

Curriculum

**The Academy Profession Degree Programme in
Marketing Management (AP Graduate in Marketing
Management)**

**Erhvervsakademiuddannelse inden for
markedsføring og salg (Markedsføringsøkonom AK)**

Institutional part

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Please note that this is a translation of the Danish curriculum. This translation is intended for information purposes only. In the event of any discrepancy between this translation and the original Danish text, the original shall prevail.

1. Institutional Curriculum for Marketing Management

The curriculum comprises two parts (sets of regulations):

- The national part of the Curriculum, which has been jointly prepared by the educational institutions authorised to provide the study programme.
- This institutional part which has been laid down by University College of Northern Denmark (UCN) and has been designed to accommodate local and regional needs.

This institutional part of the 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

2. Overview of the programme

Sem.	National subject elements	Local subject elements	Electives	ECTS	Internal/ external assessment
1		Academic Aptitude Exam		0	Internal
	Business understanding			10	Internal
	Market understanding			20	internally
Market analysis					
2.	The marketing plan: strategy and tactics			30	External
	The marketing plan: implementation				
3.	Internationalisation			10	Internal
			Elective educational element 1	10	Internal
			Elective educational element 2	10	Internal
4	Internship			15	Internal
	AP degree project			15	External
Total ECTS credits:				120	

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

3. Local subject elements

The programme features 20 ECTS credits worth of local subject elements organised as elective educational elements (electives) in semester 3.

4. Elective elements

The programme features 20 ECTS credits worth of elective educational elements (electives) in semester 3. These are distributed across 2 electives that are each worth 10 ECTS. Students compose their electives to achieve a total of 20 ECTS credits.

4.1 Elective: Project Management

4.1.1 Description and language of delivery

The objective of this elective is to give you hands-on experience in using classic tools and methods for plan driven project management in a professional context. The aim is to enable you to plan, organize and control a professional project by using tools such as Gantt charts, project plans, risk matrixes, project plans, stakeholder analysis and communication plans. Furthermore, the objective of this elective is to give you a basic understanding of what working in projects means and then provide you with specific tools and methods for agile working. Agile working means spending less time on planning and documentation so you can instead spend more time on what actually adds value for the customer.

This elective is delivered in English.

4.1.2 Learning objectives

Knowledge:

Students will gain:

- knowledge about development-based methods of managing projects; plan-driven as well as agile
- an understanding of practices, key applied theories, and methodologies relating to different aspects of project management.

Skills:

Students should be able to:

- choose and apply key development-based methods and tools of the subject area
- evaluate key project-management methods and tools
- disseminate practice-oriented issues and the corresponding possible solutions in the business' project-oriented work to participants, customers, partners and users.

Competencies:

Students should have obtained the competencies to:

- take a professional approach to project management work when participating in academic and interdisciplinary collaborative efforts
- manage project-oriented challenges relating to decision making
- acquire new project-management knowledge, skills within a structured context.

4.1.3 ECTS weight

Project Management is worth 10 ECTS credits.

4.1.4 Number of exams

The elective is finalised by one exam.

4.2 Elective: Innovation and Entrepreneurship

4.2.1 Description and language of delivery

This elective is focused on innovation, creativity, value creation, entrepreneurship and business development.

This includes the characteristics of entrepreneurship/intrapreneurship and successful entrepreneurs as well as entrepreneurial tools used in innovation, creativity and value creation.

You will learn to work from an idea to a business plan and communicating and negotiating in relation to the business plan.

This elective is delivered in English.

4.2.2 Learning objectives

Knowledge:

Students will gain knowledge about:

- the difference between entrepreneurship and intrapreneurship
- theories on innovation, creativity and value creation
- the tools, methods and processes belonging to the field of innovation, creativity and value creation and the entrepreneurial lifestyle
- how to raise capital
- the legal aspects of being an entrepreneur.

Skills:

Students should be able to:

- assess which methods can be used to create, analyse, test and validate an idea
- analyse and assess the process of implementing an idea
- develop a business model and a business plan
- pitch a business idea.

Competencies:

Students should have obtained the competencies to:

- independently carry out initial assessments at the start of a new concept, project or product
- prepare a business plan and create the conditions for setting up a business
- pitch the idea through the presentation of the business.

4.2.3 ECTS weight

Innovation and Entrepreneurship is worth 10 ECTS credits.

4.2.4 Number of exams

The internship is finalised by one exam.

