in accordance with:

- The Danish Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor Degree Programmes. (Danish: 'Bekendtgørelse om erhvervsakademiuddannelser og professionsbacheloruddannelser')
- The Danish Ministerial Order on Technical and Commercial Academy Profession Degree Programmes and Professional Bachelor Degree Programmes (Danish title: 'Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser')
- The Danish Ministerial order on Examinations in Academy Profession Degree Programmes and Professional Bachelor Degree Programmes (Danish: 'Bekendtgørelse om eksamener og prøver ved professions- og erhvervsrettede videregående uddannelser')
- The Ministerial Order on the Grading Scale and Other Forms of Assessment in Education Programmes under the Ministry of Higher Education and Science (Danish: 'Bekendtgørelse om karakterskala og anden bedømmelse ved uddannelser på Uddannelses- og Forskningsministeriets område; also known as karakterbekendtgørelsen').

The following sections of the Examination Regulations for UCN's Undergraduate Programmes constitute a rider to this Institutional Curriculum and have the same validity as the other stipulations of the Curriculum:

- Subsection 4.5: Withdrawal from exams
- Section 13: Exam complaints and appeals
- Subsection 14.1: The use of one's own work and the works of others
- Subsection 14.2: Disciplinary actions in events of academic misconduct and disruptive behaviour during exams

Curriculum, National part for Export and Technology Management

1. The programme's goals for learning outcomes

Knowledge

Graduates should have acquired:

- practices applied within the technological and commercial subject fields in export and production companies
- theories and methods applied in export-related parts of economics, marketing, supply chain management, law and international trade, primarily business-to-business
- applied theories and methods in materials properties, quality management, production processes, product development and innovation
- project management skills and negotiation techniques
- business culture and communication practices, also in cultures other than the Danish one.

Skills

Graduates should have acquired the skills to:

- apply methods and tools for analysing a company's customer base in various markets and use the results to develop a company's different markets to generate value to the client
- develop the product concept of export and production companies
- communicate professionally in English
- assess theoretical and practice- and export-related issues, and select solutions and actions
- document, formulate and communicate technical issues and solutions to peers and customers
- develop marketing efforts, including export strategies.

Competencies

Graduates should be able to:

- independently handle international-trade tasks of export and production companies
- handle complex, development-oriented issues in production and sales relating to customers
- independently partake in collaboration throughout the value chain
- take part in managerial functions relating to company organisation
- exhibit cultural understanding relating to international trade and
- identify their own learning needs and develop their own knowledge and skills.

2. The study programme comprises four national subject elements

2.1 First national subject element: The Company and its Internal Systems

2.1.1 Content

The objective of the first subject element is to ensure that the student achieves an understanding of the internal workings of the company as a basis for its business strategy.

This subject element introduces the student to internal company analyses, including the company's logistic, financial and organisational conditions. The student will also achieve knowledge of fundamental product development and innovation processes as well as materials properties and production processes. Furthermore, the student will achieve fundamental knowledge of marketing planning.

The student will acquire methodical and problem-oriented report-writing skills and will be able to identify and resolve practice-related issues. The student will also gain knowledge of quantitative and qualitative analyses.

The student will build a professionally relevant vocabulary relating to the fields of particular interest within each semester. In addition, students will achieve an insight into their own behaviour and their influence on other in business contexts.

2.1.2 Learning objectives for The Company and its Internal Systems

Knowledge

Students should have acquired:

- knowledge of company logistics and supply chain processes
- knowledge of organisational structures, organisational processes and organisational behaviours
- knowledge of quantitative and qualitative methods
- knowledge of the theories associated with corporate business strategy
- knowledge of general marketing concepts and core competencies of a business
- knowledge of creative and innovative processes
- a basic understanding product development and the product development process
- and knowledge of design and production in relation to choice of materials.

Skills

Students should have acquired the skills to:

- identify a relevant problem based on a practical issue
- substantiate his/her choice of methods and theories
- analyse a company's structure, processes and behaviour and select appropriate models and theories
- analyse a company's internal conditions, including the company's logistic, financial and organisational conditions.

- assess theoretical and practice-related issues of marketing while showing regard for the company's strategic platform, competencies and resources
- apply methods and theories for segmentation, selection of target groups and positioning.
- evaluate the contribution margin with a view to break-even analyses and financial control
- evaluate corporate accounts with regard to profitability, earning capacity, capital adjustment, liquidity and cash flow
- prepare hand-drawn sketches based on a variety of sketch/outlining methods
- calculate and understand methods related to statics and strength of materials
- qualify choice of material and quality in relation to the design, construction and functionality with primary focus on wooden materials.

Competencies

Students should be able to:

- communicate professionally in the context of this semester's learning
- select and apply relevant tools for assessing a company's internal situation
- evaluate supply chain activities and prepare improvement proposals relating to strategies
- work with relevant elements of marketing strategy
- identify the starting point for a company's competitive advantages
- perform value chain analyses
- use spreadsheets as a tool for analysis and prepare graphic models.

2.1.3 ECTS weight

The Company and its Internal Systems is worth 30 ECTS credits.

2.2 Second national subject element: Market Understanding

2.2.1 Content

The objective of the second subject element is to ensure that the student gains an understanding of the company's markets and insight into specific market conditions that influence concept and product development in the company.

The student will be capable of analysing markets for marketing purposes. This is to include the student's achievement of an understanding of culture and cultural differences and how these influence the company's business opportunities.

The student will acquire a holistic view of the company's strategic competitive situation, its opportunities and basis for initiating international marketing activities and exploiting its product development potential.

The student will acquire skills in systematic product development including the use of CAD systems and qualifying their choice of materials and draw up technical documentation. Furthermore, the student will gain project management skills.

Students will also achieve knowledge of important macroeconomic factors within a commercial context.

Students will build a professionally relevant vocabulary and develop skills for presenting messages orally and in writing.

2.2.2 Learning objectives for Market Understanding

Knowledge

Students should have acquired:

- knowledge of cultural norms and values
- knowledge of interpersonal communication and personal competencies
- knowledge of targeted communication
- knowledge of the links between culture and communication
- knowledge of the company's competitive opportunities
- knowledge of the concept of competition
- knowledge of market-related conditions that impact a company's opportunities and threats
- knowledge of macro-economic conditions that affect the company's marketing situation
- knowledge of the international organisations within global financing and statistical data collection
- knowledge of various project types and their characteristics
- knowledge of user involvement in product development
- a basic understanding of quality management and quality improvement
- knowledge of problem-solving in relation to the quality concept.

Skills

Students should have acquired the skills to:

- work with open issues and include relevant topics in analyses and assessments
- identify cultural characteristics in a commercial context
- present messages orally and in writing
- apply models and theories for segmentation, selection of target groups and positioning
- apply the concept of competition, competitor intelligence and competition benchmarking
- assess the company's strategic situation, the opportunities open to it and the basis for initiating marketing activities and exploiting product development opportunities
- assess specific market conditions affecting the company's business development
- assess, describe and analyse significant national-economy key figures with a view to market assessment

- describe, analyse and assess the company's external relations as well as partner relations
- perform market- and user-centered product development
- use tools for systematic product development
- make simple constructions in CAD systems
- read, understand and draw up technical documentation as a part of a company's production strategy
- apply and maintain quality concepts and quality organisation
- use and substantiate their choice of project management tools, including relevant digital technologies.

Competencies

Students should be able to:

- communicate professionally in the context of this semester's learning
- identify cultural threats and opportunities in the company's markets (existing and potential)
- perform problem-orientated work
- analyse markets and communicate relevant market information to recipients within the company
- analyse the company's competitive situation
- make competitor analysis and benchmarking
- prepare a country-specific report on the macro-economic situation for the assessment of a specific export market
- qualify choice of materials and quality relating to the design, construction and functionality with primary focus on plastic and metal.
- make relevant models and prototypes relating to product development

2.2.3 ECTS weight

Market Understanding is worth 30 ECTS credits.

2.3 Third national subject element: Market Strategy

2.3.1 Content

The objective of the third subject element is to qualify the student to manage the development of corporate market strategies.

This includes the students' understanding of cultural consideration in corporate communication. Furthermore, students will acquire the skills needed to develop communication material that is directed towards specific target groups and cultures.

Student will achieve an understanding of the concept of quality. In addition, students will acquire skills in the creation and development of services and the application of quality management tools.

Students will also be capable of making qualified decisions, including making critical evaluations of the validity and reliability of data and information.

Students will build a professionally relevant vocabulary relating to the fields of particular interest to the profession.

2.3.2 Learning objectives for Market Strategy

Knowledge

Students should have acquired:

- knowledge of corporate communication, internal and external
- knowledge of basic theory of science and scientific methods
- knowledge of various market types and their influence on pricing
- knowledge of international markets and their conditions with a view to exports
- knowledge of investment analysis and forms of financing
- knowledge of marketing-mix
- an understanding of services as part of the product and sales concept
- knowledge of relevant measuring tools and techniques as well as basic concepts in solid mechanics in the fields of quality, construction and production
- an understanding of the structure of systems for quality management.