4.3 Elective: Sustainable Business

4.3.1 Description and language of delivery

The objective of this elective is to give you hands-on experience in using and applying tools and methods for business-model design in a professional context.

Throughout the course, you will be in groups working on real cases that are based on a current issue/problem posed by one of the companies that have chosen to collaborate with you in this elective. The overall idea is that you should use their acquired skills as business model designers to create value to the case owner. This means that a high level of attendance is necessary and expected.

We will be working with known tools and methods for business model and value proposition design – as well as brand new ones. The aim is to enable you to design, test and apply business models and value propositions, and on this basis to develop innovative alternatives. The course will deal with traditional offline and online business models as well as sustainable/circular business models designed for the age of responsibility.

This elective is delivered in English.

4.3.2 Learning objectives

Knowledge:

Students will gain knowledge about:

- sustainable business model design and how it is used in established companies as well as in start-ups
- different approaches, methods and tools used in sustainable business model design and innovation

- trends in global markets and sustainability (including the UN's SDGs).

Skills:

Students should be able to:

- map, design and test sustainable business models and their ability to deliver added value
- participate in innovation processes using innovation tools like business-model prototyping etc.
- use available data and methods for assessing sustainable business models.

Competencies:

Students should have obtained the competencies to:

- understand the dynamics of sustainable business models
- analyse a company's business model to develop sustainable alternatives
- design sustainable (and profitable) business models that can compete in the 21st century.

4.3.3 ECTS weight

Sustainable Business is worth 10 ECTS credits.

4.3.4 Number of exams

The elective is finalised by one exam.

4.4 Elective: Sales and Personal Business Communication

4.4.1 Description and language of delivery

This elective focuses on the tools necessary to become excellent in sales and business communication. The objective is to give students the tools necessary to work with various techniques in sales and sales management, negotiation and procurement, and to make them aware of the online and offline sales tools used in B2B and B2C. Focus is on presenting one-way to an audience and interacting face-to-face with others.

This elective is delivered in English.

4.4.2 Learning objectives

Knowledge:

Students will gain knowledge about:

- what the role of sales is in organisations
- different approaches and paradigms to understanding sales
- types of sales situations and settings
- the role of trust and how it influences sales
- spoken sales techniques
- sales communication and planning
- customer relationships and negotiating
- sales theories and methods
- what personal business communication is
- different approaches to understanding personal communication
- different types of formalised, professional communication situations
- his or her own personal communication.

Skills:

Students should be able to:

- identify and apply strategies, and explain the difference between theory and practice
- analyse and understand what is at stake in a given sales situation, and to identify the best suited strategies relating to the situation
- decide on which type of sales to do in different situations
- understand different types of value creation for and with customers
- demonstrate an understanding of sales psychology
- analyse another person's personal communication and provide useful feedback
- analyse and understand what is at stake in a specific communication situation
- assess his or her own personal communication.

Competencies:

Students should have obtained the competencies to:

- assess a given sales setting and situation
- adjust and be flexible according to the sales situation and target group
- develop skills that enhance the students' engagement in interpersonal sales and relationship building and maintenance
- take part in negotiations
- engage in interpersonal communication in a professional context
- adjust his or her own way of communicating according to the communication situation.

4.4.3 ECTS weight

Sales and Personal Business Communication is worth 10 ECTS credits.

4.4.4 Number of exams

The elective is finalised by one exam.

4.5 Elective: Visual and verbal market communication from a modern branding perspective

4.5.1 Description and language of delivery

In this elective, students will learn about the possibilities of modern marketing. The main focus will be on social media and how companies can utilize them. Students will achieve both strategic and practical skills. In addition, students will get inspiration for how they can work with the various tools on their own.

The elective is delivered both in English and Danish.

4.5.2 Learning objectives

Knowledge:

Students will gain knowledge about:

- different types of communication products, both digital and analogue
- basic verbal and visual instruments
- a company's brand identity
- design briefs.

Skills:

Students should be able to:

- use their understanding of a company's brand and target group in a market-communication context
- define communication objectives and take them into account when creating communication products
- create different types of communication products both digital and analogue using a range of digital tools.

Competencies:

Students should have obtained the competencies to:

- relate critically to the graphic and verbal elements of the company's communication material and be able to independently prepare concrete communication products
- relate critically to a campaign from an overall perspective and to the relationship between the individual elements.

4.5.3 ECTS weight

Visual and verbal market communication from a modern branding perspective is worth 10 ECTS.

4.5.4 Number of exams

The elective is finalised by one exam.

4.6 Elective: Data-driven marketing

4.6.1 Description and language of delivery

In this elective, students work on online marketing on the basis of performance data. Students work on marketing that takes and insight into client/user data as it's starting point and they analyse it and use it to optimise marketing efforts.

This elective is delivered in Danish.

4.6.2 Learning objectives

Knowledge

On completion, students should have acquired:

- Knowledge of various tools, approaches and methods applied in data-driven marketing.
- An understanding of practice and key theories and methods applied in practical assignments.

Skills

On completion, students should have acquired the skills to:

- Select and apply data-driven marketing tools.
- Evaluate the most important data-driven marketing tools and methods.
- Communicate practice-related questions and possible solutions relating to their work to participants, clients, partners and users.

Competencies

On completion, students should be able to:

- Take a professional approach to participating in academic and multidisciplinary collaborations concerning data-driven marketing.
- Handle data-driven marketing challenges in terms of decision making.
- Acquire new professional knowledge, skills and competencies in a structured context, all relating to data-driven marketing.

4.6.3 ECTS weight

Data-driven marketing is worth 10 ECTS credits.

4.6.4 Number of exams

The internship is finalised by one exam.

5. Examinations in semester 1

5.1 Academic aptitude exam

5.1.1 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.

5.1.2 ECTS weight

The exam is worth 0 ECTS credits.

5.1.3 Exam procedure

5.1.3.1 Exam description

The exam is an individual, internally-assessed written exam that is based on the student's reflections on study start.

The examination is based on teaching and learning activities completed between study start and the date of the examination. The exam aims to determine whether students have begun their studies in earnest.

5.1.3.2 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, study programme administration as well as student rights and obligations.

5.1.3.3 Exam aids

Exam aids are allowed for the academic aptitude exam.

5.1.3.4 Examination language

English

5.1.4 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'.

5.1.5 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.

6. Exam testing the national subject element: Business understanding

6.1 Scheduled time

The exam will take place immediately after completion of the national subject element Business understanding approximately halfway through semester 1.

Further information about the time and venue can be found in the semester plan on My UCN.

Students must take this exam before the end of their second year of study after commencing studies, and they must have passed it before the end of their second 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 at least twice during their first two years 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 two years of study after commencing studies but has not taken the exam before the end of their second year of study after commencing studies, or if they have not passed the exam before the end of their second 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.

6.1.1 ECTS weight

The exam is worth 10 ECTS credits.

6.1.2 Exam organisation and details

6.1.2.1 Exam type

The exam testing the national subject element Business understanding is a cross-disciplinary, case-based oral group exam that is based on a written summary, which must also have been prepared by groups of students.

Immediately after study start, students will receive a case description that includes a framework description that covers the learning objectives of the national subject element. The written answer will form the starting point for the oral part of the exam, and during the oral examination the students must expand on their answers and relate them to a context.

The case description covers all learning objectives for the national subject element Business understanding, and the grade achieved at the exam must reflect the students' understanding of these learning objectives.

The exam is organised as a group exam. The maximum number of students taking part in the exam is five. Students have no option for an individual exam.

Based on the written part, the group must prepare presentation in which all members of the group must take an active part. The presentation should not reproduce the written summary, but it should expand on and underpin the conclusions that are presented in the summary.

The exam begins with the presentation which is allowed to take up to 10 minutes.

After the presentation, the examiners will ask clarifying questions to the presentation and to the written summary as well as general questions relating to the learning objectives for the national subject element Business understanding.

Exam length will be a total of 15 minutes per student including time for deliberations, grading and the presentation. However, the minimum length of the exam will be 45 minutes and the maximum length 75 minutes per group.

Formal requirements to the written exam component

- In advance of the examination, each group of students must submit a summary in due time.
- The written summary must be between 5 and 7 standard pages in length (between 12,000 and 16,800 characters) including references, but not including the cover page, table of contents, reference list and appendices.

The written summary will be rejected if it does not meet the formal requirements laid down in the Exam Order. If the answer paper is rejected, no assessment will be provided, and the student(s) will have used an exam attempt.

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

6.1.2.2 Exam aids

Exam aids are allowed for the exam, however, for the oral part, students are only allowed to bring their own notes and materials produced by themselves.

6.1.2.3 Examination language

The exam will be conducted in English.