Skills

Students should have acquired the skills to:

- apply qualitative and quantitative methods
- select and apply relevant scientific methods and tools
- plan the company's external communication material
- perform targeted communication
- plan and design a range of marketing initiatives, including the preparation of export strategies
- prepare business plans
- evaluate pricing in different market structures
- assess and list conditions for an investment and make calculations to serve as the basis for investment decisions and how they should be financed
- evaluate activity budgets, liquidity budgets and balance budgets
- define marketing mix
- apply the digital control systems of a company
- address different project management approaches
- analyse, develop, design, assess and convey a service
- analyse and apply construction-related aspects and risks relating to design, functionality and production
- apply quality management tools, norms and standards as well as quality improvement models internally in a company.

Competencies

Students should be able to:

- communicate professionally in the context of this semester's learning
- communicate with clients in various cultures
- analyse customers and suppliers with a view to profit and business potential
- prepare a Go-To-Market Strategy
- use export management tools
- develop, facilitate and evaluate creative processes relating to product development
- plan and implement a project in a professional context using relevant tools and methods.

2.3.3 ECTS weight

Market Strategy is worth 30 ECTS credits.

2.4 Fourth national subject element: The Selling Organisation

2.4.1 Content

The purpose of the fourth subject element is to continue to qualify the student and, in relation to export markets, to qualify him/her to draw up plans of action for production and commercial departments.

This subject element aims to qualify the student to implement a sales/supplier-related activity. The student will learn to take a negotiating process through all its phases/stages. The student will build the competencies to analyse and prioritise customers and suppliers.

The student will gain skills to enable him/her to work with the innovation, handling a product development process and to draw up production documentation. Furthermore, the student should be able to apply the principles of quality assurance.

The student will build a professionally relevant vocabulary and develop skills for presenting messages orally and in writing.

2.4.2 Learning objectives for The Selling Organisation

Knowledge

Students should have acquired:

- knowledge of negotiation techniques
- basic knowledge of operations management
- knowledge of concepts, methods and theories of operations management and organisation, as well as operational processes and operations strategies
- knowledge of legal conditions governing international trade
- knowledge of theories and models about management styles
- knowledge of sales management and sales models
- knowledge of Finite Element Method (FEM) for the assessment of a product's solid-mechanical elasticity and strength.

Skills

Students should have acquired the skills to:

- apply different negotiation techniques in a buying and selling situation
- prepare plans of action for sales
- plan a visit to a seller or a supplier
- analyse management models in relation to an issue, and substantiate and select a relevant solution model
- analyse processes in and the structure of organisations at all levels
- analyse an organisation using relevant operations management theories
- assess a company's legal circumstances in terms national and international trade
- determine cost prices using company resource planning systems
- use analysis tools for data processing
- perform product optimisation and work on innovative measures
- work on product development from different approaches
- use CAD systems to build and handle constructions consisting of several component parts
- identify and analyse a company's quality costs.

Competencies

Students should be able to:

- organise, plan and conduct a sale based on business understanding
- prepare and conduct negotiations
- apply methods and theories of Operations Management for the optimisation of business and operating processes
- independently engage in a set of activities including; developing an operating strategy; operations design; planning and managing operations as well as operations improvement
- think and act innovatively, like an entrepreneur
- produce and communicate project results in a visual form
- handle graphic tools for communication and presentation purposes
- plan, carry out, assess and evaluate a product development process.

2.4.3 ECTS weight

The Selling Organisation is worth 30 ECTS credits.

3. Internship

3.1.1 Content

During the internship, the student works on issues that are relevant to the profession and lie within the core areas of the study programme. The internship is intended to ensure the practice-related development of professional and personal competencies. The student should be able to resolve practical problems and issues on a methodical basis incorporating

relevant theories and models and contribute in this way to the implementation of value-generating activities within the company.

The student will be associated with one or more internship host companies over the course of the internship. The internship may form the basis of the student's bachelor's degree project.

3.1.2 Learning objectives for the internship

Knowledge

Students should have acquired:

- knowledge of the industry in which the internship host is operating
- the relevant department(s) contributions to the company's business.

Skills

Students should have acquired the skills to:

- reflect on practices and compare practice and theory
- apply a versatile set of technical, creative and analytical skills associated with employment within the industry
- take part in professional collaborations internally as well as externally
- reflect on the company's export activities
- autonomously use collected knowledge to resolve a work-related assignment or task
- autonomously collaborate with departments across the organisation
- take part in the resolution of practical tasks within the core areas of the study programme.

Competencies

Students should be able to:

- autonomously reflect on and relate to the application of theories and methods in practice
- organise and acquire new knowledge, skills and competencies relating to the profession
- reflect on his/her personal development in relation to the company's needs.

ECTS weight

The internship is worth 30 ECTS credits.

4. Requirements for the bachelor's degree project

Alongside the other exams included in the programme, the bachelor's degree project should document that the student has achieved the objectives of the study programme.

In the bachelor's 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 statement should be based on a specific task within the field of the study

programme. The student must formulate the problem statement – possibly in collaboration with a private or public business – which must be central to the study programme and the profession. The educational institution must approve the problem statement.

4.1.1 Final degree project examination

The bachelor's degree project concludes the study programme, and the examination takes place once all the preceding exams have been passed.

4.1.2 ECTS weight

The bachelor's degree project is worth 20 ECTS credits.

4.1.3 Examination type

The exam is made up of a written project and an oral examination. The exam is externally assessed and is given an individual grade according to the 7-point grading scale for the combined written project and oral performance.

5. Rules on credit transfer

In terms of ECTS credits, passed educational elements are equivalent to corresponding educational elements offered by other educational institutions that provide the same study programme.

The student must inform the institution of any educational elements that were completed with another Danish or foreign higher education institution as well as any work experience that may reasonably be presumed to earn the student academic credit.

The educational institution approves credit transfer in each individual case on the basis of completed educational elements and work experience that match subject elements, educational elements or the internship of the study programme.

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

In cases of pre-approval of study periods in Denmark or abroad, the student has a duty to document the completion of the pre-approved educational elements after finishing that study period.

When applying for pre-approval, the student must consent to allow the educational institution to collect any required information after they completed the period abroad.

For approvals according to the above rules, an educational element is considered completed if it was passed in accordance with the regulations governing the specific study programme.

6. Effective date

This national part of the Curriculum will come into effect as of 1 February 2023.
This Curriculum applies to students who commence the study programme after the effective date.

Curriculum, institutional part for Export and Technology Management

7. Overview of the programme

Sem.	National subject elements	Local subject elements	Electives	Assessment	ECTS weight
1		Academic Aptitude Exam		Internal	0
	The Company and its Internal Systems			Internal	30
2	Market Understanding			External	30
3	Market Strategy			External	30
4	The Selling Organisation			Internal	30
5	Internship			Internal	30
6		Smart Factory		Internal	10
		Digital Marketing in Industrial Application		Internal	10
			Elective educational element	Internal	10
7		Global Supply Chain		Internal	10
	Bachelor's degree project			External	20
Total ECTS credits:					210

The national subject elements of the programme are described in the national part of the Curriculum.

8. Local subject elements

The programme features 40 ECTS credits worth of local subject elements, including an elective worth 10 ECTS credits.

8.1 Local subject element: Smart Factory

8.1.1 Content and language of instruction

The objective of this subject element is to develop knowledge, skills, and competencies that enable students to navigate technologies and elements relating to Industry 4.0. The subject element focuses on building skills and competencies in four specific elements. Big Data, Additive Manufacturing, Autonomous robots, and Horizontal & vertical integration.

Students will become qualified to analyse big data to produce relevant strategic data used for making better decisions faster. Furthermore, students will acquire skills relating to using business intelligence tools for presenting and communicating dynamic data from central data sources, such as log files, ERP, and CRM.

Students will build the skills needed to collaborate with industrial and manufacturing companies on the application of additive manufacturing in the context of specific product development work. Similarly, students will achieve the competencies needed to assess the suitability of additive manufacturing relating to the digitalisation of production processes.

Through project work, students will achieve knowledge of the practical application of robots controlled by artificial intelligence (AI).

Students will achieve a basic understanding of the fact that the implementation of new digital services, products, and processes requires a company to make changes within the organisation, including changes in supply chain management.

Students will also achieve skills in working with new business models that may help to ensure that the company retains or expands its competitive advantages through the implementation of new technologies and digital tools.

The language of instruction is English.

8.1.2 Learning objectives

Knowledge

Students should have acquired knowledge of:

- the implementation of new digital services, products, and processes
- integration between the digital universe and physical production
- a company's competitive opportunities
- the fact that organisational changes entail new work processes that in turn require changes in human behaviour, new competencies, and new interdisciplinary collaborative processes

- methods for the systematic collection of process data based on log files and data extractions from ERP systems
- how autonomous robots work in practice.