6.1.3 Assessment

The assessment criteria for the exam are the learning objectives for the national subject element Business understanding. The learning objectives are described in the national part of the Curriculum.

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

Each student will be assessed individually.

6.1.4 Resit examination

First resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, the student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

Second resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, the student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

6.2 Exam testing the national subject elements: Market understanding and Market analysis

6.2.1 Scheduled time

The exam will take place immediately after completion of the national subject elements Market understanding and Market analysis at the end of semester 1.

Further information about the time and venue can be found in the semester plan on My UCN.

Students must take this exam before the end of their second year of study after commencing studies, and they must have passed it before the end of their second 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 at least twice during their first two years 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 two years 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 the exam before the end of their second 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.

6.2.2 ECTS weight

The exam is worth 20 ECTS credits.

6.2.3 Conditions for attending the exam (examination prerequisites)

The following are the prerequisites for attending the Market understanding and Market analysis exam:

- Compliance with the requirement for compulsory participation in Prerequisite no. 1: Reflection dialogue.
- Conformity with the compulsory attendance requirement in Prerequisite no. 2: 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: The reflection dialogue is a dialogue between the student and one of the lecturers of the programme where the focal point will be the student and his/her reflections on their own efforts, development and learning throughout the semester.

Complying with the requirement for compulsory participation in Prerequisite no. 1 means firstly that the student must prepare a presentation before the dialogue, and secondly that s/he must add objectives for development after the dialogue. The presentation and the development objectives must be uploaded to WiseFlow after the dialogue. Students will have the opportunity to meet non-satisfied prerequisite(s) once before the ordinary exam and once more between the resits if they take part in a new dialogue.

The date for the dialogue and submission deadline can be found in the semester plan on My UCN.

If a student does not satisfy Prerequisite no. 2, they must prepare an individual make-up assignment (a maximum of 10 standard pages, each 2,400 characters in length including 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.

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

6.2.4 Examination organisation and details

6.2.4.1 Examination type

The exam testing the national subject elements of Market understanding and Market analysis is a cross-disciplinary, case-based oral group exam taking as its point of departure a written project report that makes up part of the assessment basis.

When the national subject elements of Market understanding and Market analysis begin, the students will receive a case description to work on throughout the course. The oral answers to the case description will form the starting point for the exam, and in groups the students must present their answers.

The exam is organised as a group exam. The maximum number of students taking part in the exam is five. Students have no option for an individual exam.

Based on the written part, the group must prepare a presentation in which all members of the group must participate actively. The presentation should not reproduce the written project report, but it should situate the problem statement in a context and provide better understanding of the problem. The exam begins with the presentation, which will be 8–10 minutes in length.

After the presentation, the examiners will ask clarifying questions to the presentation and to the written project report as well as general questions relating to the learning objectives for the national subject elements of Market understanding and Market analysis.

Exam length will be 10 minutes per student including time for deliberations and grading. However, the minimum length of the exam must be 30 minutes and the maximum length 50 minutes per group.

The project must include:

- a problem statement and considerations of method
- qualitative and quantitative data collection
- analyses of primary and secondary data
- a process evaluation, including collaboration and project management.

The project report must conform with the Marketing management programme's current project writing manual, which is available on My UCN.

Formal requirements to the written exam component

- In advance of the examination, each group of students must duly submit a project report.
- The length of the report must be between a minimum of 25 and a maximum of 35 standard pages (i.e. between 60,000 and 84,000 characters) in length, not including appendices, reference list, cover page and title page.
- The project report must conform with the Marketing management programme's current project writing manual, which is available on My UCN.
- The project report will be rejected if it does not meet the formal requirements as described in the Exam Order. If the answer paper is rejected, no assessment will be provided, and the student(s) will have used an exam attempt.

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

6.2.4.2 Exam aids

Exam aids are allowed for the exam, however, for the oral part, students are only allowed to bring their own notes and materials produced by themselves.

6.2.4.3 Examination language

The exam will be conducted in English.

6.2.5 Assessment

The assessment criteria for the exam are the learning objectives for the national subject elements Market understanding and Market analysis. The learning objectives are described in the national part of the Curriculum.

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

Each student will be assessed individually.

6.2.6 Resit examination

First resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

Second resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

7. Examinations in semester 2

7.1 The semester includes the exam testing the national subject elements: The marketing plan: strategy and tactics as well as The marketing plan: implementation.