Skills

Students should have acquired the skills to:

- prepare a big-data data analysis to produce strategic data that create increased value for the company, its customers, and business partners
- use business intelligence (BI) tools to communicate and present strategic data
- use analyses to prepare a basis for decision-making processes that will lead to faster and more well-informed decision-making processes
- create new business models and help to retain competitive advantages by investigating issues and proposing suggestions for the implementation of new technologies and digital tools
- collaborate with industrial and manufacturing companies on the application of additive manufacturing in the context of specific product development work.

Competencies

Students should be able to:

- assess a company's strategic situation
- assess companies' digital readiness in relation to the introduction of Industry 4.0
- assess a company's organisation and its influence on company activities
- assess the suitability of additive manufacturing in the context of production process digitalisation
- autonomously acquire new knowledge within the core area as well as use and reflect on it.

8.1.3 ECTS weight

The first local subject element, Smart Factory, is worth 10 ECTS credits.

8.1.4 Number of exams

One exam.

8.2 Local subject element: Digital Marketing in Industrial Application

8.2.1 Content and language of instruction

The purpose of the local subject element Digital Marketing is to provide students the competencies to analyse, develop and independently prepare and plan a strategy for digital activities in an international perspective to market the products of an industrial company.

The language of instruction is English.

8.2.2 Learning objectives

Knowledge

Students should have acquired knowledge of:

- the theories and methods applied in relation to the concept of digital marketing as well as the related practices
- national and international digital marketing strategies and their integration and interrelations with the company's overall business strategy
- the theories and methods applied in the context of different types of analyses of digital marketing solutions and technology requirements
- key digital marketing concepts and the typical role of the marketing function in relation to the company's digital marketing efforts.

Skills

Students should have acquired the skills to:

- use key methods and tools to analyse digital marketing trends, theory, and practices
- assess and communicate pre-existing digital marketing concepts and propose new digital marketing concepts
- prepare national and international digital marketing strategies
- identify legal regulations relevant to digital marketing
- use digital marketing concepts, terminology, models and theories to assess the potential for marketing the company's services and products online
- set targets and assess key areas for the company's digital strategy
- apply web statistics and process data to identify the consequences of marketing efforts.

Competencies

Students should be able to:

- collaborate with others across the organisation in relation to the implementation of the company's digital marketing strategy
- autonomously analyse, plan and perform digital marketing assignments

- manage digital strategy development on the basis of the company's situation and involve relevant stakeholders
- use web statistics and user tests to plan and optimise digital marketing efforts.

8.2.3 ECTS weight

The second local subject element, Digital Marketing Applied in Industry, is worth 10 ECTS credits.

8.2.4 Number of exams

One exam.

8.3 Local subject element: Global Supply Chain

8.3.1 Content and language of instruction

Students will acquire knowledge of global supply chain theories and methods as well as of models that can be used in the contexts of corporate design as well as management of production systems and supply chains. Furthermore, students will acquire practical knowledge of how models, theories, and methods can be applied in specific corporate contexts.

Students will achieve the competencies needed to prepare global supply chain strategies and a basis for making strategic decisions about the global supply chain.

The language of instruction is English.

8.3.2 Learning objectives

Knowledge

Students should have acquired knowledge of:

- the theories and methods applied in relation to the concept of e-commerce as well as the related practices
- models, methods and tools for global supply chain operations and performance management
- global supply chain integration, purchasing and outsourcing, and strategic alliances
- various types of demand and sales forecast analyses
- searching for and selecting suppliers
- buyer-supplier relationships
- calculating net purchase prices and long-term costs (TCA and TCO)
- the use of IT in the purchasing process, including knowledge of specific tools.

Skills

Students should have acquired the skills to:

- apply the subject's scientific theories, models and methods for analysing complex problems in the context of the design and management of corporate production systems and supply chains
- use basic concepts, terminology, methods and tools for supply chain design and management
- argue for and select relevant analyses and solutions to problems within the subject area, including presenting and assessing the resulting solution proposals
- make qualified choices between different types of methods and analyses used to calculate demand and forecast sales
- assess the theoretical and practical problems associated with managerial deliberations about the design and management of the company's internal and external supply chains
- discuss strategic decisions and criteria for the design of cross-border value chains and networks
- assess the application of typical supply chains, strategic choices and concepts in cross-border activities
- make ongoing performance assessments of selected suppliers
- develop global supply chain strategies for specific nations/regions and reflect on how the global supply chains of tomorrow should be managed.

Competencies

Students should be able to:

- identify, analyse and produce proposals for resolving complex global supply chain problems using the theories, methods, and models of the trade
- autonomously take part in professional collaboration with peers and other employees of the company and with external partners
- plan the implementation of purchases using relevant tools, theories and methods
- assess suppliers and their performance to optimise purchases and the purchasing process.

8.3.3 ECTS weight

The third local subject element, Global Supply Chain, is worth 10 ECTS credits.

8.3.4 Number of exams

One exam.

9. Elective elements

The programme features an elective element worth 10 ECTS credits in semester 6.

An elective will only run if a sufficient number of students sign up for it.

9.1 Elective educational element: Strategic Management

9.1.1 Content and language of instruction

This elective is concerned with empowering students to analyse a company's current strategic situation; to understand which differences create positive and negative results; to develop new sustainable strategies and to create a plan for implementation of the changes. In addition, the goal is to enhance the students' competencies to create new sustainable and digital business models based on new and future technologies, megatrends, and the future way of living supported by the latest developments in strategic thinking.

The language of instruction is English.

9.1.2 Learning objectives

Knowledge

Students should have acquired knowledge of:

- contemporary business strategy models and their application in the development of commercially sustainable strategies
- pertinent tools and their use in strategic analysis, implementation and evaluation
- central methodologies in the management of organisational changes
- various approaches and tools related to strategic thinking and business models.

Skills

Students should have acquired the skills to:

- describe, compare and reflect on the main characteristics of strategic and leadership paradigms and methods
- argue for the relevance of a strategic design and leadership approach in business development
- describe and discuss different business strategy designs as to their applicability in creating business development
- formulate and analyse problems using various strategy and leadership models and techniques
- analyse problems and apply models, methods and techniques in solving business development challenges in various organisational and geographical contexts.

Competencies

Students should be able to:

- understand the reasons behind different company strategies in a complex business environment
- cooperate with company staff and external consultants for the creation of a comprehensive strategic plan and subsequent implementation plan
- understand the differences in strategic options in different industries, and through innovative thinking, they should be able to create new business models and possible new methods of disruption
- work strategically with the challenges of a company on the basis of a holistic mindset.

9.1.3 ECTS weight

The elective educational element, Strategic Management, is worth 10 ECTS credits.

9.1.4 Number of exams

One exam.

9.2 Elective educational element: Technology and Engineering Management

9.2.1 Content and language of instruction

This elective is concerned with empowering students to develop strategies and approaches that enhance an organisation's ability to search, select, execute and capture benefits consisting of knowledge about technological opportunities and long-term trends. In addition, the element aims to strengthen the particular competencies that lead to innovative products/service technologies, production technologies as well as process technologies.

The language of instruction is English.

9.2.2 Learning objectives

Knowledge

Students should have acquired knowledge of:

- central and recent scientific theories of management of technology and engineering
- key drivers of innovation and technological change at the strategic level
- central methodologies in organising technological change
- key aspects of managing research, development, and engineering design
- key tools in identifying, attracting, systemizing, and adding to knowledge of innovation and technology.

Skills

Students should have acquired the skills to:

- develop strategic models for the technological development of a company
- understand the driving factors for future technological change at different levels
- understand the rationales for adherence between internal and external factors in technological change and the opportunities within the technology portfolio of the company
- develop management frameworks supporting technology-driven business transitions.

Competencies

Students should be able to:

- navigate the technological foundations of a company
- provide a perspective on future as well as current core technologies in terms of drivers, knowledge, utilization, and implementation
- contextualize key elements of pertinent technological advances with a view to the development of future strategies.

9.2.3 ECTS weight

The elective educational element, Technology and Engineering Management, is worth 10 ECTS credits.

9.2.4 Number of exams

One exam.

9.3 Elective educational element: Change Management

9.3.1 Content and language of instruction

This elective is concerned with understating, selecting and applying tools and methods for managing change professionally in practice-oriented situations. Students focus on understanding and facilitating change processes, using tools and methods for management in a professional context.

The language of instruction is English.

9.3.2 Learning objectives

Knowledge

Students should have acquired knowledge of:

- methods for managing change

- and an understanding of the practices, centrally applied theories, and methodologies relating to different change management perspectives.

Skills

Students should have acquired the skills to:

- choose and apply key methods and tools of the subject area
- evaluate key methods and tools for managing organizational change
- disseminate practice-oriented issues and possible solutions to an organisational change to all parties concerned.

Competencies

Students should be able to:

- participate in academic and interdisciplinary collaboration with a professional approach to change management
- manage change-orientated challenges in relation to decision-making in a structured context, and acquire new change-management knowledge, skills, and competencies.

9.3.3 ECTS weight

The elective educational element, Change Management, is worth 10 ECTS credits.

9.3.4 Number of exams

One exam.

9.4 Elective: UCN Next Step: innovation and entrepreneurship

9.4.1 Description and language of delivery

This elective gives students the opportunity to delve into innovation and entrepreneurship and to work on developing their own business. The students will become part of a cross-professional, innovative environment with students and supervisors coming from across UCN's programmes of study. During the course, the students will be able to share ideas and get feedback and inspiration from other students, supervisors and relevant external partners and business professionals. The course is designed as independent innovation work combined with supervisory guidance and workshops in relevant subjects such as business and product development, design thinking and pitching skills training.

The course is completed when each student makes their pitch before a panel of external business consultants, supervisors and fellow students where the student gets feedback and advice for their continued work on their business.

Students are expected to want to work independently on innovation and entrepreneurship to develop their own idea for a business, a new product, new processes or similar in a context that is relevant to their programme of study.

In addition to registering for the elective course using the programme of study's registration form, students must also fill in applications through UCN Next Step. The students will be summoned for admission interviews and it will be decided whether they will be offered a place in the UCN Next Step course.

Lectures and lessons are in Danish.

9.4.2 Learning objectives

Knowledge:

Students should have acquired knowledge of:

- key theoretical concepts relating to innovation and entrepreneurship
- practices and applied methods relating to innovation and business development.

Skills:

Students should have acquired the skills to:

- collect and communicate data that is relevant to stakeholders
- evaluate methods and tools relating to innovation projects
- communicate practice-related problems or issues, innovative processes and/or products to stakeholders.

Competencies:

Students should be able to:

- select and apply relevant scientific methods and tools
- independently participate in single- and cross-disciplinary collaborations on innovation
- identify their own learning needs in the context of innovating and developing their own business.

9.4.3 ECTS weight

The elective UCN Next Step: Innovation Entrepreneurship is worth 10 ECTS credits.

9.4.4 Number of exams

One exam.

9.5 Elective educational element: Travel Abroad

9.5.1 Content and language of instruction

This elective element is based on a study trip to an educational institution outside Denmark. Students focus on intercultural and inter-disciplinary collaborations, and the element will cover all three core areas of study of the programme. The outcome is practice-oriented solutions for industrial applications.

The language of instruction is English.

9.5.2 Learning objectives

Knowledge

Students should have acquired knowledge of:

- different cultures and work methods
- cross-cultural teamworking
- interdisciplinary teamworking.

Skills

Students should have acquired the skills to:

- solve practice-oriented, interdisciplinary problems in a cross-cultural team and environment
- choose and apply key methods and tools of the subject area
- evaluate key methods and tools for the given interdisciplinary project.

Competencies

Students should be able to:

- take a professional approach to participating in cross-cultural and interdisciplinary collaboration
- reflect on the consequences of working at interdisciplinary problems in a cross-cultural team and environment
- acquire new knowledge, skills, and competencies relating to the subject area and do so within a structured context.

9.5.3 ECTS weight

The elective educational element, Travel Abroad, is worth 10 ECTS credits.

9.5.4 Number of exams

One exam.

10. Examinations in semester 1

10.1 Academic aptitude exam

10.1.1 Scheduled time

The academic aptitude exam will take place no later than two months after studies have commenced. A resit exam will take place no more than three months after studies have commenced.

10.1.2 ECTS weight

The exam is worth 0 ECTS credits.

10.1.3 Exam procedure

The exam is an individual, internally assessed exam based on study start activities.

10.1.3.1 Exam description

The examination takes as its starting point the teaching and learning activities completed between study start and the date of the examination.

10.1.3.2 Examination method

In writing, the students must answer a number of questions about the activities that took place in the early period of their studies. The examination will take as its starting point the student's knowledge of UCN's basis for learning, the administration of the study programme as well as student rights and obligations.

10.1.3.3 Exam aids

Exam aids are allowed for the Academic Aptitude Exam.

10.1.3.4 Examination language

English

10.1.4 Assessment

The purpose of the academic aptitude exam is to clarify whether students have commenced their studies in earnest.

The academic aptitude exam is assessed internally and will be assessed 'passed' or 'failed'.

10.1.5 Resit exam

If a student does not pass the academic aptitude exam, a resit will be offered. This way, students have two attempts at passing the academic aptitude exam.

If a student fails a resit of the academic aptitude exam, their enrolment as a student will be terminated.

On the grounds of exceptional circumstances, UCN may exempt a student from either of these requirements: passing the academic aptitude exam, passing the exam before the official deadline, or using more than two attempts to pass the exam.

10.2 The exam testing the national subject element: The company and its internal systems

10.2.1 Scheduled time

The exam will take place at the end of semester 1.

Further information about the time and exam venue as well as handout of the case and information about the submission of the written exam component can be found on UCN's intranet (My UCN).

Students must take this exam before the end of their first year of study after commencing studies, and they must have passed it before the end of their first year of study after commencing studies in order to progress in the programme. This applies no matter how many exam attempts have been used. However, a student must have had the opportunity to sit the exam twice during their first year of study before their enrolment can be terminated.

If a student has had the opportunity to take the exam at least twice during their first year of study after commencing studies but has not taken the exam before the end of their first year of study after commencing their studies, or if they have not passed that exam before the end of their first year of study after commencing their studies, their enrolment on the programme will be terminated.

UCN may, however, grant exemption from the deadlines above if exceptional circumstances are found to exist.

10.2.2 ECTS weight

The exam is worth 30 ECTS credits.

10.2.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following requirements to sit the exam:

- **Prerequisite no. 1.1:** 100% fulfilment of the obligation to attend 10 lesson blocks (one lesson block is 4 lessons each 45 minutes long). The dates for the 10 lesson blocks that have 100% compulsory attendance will be indicated in the semester plan, which will be handed out on semester start.
- **Prerequisite no. 1.2:** Attend 80 % of compulsory-attendance classes.

If a student does not satisfy Prerequisite no. 1.1, the student must prepare an individual make-up assignment (a maximum of 10 standard pages, each 2,400 characters in length inclusive of spaces, references, models and images but exclusive of cover page, table of contents, reference list and appendices). Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

If a student does not satisfy Prerequisite no. 1.2, they must prepare a presentation on the basis of an assignment that will be handed out to them. The presentation must be made orally before a lecturer. The length of the oral presentation will be 30 minutes. Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

The exam prerequisites must have been met before a student can attend an exam of an educational element for the first time. The time and venue for meeting non-satisfied prerequisites can be found on My UCN.

If a student does not satisfy all exam prerequisites at the time of the ordinary exam for that particular educational element, the student cannot attend the exam. As a consequence, the student will have used an exam attempt and will have two exam attempts remaining for passing that particular exam.

10.2.4 Exam organisation and details

10.2.4.1 Exam type

The examination is an oral group examination based on a written group project.

The student(s) will be given a case that will form the starting point for the written group project and the oral exam.

A project group may have no more than six members. There is no option for an individual exam.

The following formal requirements to the written project must be met:

- cover page with title/project name, name of study programme, name(s) of project participant(s)
- title page
- table of content
- executive summary in English
- reference list (including all sources that are referred to in the project).

The length of the project must be 15–20 standard pages. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover

page, table of contents, executive summary in English, reference list and appendices. Appendices are not assessed.

The project report must conform with the Export and technology management programme's current project writing manual, which can be found on UCN's intranet (My UCN).

The length of the oral exam component will be 10 minutes per student plus 15 minutes for a presentation and 5 minutes for deliberations.

If a student does not meet all formal requirements to the exam, or if s/he submits the project late, the written project will be rejected, and the student will have used one examination attempt.

The exam is organised as a group exam.

10.2.4.2 Exam aids

All aids are permitted, however, not for the oral exam component.

10.2.4.3 Examination language

The exam will be conducted in English.

10.2.5 Assessment

The assessment criteria for the exam are the learning objectives for the national subject element The Company and its Internal Systems. The learning objectives are described in the national part of the curriculum in section 2.1.2 above.

The exam is internally assessed according to the 7-point grading scale. The written project and the oral performance are assessed as a whole, leading to a single, individual grade.

10.2.6 Resit examination

First resit: Feedback with a view to enhancing the written product. The student(s) must prepare an supplement to the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

Second resit: Feedback with a view to enhancing the written product. The student(s) must prepare an supplement to the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

11. Examinations in semester 2

11.1 The exam testing the national subject element: Market Understanding

11.1.1 Scheduled time

The exam will take place at the end of semester 2.

Further information about the time and exam venue as well as handout of the case and information about the submission of the written exam component can be found on UCN's intranet (My UCN)y.

Students must take this exam before the end of their first year of study after commencing studies, and they must have passed it before the end of their first year of study after commencing studies in order to progress in the programme. This applies no matter how many exam attempts have been used. However, a student must have had the opportunity to sit the exam twice during their first year of study before their enrolment can be terminated.