7.1.1 Scheduled time

The exam will take place immediately after the completion of the national subject elements of The marketing plan: strategy and tactics as well as The marketing plan: implementation.

Further information about the time and venue can be found in the semester plan on 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 second 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 at least twice during their first two years 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 two years of study after commencing studies but has not taken the exam before the end of their second year of study after commencing their studies, or if they have not passed that exam before the end of their second 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.

7.1.2 ECTS weight

The exam is worth 30 ECTS credits.

7.1.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following requirements to sit the first external exam:

- Conformity with Prerequisite no. 3: 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.

If a student does not satisfy Prerequisite no. 3, 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.

Written products must meet academic honesty requirements in the make-up assignment

Here academic honesty means that you must display academic integrity and responsibility. It must be clear that the student(s) has/have made an honest attempt to write/complete the assignment. Cheating and plagiarism are not allowed. If the assignment is not academically honest, including if it is (partially) plagiarised, or if the student has not attempted to write/complete it, the assignment may be rejected.

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

7.1.4 Examination organisation and details

7.1.4.1 Examination type

The exam is cross-disciplinary and based on a case. The exam is an oral group exam that is based on a written project report that takes one or more specific businesses/companies as its jumping-off point.

When the compulsory educational elements begin, the students will be handed a case description to work on throughout the period.

The exam is organised as a group exam. A group may have up to five members. Students have no option for an individual exam.

The written part of the assignment is a written project report that comprises a marketing plan that is based on the case description. For the oral exam component the students must furthermore develop a communication product and a video. The oral part of the exam begins with a presentation that also includes the communication product and the video prepared by the group followed by a dialogue based on both the written and the oral components of the exam.

The maximum length of the presentation is 15 minutes, and it must be based on the written exam component.

After the presentation, the examiners will ask clarifying questions to the presentation and to the written project report as well as general questions relating to the learning objectives for the national subject elements of The marketing plan: strategy and tactics and The marketing plan: implementation.

Exam length will be a total of 15 minutes per student including time for deliberations and grading. However, the minimum length of the exam will be 45 minutes and the maximum length 75 minutes per group.

Formal requirements to the written exam component

- In advance of the examination, each group of students must submit a project report in due time. Report length must be between a minimum of 30 standard pages (96,000 keystrokes) and a maximum of 40 standard pages (72,000 keystrokes) not including appendices, reference list, cover page and title page.
- The project report must conform with the Marketing management programme's current project writing manual, which is available on My UCN.

The project report will be rejected if it does not meet the formal requirements stated in the Exam Order. If the answer paper is rejected, no assessment will be provided, and the student(s) will have used an exam attempt.

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

7.1.4.2 Exam aids

Exam aids are allowed for the exam, however, for the oral part, students are only allowed to bring their own notes and materials produced by themselves.

7.1.4.3 Examination language

The exam will be conducted in English.

7.1.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject elements The marketing plan: strategy and tactics as well as The marketing plan: implementation. The learning objectives are described in the national part of the curriculum above.

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

Each student will be assessed individually.

7.1.6 Resit examination

First resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the

assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

Second resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating of the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

8. Examinations in semester 3

8.1 Exam testing the national subject element Internationalisation

8.1.1 Scheduled time

The exam will take place immediately after completion of the national subject element Internationalisation.

Further information about the time and venue can be found in the semester plan on My UCN.

8.1.2 ECTS weight

The exam is worth 10 ECTS credits.

8.1.3 Conditions for attending the exam (examination prerequisites)

Students must meet the following requirements to sit the exam:

- compliance with the requirement for compulsory participation in Prerequisite no. 4: Reflection dialogue.

Prerequisite no. 4: the reflection dialogue is a conversation between the student and one of the lecturers on the programme where the focal point will be the student and his/her reflections on their own efforts, development and learning throughout the semester.

Complying with the requirement for compulsory participation in Prerequisite no. 4 means firstly that the student must prepare a presentation before the dialogue, and secondly that

s/he must add objectives for development after the dialogue. The presentation and the development objectives must be uploaded to WiseFlow after the dialogue. Students will have the opportunity to meet non-satisfied prerequisite(s) once before the ordinary exam and once more between the resits if they take part in a new dialogue.

The date for the dialogue and the submission deadline can be found in the semester plan on My UCN.

8.1.4 Examination organisation and details

8.1.4.1 Examination type

The exam testing the national subject element of Internationalisation is a multidisciplinary, case-based oral group exam based on a written project report that makes up part of the assessment basis.