If a student has had the opportunity to take the exam at least twice during their first year of study after commencing studies but has not taken the exam before the end of their first year of study after commencing their studies, or if they have not passed that exam before the end of their first year of study after commencing their studies, their enrolment on the programme will be terminated.

UCN may, however, grant exemption from the deadlines above if exceptional circumstances are found to exist.

11.1.2 ECTS weight

The exam is worth 30 ECTS credits.

11.1.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following requirements to sit the exam:

- **Prerequisite no. 2.1:** 100% fulfilment of the obligation to attend 10 lesson blocks (one lesson block is 4 lessons each 45 minutes long). The dates for the 10 lesson blocks that have 100% compulsory attendance will be indicated in the semester plan, which will be handed out on semester start.
- **Prerequisite no. 2.2:** Attend 80 % of compulsory-attendance classes.

If a student does not satisfy Prerequisite no. 2.1, the student must prepare an individual make-up assignment (a maximum of 10 standard pages, each 2,400 characters in length inclusive of spaces, references, models and images but exclusive of cover page, table of contents, reference list and appendices). Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

If a student does not satisfy Prerequisite no. 2.2, they must prepare a presentation on the basis of an assignment that will be handed out to them. The presentation must be made orally before a lecturer. The length of the oral presentation will be 30 minutes. Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

The exam prerequisites must have been met before a student can attend an exam of an educational element for the first time. The time and venue for meeting non-satisfied prerequisites can be found on My UCN.

If a student does not satisfy all exam prerequisites at the time of the ordinary exam for that particular educational element, the student cannot attend the exam. As a consequence, the student will have used an exam attempt and will have two exam attempts remaining for passing that particular exam.

11.1.4 Exam organisation and details

11.1.4.1 Exam type

The examination is an oral group examination based on a written group project.

The student(s) will be given a case that will form the starting point for the written group project and the oral exam.

A project group may have no more than six members. There is no option for an individual exam.

The following formal requirements to the written project must be met:

- cover page with title/project name, name of study programme, name(s) of project participant(s)
- title page
- table of content
- executive summary in English
- reference list (including all sources that are referred to in the project).

The length of the project must be 20–25 standard pages. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover page, table of contents, executive summary in English, reference list and appendices. Appendices are not assessed.

The project report must conform with the Export and technology management programme's current project writing manual, which can be found on UCN's intranet (My UCN).

The length of the oral exam component will be 10 minutes per student plus 15 minutes for a presentation and 5 minutes for deliberations.

If a student does not meet all formal requirements to the exam, or if s/he submits the project late, the written project will be rejected, and the student will have used one examination attempt.

The exam is organised as a group exam.

11.1.4.2 Exam aids

Exam aids are allowed, although not for the oral part of the examination.

11.1.4.3 Examination language

The exam will be conducted in English.

11.1.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject element Market Understanding. The learning objectives are described in the national part of the curriculum in section 2.2.2 above.

The exam is externally assessed according to the 7-point grading scale.

The written project and the oral performance are assessed as a whole, leading to a single, individual grade.

11.1.6 Resit examination

First resit: Feedback with a view to enhancing the written product. The student(s) must prepare an supplement to the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

Second resit: Feedback with a view to enhancing the written product. The student(s) must prepare an supplement to the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

12. Examinations in semester 3

12.1 The exam testing the national subject element: Market Strategy

12.1.1 Scheduled time

The exam will take place at the end of semester 3.

12.1.2 ECTS weight

The exam is worth 30 ECTS credits.

12.1.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following requirements to sit the exam:

- **Prerequisite no. 3.1:** 100% fulfilment of the obligation to attend 10 lesson blocks (one lesson block is 4 lessons each 45 minutes long). The dates for the 10 lesson blocks that have 100% compulsory attendance will be indicated in the semester plan, which will be handed out on semester start.
- **Prerequisite no. 3.2:** Attend 80 % of compulsory-attendance classes.

If a student does not satisfy Prerequisite no. 3.1, the student must prepare an individual make-up assignment (a maximum of 10 standard pages, each 2,400 characters in length inclusive of spaces, references, models and images but exclusive of cover page, table of contents, reference list and appendices). Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

If a student does not satisfy Prerequisite no. 3.2, they must prepare a presentation on the basis of an assignment that will be handed out to them. The presentation must be made orally before a lecturer. The length of the oral presentation will be 30 minutes. Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

All exam prerequisites must have been met before a student can attend the exam of a particular educational element. The time and venue for meeting non-satisfied prerequisites can be found on My UCN.

If a student does not satisfy all exam prerequisites at the time of the ordinary exam for that particular educational element, the student cannot attend the exam. As a consequence, the student will have used an exam attempt and will have two exam attempts remaining for passing that particular exam.

12.1.4 Exam organisation and details

12.1.4.1 Exam type

The examination is an oral group examination based on a written group project.

The student(s) will be given a case that will form the starting point for the written group project and the oral exam.

A project group may have no more than six members. There is no option for an individual exam.

The following formal requirements to the written project must be met:

- cover page with title/project name, name of study programme, name(s) of project participant(s)
- title page
- table of content
- executive summary in English
- reference list (including all sources that are referred to in the project).

The length of the project must be 20–25 standard pages. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover page, table of contents, executive summary in English, reference list and appendices. Appendices are not assessed.

The project report must conform with the Export and technology management programme's current project writing manual, which can be found on UCN's intranet (My UCN).

The length of the oral exam component will be 10 minutes per student plus 15 minutes for a presentation and 5 minutes for deliberations.

The exam is organised as a group exam.

12.1.4.2 Exam aids

Exam aids are allowed, although not for the oral part of the examination.

12.1.4.3 Examination language

The exam will be conducted in English.

12.1.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject element Market Strategy. The learning objectives are described in the national part of the curriculum in section 2.3.2 above.

The exam is externally assessed according to the 7-point grading scale.

The written and oral performances are assessed as a whole, leading to a single, individual grade.

12.1.6 Resit examination

First resit: Feedback with a view to enhancing the written product. The student(s) must prepare an supplement to the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

Second resit: Feedback with a view to enhancing the written product. The student(s) must prepare an supplement to the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

13. Examinations in semester 4

13.1 The exam testing the national subject element: The Selling Organisation

13.1.1 Scheduled time

The exam will take place at the end of semester 4.

13.1.2 ECTS weight

The exam is worth 30 ECTS credits.

13.1.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following requirements to sit the exam:

- **Prerequisite no. 4.1:** 100% fulfilment of the obligation to attend 10 lesson blocks (one lesson block is 4 lessons each 45 minutes long). The dates for the 10 lesson blocks that have 100% compulsory attendance will be indicated in the semester plan, which will be handed out on semester start.
- **Prerequisite no. 4.2:** Attend 80 % of compulsory-attendance classes.

If a student does not satisfy Prerequisite no. 4.1, the student must prepare an individual make-up assignment (a maximum of 10 standard pages, each 2,400 characters in length inclusive of spaces, references, models and images but exclusive of cover page, table of contents, reference list and appendices). Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

If a student does not satisfy Prerequisite no. 4.2, they must prepare a presentation on the basis of an assignment that will be handed out to them. The presentation must be made orally before a lecturer. The length of the oral presentation will be 30 minutes. Students will have the opportunity to remedy non-satisfied prerequisite(s) once before the ordinary exam and once between resits.

All exam prerequisites must have been met before a student can attend the exam of a particular educational element. The time and venue for meeting non-satisfied prerequisites can be found on My UCN.

If a student does not satisfy all exam prerequisites at the time of the ordinary exam for that particular educational element, the student cannot attend the exam. As a consequence, the student will have used an exam attempt and will have two exam attempts remaining for passing that particular exam.

13.1.4 Exam organisation and details

13.1.4.1 Exam type

The examination is an individual, oral examination based on a written project.

Students will be handed a case which must be answered in writing within 48 hours.

The following formal requirements to the written exam must be met:

- cover page with title/project name, name of study programme, name(s) of project participant(s)
- title page
- table of content
- reference list (including all sources that are referred to in the project).

The written product must be 5-6 standard pages in length. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover page, table of contents, reference list and appendices. Appendices are not assessed.

The length of the oral exam component will be 20 minutes per student, including 5 minutes for a presentation and 5 minutes for deliberations.

If a student does not meet all formal requirements to the exam, or if s/he submits the project late, the written project will be rejected, and the student will have used one examination attempt.

13.1.4.2 Exam aids

Exam aids are allowed, although not for the oral part of the examination.

13.1.4.3 Examination language

The exam will be conducted in English.

13.1.5 Assessment

The assessment criteria for the exam are the learning objectives for the national subject element The Selling Organisation. The learning objectives are described in the national part of the curriculum in section 2.4.2 above.

The exam is internally assessed according to the 7-point grading scale.

The written and oral performances are assessed as a whole, leading to a single, individual grade.

13.1.6 Resit examination

First resit: The content and form of the resit will be the same as that of the ordinary exam, however a new case will be handed out.

Second resit: The content and form of the resit will be the same as that of the ordinary exam, however a new case will be handed out.

14. Examinations in semester 5

14.1 The internship exam

14.1.1 Scheduled time

The exam will take place at the end of semester 5.

14.1.2 ECTS weight

The exam is worth 30 ECTS credits.

14.1.3 Internship requirements and expectations

During the internship, the student will work on problems that are relevant to the profession while acquiring knowledge of relevant work functions. The student's learning objectives for the internship must be based on the relationship between the student's theoretical studies and practical tasks and working methods.

Based on the internship learning objectives – as indicated in the national part of the Curriculum – the student, the supervisor from the educational institution and the supervisor with the internship host company collaborate on defining specific objectives for the student's internship.

The objectives must be entered in the Internship Portal. The objectives will then guide the planning of the student's work during the internship, including the writing of the internship report.

The internship should be considered similar to a full-time job with the same requirements in terms of number of working hours, effort, commitment and flexibility as what a graduate would be expected to encounter in the labour market.

The internship may be organised in a flexible, varied manner and may form the basis of the student's bachelor's degree project.

The student must satisfy the following requirements for the internship to be considered completed:

- The student must have been participating actively for the duration of the internship.
- The student must have been present full-time during the internship.
- The student must have continuously worked to achieve the learning objectives specified for the internship.

In collaboration with the supervisor from the internship host company, the supervisor from the educational institution will determine whether the above criteria have been satisfied.

14.1.4 Conditions for attending the exam (examination prerequisites)

- The 20-week internship must have been completed. See section 14.1.3 above for the specific requirements that students must satisfy for their internship to be considered completed.
- Mid-way meeting initiated by the student Both the supervisor from the educational institution and from the internship host company must participate in the mid-way meeting.
- The internship report must meet the formal requirements and be duly and correctly submitted.

All exam prerequisites must have been met before a student can attend the exam of a particular educational element.

If a student does not satisfy all exam prerequisites at the time of the ordinary exam for that particular educational element, the student cannot attend the exam. As a consequence, the student will have used an exam attempt and will have two exam attempts remaining for passing that particular exam.

Each student has the right to receive one offer of an internship place for each internship period. If exceptional circumstances are deemed to exist, UCN may waive the restriction on the number of offers.

14.1.5 Examination organisation and details

14.1.5.1 Examination type

The exam is an individual, written exam.

The written report must contain:

- cover page with title/project name, name of study programme, name of the project participant
- title page
- table of contents
- an introduction and presentation of the internship host company
- a presentation of the company's business model
- theoretical reflections on the methods and theories used during the internship, based on the internship logbook
- reflections on the achievement of the learning objectives cf. the learning objectives for the internship.
- conclusion to the internship.
- reference list (including all sources referenced in the project)

The length of the internship report must be 8–10 standard pages. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover page, table of contents, executive summary in English, reference list and appendices. Appendices are not assessed.

If a student does not meet all formal requirements to the exam, or if s/he submits the project late, the written project will be rejected, and the student will have used one examination attempt.

14.1.5.2 Exam aids

Exam aids are allowed.

14.1.5.3 Examination language

The exam will be conducted in English.

14.1.6 Assessment

The assessment criteria for the exam are the learning objectives for the internship. The learning objectives are described in the national part of the curriculum in section 3.1.2 above.

The internship report will be assessed.

The exam is internally assessed according to the 7-point grading scale.

14.1.7 Resit examination

First resit: Feedback with a view to an edit of the internship report submitted for the ordinary exam.

Second resit: Feedback with a view to an edit of the internship report submitted for the first resit exam.

15. Exams in semester 6

15.1 The exam testing the first local subject element: Smart Factory

15.1.1 Scheduled time

The exam will take place in semester 6.

Further information about time and exam venue, as well as a handout of the case assignment, can be found on the UCN intranet (My UCN).

15.1.2 ECTS credits

The exam is worth 10 ECTS credits.

15.1.3 Examination prerequisites

There are no prerequisites for this exam.

15.1.4 Examination organisation and details

15.1.4.1 Exam procedure

The exam is an oral group exam based on a 72-hour case-study assignment.

The oral exam will open with a presentation which must be handed in no later than 72 hours after the students received the exam assignment. The length of the oral exam component will be 10 minutes per student plus 15 minutes for the presentation and 5 minutes for deliberations.

A project group may have no more than six members. There is no option for an individual exam.

The exam is organised as a group exam.

15.1.4.2 Exam aids

Exam aids are allowed, although not during the oral part of the examination

15.1.4.3 Examination language

The examination language is English.

15.1.5 Assessment criteria

The assessment criteria for the exam are the learning objectives for the first local subject element: Smart Factory. The learning objectives are described in section 8.1.2 of the institutional part of the Curriculum.

The exam is internally assessed and graded according to the 7-point grading scale.

The oral exam performance will be assessed and receive an individual grade.

15.1.6 Resit

First resit exam: Feedback to enhance the written product. A supplement must be made to the written product. It must be clearly indicated who prepared the supplement and which assignment it refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

Second resit exam: Feedback to enhance the written product. A supplement must be made to the written product. It must be clearly indicated who prepared the supplement and which assignment it refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

15.2 The exam testing the second local subject element: Digital Marketing Applied in Industry

15.2.1 Scheduled time

The exam will take place in semester 6.

Further information about time and exam venue, as well as a handout of the case assignment, can be found on the UCN intranet (My UCN).

15.2.2 ECTS weight

The exam is worth 10 ECTS credits.

15.2.3 Examination prerequisites

There are no prerequisites for this exam.

15.2.3.1 Exam procedure

The exam is an oral group exam based on a group project.

The allowed length of the written group project is 6–10 standard pages. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover page, table of contents, reference list, and appendices. Appendices are not assessed.

The length of the oral exam component will be 10 minutes per student plus 15 minutes for the presentation and 5 minutes for deliberations.

A project group may have no more than six members. There is no option for an individual exam.

The exam is organised as a group exam.

15.2.3.2 Exam aids

Exam aids are allowed, although not during the oral part of the examination

15.2.3.3 Examination language

The examination language is English.

15.2.4 Assessment criteria

The assessment criteria for the exam are the learning objectives for the second local subject element: E-commerce and digital marketing. The learning objectives are described in section 8.2.2 of the institutional part of the Curriculum.

The exam is internally assessed and graded according to the 7-point grading scale.

The oral exam performance will be assessed and receive an individual grade.

15.2.5 Resit

First resit exam: Feedback to enhance the written product. A supplement must be made to the written product. It must be clearly indicated who prepared the supplement and which assignment it refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

Second resit exam: Feedback to enhance the written product. A supplement must be made to the written product. It must be clearly indicated who prepared the supplement and which assignment it refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

15.3 The exam testing the elective

The following elective educational elements are offered:

- Strategic Management
- Technology and Engineering Management
- Change Management
- UCN Next Step: Innovation and Entrepreneurship
- Travel Abroad

15.3.1 Scheduled time

The exam will take place in semester 6. Further information about the time and venue for the exam can be found on UCN's intranet (My UCN).

15.3.2 ECTS weight

The exam is worth 10 ECTS credits.

15.3.3 Conditions for attending the exam (examination prerequisites)

There are no examination prerequisites to this exam.

15.3.4 Exam organisation and details

15.3.4.1 Exam type

The exam for any elective is written.

The exam for any elective will be organised as an individual exam.

Strategic Management

The exam is an individual, internally-assessed written assignment. The assignment is an individual 24-hour take-home assignment based on a company of the student's own choice. The student has 24 hours to complete the assignment.

The length of the written assignment must be a minimum of 6 and a maximum of 8 standard pages. One standard page is 2,400 characters including spaces, references, models, and images, but excluding the cover page, table of contents, reference list, and appendices. Appendices are not assessed.

Technology and Engineering Management

The exam is an individual, internally-assessed written assignment. The assignment is an individual 24-hour take-home assignment based on a company of the student's own choice. The student has 24 hours to complete the assignment.

The length of the written assignment must be a minimum of 6 and a maximum of 8 standard pages. One standard page is 2,400 characters including spaces, references, models, and images, but excluding the cover page, table of contents, reference list, and appendices. Appendices are not assessed.

Change Management

The exam consists of a continuously-assessed activity and one individual, internally-assessed written exam.

The continuous assessment activity

The continuous assessment activity consists of a video presentation of a problem analysis and a written reflection.

The written assignment

The written assignment is an individual 24-hour, take-home assignment based on a case study.

The length of the written assignment must be a maximum of 5 standard pages. One standard page is 2,400 characters including spaces, references, models, and images, but excluding the cover page, table of contents, reference list, and appendices. Appendices are not assessed.

If the written assignment is not handed in, the student will lose an exam attempt.

An overall grade will be given in which the continuous assessment activity is weighted 40% of the grade, while the individual written assignment is weighted 60% of the grade. The

grades are not individually noted and weighted on the diploma.

UCN Next Step – Innovation and Entrepreneurship

The exam is an internally-assessed, individual written exam. The assignment must take the student's innovative work on developing their own business as its starting point.