The exam is organised as a group exam. The maximum number of students taking part in the exam is five. Students have no option for an individual exam.

When the national subject element of Internationalisation begins, the students will receive a case description to work on throughout the period. The written answers to the case description will form the starting point for the exam, and in groups the students must present their answers.

Based on the written part, the group must prepare presentation in which all members of the group must take an active part. The examination begins with a 10-minute presentation.

After the presentation, the examiners will ask clarifying questions to the presentation and to the written project report as well as general questions relating to the learning objectives for the national subject element of Internationalisation.

Exam length will be a total of 10 minutes per student including time for deliberations and grading. However, the minimum length of the exam will be 30 minutes and the maximum length 50 minutes per group.

Formal requirements to the written exam component

- In advance of the examination, each group of students must duly submit a project report. Report length must be between a minimum of 15 standard pages – 36,000 keystrokes – and a maximum of 25 standard pages 60,000 keystrokes – not including appendices, reference list, cover page and title page.
- The project report must conform with the Marketing management programme's current project writing manual, which can be found on My UCN.

The project report will be rejected if it does not meet the formal requirements stated in the Exam Order. If the answer paper is rejected, no assessment will be provided, and the student(s) will have used an exam attempt.

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

8.1.4.2 Exam aids

Exam aids are allowed for the exam, however, for the oral part, students are only allowed to bring their own notes and materials produced by themselves.

8.1.4.3 Examination language

The exam will be conducted in English.

8.1.5 Assessment

The assessment criteria for the exam are the same as the learning objectives for the national subject element Internationalisation. The learning objectives are described in the national part of the Curriculum.

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

Each student will be assessed individually.

8.1.6 Resit examination

First resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

Second resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

8.2 The exam testing the electives

There are 20 ECTS credits worth of electives in semester 3. These are distributed over two electives, each worth 10 ECTS. The student composes their electives to achieve a total of 20 ECTS credits.

The study programme offers electives in Danish and English. For the student to attend electives delivered in English, they must have an English proficiency corresponding to

Danish B level. If this is not the case, the student must pass an English test held by UCN before the elective begins.

8.2.1 Scheduled time

The exam will take place in semester 3.

8.2.2 ECTS weight

The exams are worth 10 ECTS credits each, totalling 20 ECTS credits.

8.2.3 Examination organisation and details

8.2.3.1 Examination type

Each individual elective is finalised by an internally assessed exam, and students in the same offer of electives will be assessed using the same examination type.

Project Management

The exam testing the elective subject element Project Management is an individual, internally assessed, written exam. The written assignment is an individual, 24-hour take-home assignment based on a case study. The student has 24 hours to complete the assignment.

The length of the written assignment must be a minimum of 4 and 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.

Innovation and Entrepreneurship

The exam testing the elective subject element Innovation and Entrepreneurship is a group-based, internally-assessed oral exam based on a submitted business plan.

The maximum number of students taking part in the exam is five. Students have no option for an individual exam.

The duration of the exam depends on the number of students in the group, with an allocation of 20 minutes for the first person in the group plus 10 minutes per additional group member.

Sustainable Business

The exam testing the elective subject element Sustainable business is a group-based, internally-assessed oral exam based on the case which the group has been working on during the elective course. The exam is made up of two parts: a written part and an oral part.

The maximum number of students taking part in the exam is five. Students have no option for an individual exam.

The first part of the exam is a written hand-in of the group's findings and suggestions for solutions to the problems/issues of the case. The length of the written assignment must be equivalent to a maximum of 10 standard pages, each 2,400 characters in length including spaces.

Exam length will be a total of 10 minutes per student including time for deliberations and grading. However, the minimum length of the exam will be 30 minutes and the maximum length 50 minutes per group. The group will begin the exam by making a 10-minute presentation of their ideas/suggestions. Subsequently, the members of the group will answer questions and take part in the exam dialogue.

Sales and personal business communication

The exam testing the elective subject element Sales and personal business communication is a group-based, internally-assessed oral exam.

The maximum number of students taking part in the exam is five. Students have no option for an individual exam.

The exam will be a group exam with min. 2 students per group, based on a specific company case. The case will be presented to the students the week before the exam. The exam will take 30 minutes per group of 2 students and an extra 10 min per extra group member. It will begin with a 15-minute presentation and the remaining time will be spent on questions, grading and feedback.

There will be no hand-in before the exam.

Visual and verbal market communication from a modern branding perspective

The exam testing the elective subject element Visual and verbal market communication from a modern branding perspective is a group-based, internally-assessed oral exam based on a case on which the students prepare a portfolio of communication products during the course of the elective. Each group may have up to five students. Students have no option for an individual exam.

Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

The group must ensure that all group members take an active part in the exam, and each student will receive an individual grade for their performance.

The duration of the exam is 40 minutes. Both the portfolio and the oral exam performance are part of the assessment.

Data-driven marketing

The exam testing the elective element Data-driven marketing is a group-based, internally-assessed oral group exam that is based on a written, case-based product.

The exam is made up of a written element and an oral element. Both exam elements are based on a case which the students will have worked on during the course of the elective element. Each group is allowed to have up to five members. Students have no option for an individual exam.

The written exam component must correspond to a maximum of 10 standard pages (each 2,400 keystrokes including spaces) and must contain solution proposals for ways to resolve the case. The written component must be made in groups and submitted before the oral exam component takes place.

Exam length will be a total of 10 minutes per student including time for deliberations and grading. However, the minimum length of the exam will be 30 minutes and the maximum length 50 minutes per group. The group will begin the exam by making a 10-minute presentation of their ideas/suggestions. Subsequently, the members of the group will answer questions and take part in the exam dialogue.

The exam is assessed and graded individually on the basis of the oral as well as the written performances.

8.2.3.2 Exam aids

Exam aids are allowed for the exam. However, for the oral part, students are only allowed to bring their own notes and materials produced by themselves.

8.2.3.3 Examination language

The exam will be conducted in the language that the elective was delivered in. ~~Danish~~

8.2.4 Assessment

The assessment criteria for the exam are the learning objectives for electives. The learning objectives are described in this institutional part of the curriculum in section 4 above.

The exam will be internally assessed.

The exam will be assessed and graded according to the 7-point grading scale.

8.2.5 Resit examination

First resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

Second resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

9. Examinations in semester 4

9.1 The internship exam

9.1.1 Scheduled time

The exam will take place after the internship halfway through semester 4. Further information about the time, venue as well as submission of the video presentation and the written project can be found on My UCN.

9.1.2 ECTS weight

The exam is worth 15 ECTS credits.

9.1.3 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 and the supervisor/contact person collaborate on defining specific objectives for the student's internship.

In addition, and perhaps in collaboration with the internship host, the student should set at least three goals for personal development for the internship based on the learning objectives for the internship as set out in the curriculum and which must be entered in the Internship Portal.

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 work on the the AP degree project 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 corresponding to what would be expected of a regular full-time employee
- the student must have worked continuously to achieve the objectives described in the learning plan.

The supervisor with the educational institution will determine, possibly in collaboration with an external supervisor, whether the above criteria have been satisfied.

The description of the student's work and goals for personal development will be at the core of the study programme's approval of the internship agreement.

The internship compares to a full-time job with the same requirements in terms of number of working hours, effort, commitment and flexibility that a graduate of Marketing management should expect to meet in their first job.

9.1.4 Conditions for attending the exam (examination prerequisites)

- The internship must have been completed. See section 7.3.3 above for the specific requirements that students must satisfy for their internship to be considered completed.
- About 1/3 of the way into the internship, the student must submit a written paper describing the internship host company's business model. The maximum allowed length of the document is three standard pages (one standard page being 2,400 characters) exclusive of appendices. Please find a schedule and submission deadlines on My UCN.

The written product must meet the formal requirements and be duly and correctly submitted.

Written products must meet academic honesty requirements

Here academic honesty means that you must display academic integrity and responsibility. It must be clear that the student(s) has/have made an honest attempt to write/complete the assignment. Cheating and plagiarism are not allowed. If the assignment is not academically honest, including if it is (partially) plagiarised, or if the student has not attempted to write/complete it, the assignment may be rejected.

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

9.1.5 Examination organisation and details

9.1.5.1 Examination type

At the end of the internship, the student must submit a video presentation (maximum 10 minutes in length) to elaborate on the written paper and to place it in a context. Furthermore, the student must reflect on their own learning in relation to the personal learning objectives that were set in advance of the internship.

The exam is oral and will be based on the video presentation.

The exam will be organised as an individual exam.

9.1.5.2 Exam aids

Exam aids are allowed.