Students will receive individual supervisory guidance for their preparation of the written product.

The internship report must be 6–8 standard pages in length. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover page, table of contents, reference list and appendices. Appendices are not assessed.

Travel abroad

The exam consists of one continuously-assessed activity and one individual, internally-assessed written exam.

The continuous assessment activity

The continuous-assessment activity is a presentation of the solutions and findings to the given problem at the study trip venue.

The written assignment

The written assignment is an individual assignment based on reflections on working on interdisciplinary problems in a cross-cultural team and environment.

The in length of the written assignment must be no more than 5 standard pages. One standard page is 2,400 characters including spaces, references, models, and images, but excluding the cover page, table of contents, reference list and appendices. Appendices are not assessed.

If the written assignment is not handed in, the student will lose an exam attempt.

An overall Travel Abroad grade will be given of which the continuous assessment activity is weighted 40% of the grade, while the individual written assignment is weighted 60% of the grade. The grades are not individually noted and weighted on the diploma.

15.3.4.2 Exam aids

Exam aids are allowed, although not for a possible oral part of the examination.

15.3.4.3 Examination language

The Strategic Management exam will be conducted in English.

The Technology and Engineering Management exam will be conducted in English.

The Change Management exam will be conducted in English.

The UCN Next Step: Innovation and Entrepreneurship exam will be conducted in English.

The Travel Abroad exam will be conducted in English.

15.3.5 Assessment

The assessment criteria for the exam are the learning objectives for local electives. The learning objectives are described in this institutional part of the Curriculum in section 9 above.

The exam is internally assessed according to the 7-point grading scale.

15.3.6 Resit examination

Strategic Management:

First resit: Feedback with a view to an edit of the assignment submitted for the ordinary exam.

Second resit: Feedback with a view to an edit of the assignment submitted for the first resit exam.

Technology and Engineering Management:

First resit: Feedback with a view to an edit of the assignment submitted for the ordinary exam.

Second resit: Feedback with a view to an edit of the assignment submitted for the first resit exam.

Change Management:

First resit: The content and form of the resit will be the same as that of the ordinary exam.

Second resit: The content and form of the resit will be the same as that of the ordinary exam.

UCN Next Step: Innovation and Entrepreneurship:

First resit: Feedback with a view to an edit of the assignment submitted for the ordinary exam.

Second resit: Feedback with a view to an edit of the assignment submitted for the first resit exam.

Travel Abroad:

First resit: The content and form of the resit will be the same as that of the ordinary exam.

Second resit: The content and form of the resit will be the same as that of the ordinary exam.

16. Exams in semester 7

16.1 Exam testing the third local subject element: Global supply chain

16.1.1 Scheduled time

The exam will take place in semester 7.

Further information about time and exam venue, as well as a handout of the case assignment, can be found on the UCN intranet (My UCN).

16.1.2 ECTS credits

The exam is worth 10 ECTS credits.

16.1.3 Examination prerequisites

There are no prerequisites for this exam.

16.1.4 Examination organisation and details

16.1.4.1 Exam procedure

The exam is an oral group-exam based on a 72-hour case-study assignment.

The oral exam will open with a presentation which must be handed in no later than 72 hours after hand-out of the exam assignment. The length of the oral exam component will be 10 minutes per student plus 15 minutes for the presentation and 5 minutes for deliberations.

A project group may have no more than six members. There is no option for an individual exam.

The exam is organised as a group exam.

16.1.4.2 Exam aids

Exam aids are allowed, although not during the oral part of the examination

16.1.4.3 Examination language

The examination language is English.

16.1.5 Assessment criteria

The assessment criteria for the exam are the learning objectives for the first local subject element: Global supply chain. The learning objectives are described in section 8.3.2 of the institutional part of the Curriculum.

The exam is internally assessed and graded according to the 7-point grading scale.

The oral exam performance will be assessed and receive an individual grade.

16.1.6 Resit

First resit exam: Feedback to enhance the written product. A supplement must be made to the written product. It must be clearly indicated who prepared the supplement and which assignment it refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

Second resit exam: Feedback to enhance the written product. A supplement must be made to the written product. It must be clearly indicated who prepared the supplement and which assignment it refers to. The oral part of the resit will have the same content and form as the ordinary exam but the length of an individual oral exam component will be 10 minutes examination plus 10 minutes for the presentation and 5 minutes for deliberations.

16.2 The exam testing bachelor's degree project

16.2.1 Scheduled time

The exam testing bachelor's degree project can only take place once the internship examination and other examinations have been passed.

The exam will take place at the end of the final semester of the programme.

16.2.2 ECTS weight

The exam is worth 20 ECTS credits.

16.2.3 Conditions for attending the exam (examination prerequisites)

The written project, which constitutes both the assessment basis and the examination basis, must

- meet the formal requirements to the bachelor's degree project as indicated in the national part of the Curriculum, section 4 above
- be submitted in the correct manner and in due time.

All exam prerequisites must have been met before a student can attend the exam of a particular educational element.

If a student does not satisfy all exam prerequisites at the time of the ordinary exam for that particular educational element, the student cannot attend the exam. As a consequence, the student will have used an exam attempt and will have two exam attempts remaining for passing that particular exam.

16.2.4 Exam organisation and details

16.2.4.1 Exam type

The exam comprises a project and an oral performance which are assessed as a whole and receive a single grade for the combined performance.

The following formal requirements to the written project must be met:

- cover page with title/project name, name of study programme, name(s) of project participant(s)
- title page
- table of contents
- executive summary in English
- reference list (including all sources that are referred to in the project).

The length of the project must be 25–30 standard pages. One standard page is 2,400 characters including spaces, references, models and images, but excluding the cover page, table of contents, executive summary in English, reference list and appendices. Appendices are not assessed.

The project report must conform with the Export and technology management programme's current project writing manual, which can be found on UCN's intranet (My UCN).

The written element of the bachelor's degree project may be prepared individually or in groups of two students.

If the project is written by a group of students, they must write an additional 15 pages per added group member. This means that a group of two must write 25–30 standard pages + 15 standard pages, equivalent to 40–45 standard pages.

The exam is organised as an individual exam.

The length of the oral exam component will be 45 minutes per examinee, including 15 minutes for the presentation and 5 minutes for deliberations.

16.2.4.2 Exam aids

Exam aids are allowed, although not for the oral part of the examination.

16.2.4.3 Examination language

The exam will be conducted in Danish.

16.2.5 Assessment

Alongside the internship examination and the other examinations of the study programme, the bachelor's degree project examination is intended to document the attainment of the defined learning outcomes of the study programme.

For the requirements to bachelor's degree project as well as learning objectives, please see the national part of the Curriculum.

The students' writing and spelling skills will be included in the assessment of bachelor's degree project. However, students who have a physical or mental impairment and students whose mother tongue is not Danish may be exempt in cases where UCN finds that an exemption is necessary in order to put those students on an equal footing with other students. A condition for exemption is that the level of the discipline-specific content of the exam must remain unchanged.

An application for exemption must be made in writing to the study programme using UCN's online forms no later than 4 weeks before the exam date. The student must attach documentary evidence of their grounds for applying for an exemption.

UCN may waive the application deadline if exceptional circumstances are found to exist.

Spelling and writing skills may, however, only increase or decrease a student's grade by one grade at the most. The assessment is expressed as an overall assessment of the profession-related and academic content as well as the student's spelling and writing skills.

The exam is externally assessed according to the 7-point grading scale.

16.2.6 Resit examination

First resit: Feedback with a view to enhancing the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as for the ordinary exam.

Second resit: Feedback with a view to enhancing the written product. It must be clearly indicated who prepared the supplement and which assignment the supplement refers to. The oral part of the resit will have the same content and form as for the ordinary exam.

17. Language

The study programme is approved as a Danish-language study programme, and lessons are planned and organised to be delivered in Danish.

However, up to 49% of the programme's total value in terms of ECTS credits may be delivered in English. The language of delivery will be indicated in the description of the individual local subject element/elective.

If compulsory educational elements are planned and organised to be delivered in English, students will have to satisfy a language requirement equivalent to at least Danish B level on admission to the study programme.

If electives are available in English, students will have to satisfy an English language requirement equivalent to at least Danish B-level at the time when they choose to study an elective that is delivered in English.

If only English-language electives are offered on a particular programme, meaning that students cannot choose between Danish and English language of delivery for their electives, students will have to satisfy an English language requirement equivalent to Danish B-level at the time of admission to the study programme.

At www.optagelse.dk, you can find out whether a particular study programme has language requirements that must be met on admission to the programme.

English proficiency equivalent to at least Danish B-level can be identified by a language test. At UCN's website you can find out about the language tests we accept as well as the required scores etc.

18. Special exam arrangements

UCN may exempt students from exam terms and conditions that were laid down in the institutional part of the curriculum. Exemption includes offering special exam arrangements to students who have a physical or mental impairment and students whose mother tongue is not Danish in cases where UCN finds that an exemption is necessary in order to put those students on an equal footing with other students. A condition for exemption is that the level of the discipline-specific content of the exam must remain unchanged.

Students must use UCN's online forms to apply for exemption from UCN's exam conditions or to apply for special exam arrangements no later than 4 weeks before the exam is to take place. The student must attach documentary evidence of their grounds for applying for an exemption.

UCN may waive the application deadline if exceptional circumstances are found to exist.

19. Obligation to participate and compulsory attendance

19.1 Compulsory attendance

The study programme has compulsory attendance for study activities in semester 1 to 4, and absence will be recorded. We have compulsory attendance because you must be present and actively participating in study activities in order to learn properly.

If satisfaction of compulsory attendance is an exam prerequisite, this will be indicated in the individual exam descriptions.

19.2 Obligation to participate

For teaching and learning activities to be most efficient and for students to achieve the learning objectives of the programme, students have an obligation to participate by submitting or presenting assignments/project work etc.

The students' submission/presentation of assignments/project work etc. may be expressed as exam prerequisites which must be satisfied before students can attend a particular exam.

If, at the time of an exam, a student has not met all the exam prerequisites, the student will not be allowed to attend the exam, and as a consequence they will have used an exam attempt. Subsequently, the student will only have two attempts remaining to pass that particular exam and will not be allowed to attend the exam until all exam prerequisites have been satisfied.

The study programme will offer help and guidance as early as possible if a student is neglecting his/her obligations to participate and attend.

20. Criteria for determining study activity

Students have an obligation to stay informed about the time and venue for teaching and learning activities and exams, which can be found on UCN's intranet (My UCN).

Registration as a student may be terminated for students who have not passed any exams for a continuous period of at least one year.

UCN may waive this stipulation if justified by exceptional circumstances.

Before enrolment is terminated, the student will be consulted in writing.

21. Teaching and working methods used in the programme

UCN's study programmes are based on Reflective Practice-based Learning (RPL) enabling students to develop the competencies to act professionally in a changing world. Throughout their studies, students develop professional, social and personal competencies that enable them to link theoretical reflection with practical actions and qualify them to reflect on and implement relevant theories and knowledge.

In our study programmes, RPL sets the stage for students to engage in practice-related learning activities that link practice-related knowledge, theoretical knowledge and research-based knowledge. Various teaching and learning activities are planned according to these six fundamental principles that foster reflection:

Fundamental principle No. 1: The students' own experiences are incorporated into teaching and learning activities.

Fundamental principle No. 2: Teaching and learning activities are designed to include appropriate disturbances.

Fundamental principle No. 3: Teaching and learning activities are organised as exploration.

Fundamental principle No. 4: The content of teaching and learning activities is based on the good example.

Fundamental principle No. 5: Lecturers and students work together on learning processes.

Fundamental principle No. 6: Lecturers and students create room for dialogue.

The six fundamental principles manifest themselves in different ways in different study programmes, semesters and subjects. However, all of them require students to participate and engage actively to maximise the learning yield.

22. Subject elements that may be completed abroad

Each of the subject elements of the study programme may be completed abroad if a student applies for, and is granted, pre-approval of credit transfer by the study programme.

If a study-abroad period has been pre-approved, the student has a duty to document completion of the subject elements when the pre-approved study-abroad period is over. When applying for pre-approval, the student must consent to allow the educational institution to collect any required information once the pre-approved study-abroad period is over.

On final approval of pre-approved credit transfer, a subject element is considered completed if it was passed according to the regulations governing the study programme.

UCN has a large network of partners abroad, and UCN's International Relations Office may help students find out how to do part of their studies outside Denmark. Contact UCN's International Relations Office for further information. Please note however, that studying or going on an internship abroad requires more work of the student than staying in Denmark. It is up to the student to find out which subjects can be studied abroad with the higher education institution that s/he wants to attend etc. UCN International Relations Office will stand by with advice but cannot take part in the actual planning of the study abroad period.

23. Credit transfer

Credit transfer can take place in different situations.

23.1 Credit transfer assessment (compulsory credit transfer) associated with application for admission/enrolment on a study programme

When a student has met their duty to disclose information about passed subject elements from another Danish or foreign higher-education study programme and about any work

experience that may be assumed to qualify them for credit transfer, the study programme will decide whether or not to grant credit transfer in each individual case. This will take place on the basis of completed educational elements and work experience that compare with subjects, programme elements or internship elements. The decision whether to award credit transfer is based on an assessment of academic achievement.

23.2 In the event that a student does not meet their duty to disclose information on admission/enrolment

If a student does not disclose information about prior education and work experience on admission/enrolment, their application for credit transfer will not be considered until July or January, whichever comes first, in connection with admission/registration of new students.

This means that students applying for credit transfer may have to wait longer than anticipated for a decision of credit transfer.

It is therefore at each student's own risk that a decision of credit transfer may not have been made in due time before a relevant exam.

- IF the student does not sit the exam and UCN subsequently decides NOT to grant the credit transfer, the student will have used one exam attempt.
- IF the student decides to sit the exam before UCN has made a credit transfer decision and if UCN would have granted the credit transfer, then credit transfer will NOT be awarded because the student has already decided to sit the exam. In this instance, the grade given for the 'new' exam will apply irrespective of whether the 'old' exam grade – which might have resulted in credit transfer, had the student applied for it in due time – is higher, and irrespective of whether the student failed the 'new' exam.

So, once a student has decided to sit an exam, this will exclude the possibility of awarding due transfer credit.

23.3 Pre-approval of credit transfer and final credit transfer

Before going to another educational institution in Denmark or abroad with the intent of getting credit transfer for a subject element under this Curriculum, students must apply for pre-approval of credit transfer.

Pre-approval of credit transfer will be carried out by UCN.

Final credit transfer will be granted when a student has successfully completed the requested subject element, and once the application for final credit transfer has been received with the appropriate documentation attached.

If the student has not passed the requested subject element, the student must sit an exam according to the regulations for that particular subject element as set out in the Curriculum.

For an in-depth description of the credit-transfer rules, please see the current version of the Examination Regulations for UCN's Undergraduate Programmes.

24. Exemptions

If justified by exceptional circumstances, UCN may opt to waive stipulations in the Curriculum; however, only stipulations made by UCN alone or those made jointly by the institutions offering the programme may be disregarded.

According to UCN's practice, exceptional circumstances are generally characterised as a sudden and unexpected change of conditions that a student has been unable to guard themselves against. This could be sudden, serious illness or a death in a student's immediate family.

Each individual case will require a specific assessment of whether exceptional circumstances exist, just as each case will be considered to determine whether the facts of that particular case justify a deviation from the general practice in cases of exceptional circumstances.

25. Effective date and transition regulations

This Institutional Part of the Curriculum will come into effect as of 1 February 2023 and will apply to all students who are admitted/registered on the study programme on that date or later. This shall include students who are re-admitted or re-registered.

The Institutional Part of the Curriculum of 1 September 2022, will be repealed as of 1 February 2023.

Students who were admitted/registered on the study programme before 1 February 2023 – including those who were re-admitted/re-registered – will transfer to this institutional part of the Curriculum on 1 February 2023.

However, all students who were admitted/registered on the study programme before 1 September 2022, and who have not commenced or completed semester 3 of the study programme, must complete that semester according to the learning objectives in the Curriculum of 1 September 2019 as amended on 1 September 2021.

Exams that have already been commenced under the Curriculum of 1 September 2019 as amended on 1 September 2021 must be completed until 31 August 2023.

26. Appendix – distribution of ECTS credits

Curriculum 2023 allocation of ECTS											
		ECTS	National subject elements					Local subject elements			Bachelor project
			The company and its internal systems	Market understanding	Market strategy	The selling organisation	Internship	Elective educational element	Technological development and global business management		
			1st Semester (30 ECTS)	2nd Semester (30 ECTS)	3rd Semester (30 ECTS)	4th Semester (30 ECTS)	5th Semester (30 ECTS)	6th Semester (20 ECTS)	6th Semester (10 ECTS)	7th Semester (10 ECTS)	
Technological resources	Product development	18	5	4	5	4					
	Quality Management	8		2	3	3					
	Materiale & Proces	9	5	4							
	Construction	14	3	4	3	4					
	Smart Factory	10						10			
	Digital Technologies	6			3	3					
	Project Management	6		3	3						
	Graphic and visual communication	3				3					
Strategic business	Logistik og Supply Chain	3	3								
	Global Supply Chain	10							10		
	Marketing	11	4	3	4						
	Micro Economi	8	4		4						
	Macro Economi	4		4							
	Digital Marketing	10						10			
	Law	5				5					
Interrelational relationships	Negotiation	5				5					
	Organisation	7	4			3					
	Communication & Culture	9		6	3						
	Theory of Science	4	2		2						
	Internship	30					30				
	Elective elements	10						10			
	Bachelor project	20								20	
		210	30	30	30	30	30	10	20	10	20

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