9.1.5.3 Examination language

The exam will be conducted in English.

9.1.5.4 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.

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

9.1.5.5 Resit examination

First resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

Second resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

9.2 The exam testing the AP degree project

9.2.1 Scheduled time

The exam testing the AP degree project can only take place once the internship exam and all other exams for the study programme have been passed.

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

9.2.2 ECTS weight

The exam is worth 15 ECTS credits.

9.2.3 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 degree project, as indicated in the national part of the curriculum
- be submitted in the correct manner and in due time.

9.2.4 Examination organisation and details

9.2.4.1 Examination 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 exam is organised as an individual exam.

The bachelor's degree project may be prepared individually or jointly by 2–3 persons. For group projects, the totality of the project will be included in the assessment, and the oral component of the exam will be conducted individually.

The project should demonstrate the student's understanding of practice as well as key applied theories and methods relating to a practice-based problem statement taking its starting point in a specific assignment or duty within the field addressed by the study programme.

This means that the project should, as a rule, be based on the internship experience.

The problem statement for the project should be prepared and formulated by the student and if possible, in collaboration with a company or business. The study programme must

approve the problem statement and will make supervisory guidance available to the student.

The duration of the oral examination is 45 minutes, including time for deliberations. The oral examination will begin with a presentation of maximum 10 minutes' duration. The presentation should cover one or more relevant subjects relating to the topic of the written project, but it should not reproduce the written project. For group projects, each individual student should prepare their individual presentation.

For the oral part of the exam, subjects and issues related to the final degree project will be discussed to establish that the learning objectives have been met. This means that the examination may cover theoretical as well as practical matters related to the final degree project.

Formal requirements:

- The project report must be between 30 to 40 standard pages in length for individual students, and 45 to 60 pages in length for groups of two students, and 60 to 80 standard pages in length for groups of three students.
- One standard page is 2,400 keystrokes, exclusive of appendices, literature list, cover page and title page. Only the actual assignment counts towards the limit, as the preface, table of contents, reference list and appendices are not assessed.

9.2.4.2 Exam aids

Exam aids are allowed for the exam. However, for the oral part, students are only allowed to bring their own notes and materials produced by themselves.

9.2.4.3 Examination language

The exam will be conducted in English.

9.2.5 Assessment

In conjunction with the internship exam and the other exams of the programme, the final exam testing the AP degree project documents that the learning outcomes for the programme have been achieved.

For the AP degree project requirements 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 the AP 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.

9.2.6 Resit examination

First resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

Second resit: Students who do a re-sit exam that is based on a written group assignment that was already submitted are not allowed to make any changes to that assignment. Any improvements made to the written assignment must be submitted as a supplement to the assignment clearly indicating the name(s) of the student(s) who made the supplement and which assignment the supplement refers to.

If a student did not submit a written assignment for the ordinary exam, that student must submit a new, written assignment within a set deadline. The student will be assessed according to rules similar to those applying to the ordinary exam.

9.2.7 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.

10. 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.

11. Obligation to participate and compulsory attendance

11.1 Compulsory attendance

The study programme has compulsory attendance for study activities in semester 1 and 2, 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.

11.2 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.

12. 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 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.

13. 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.

14. 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.

15. Credit transfer

Credit transfer can take place in different situations.

15.1 Subject elements from the same study programme passed at another educational institution

Passed subject elements are equivalent to corresponding subject elements offered by other educational institutions that provide the same study programme.

15.2 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.

15.3 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.

15.4 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.

16. 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 decide whether the facts of that particular case justify a deviation from practice.

17. Effective date and transition regulations

This Institutional Part of the Curriculum will come into effect as of 1 September 2022 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 February 2021 will be repealed as of 1 September 2022.

Students who were admitted/registered on the study programme before 1 September 2022 – including those who were re-admitted/re-registered – will transfer to this institutional part of the Curriculum on 1 September 2022.

However, exams that have already commenced under the 1 September 2019 Curriculum, as amended in February 2021, must be finalised according to the amended 2019 Curriculum.

18. Appendix – ECTS credits in the national subject elements

	Nationale fagelementer						
	1. semester			2. semester		3. semester	Antal ECTS
	Forretningsforståelse	Markedsforståelse	Markedsanalyse	Markedsføringsplanen -Strategi og taktik	Markedsføringsplanen - implementering	Internationalisering	
Kerneområder							
Markedsføring	2	5		6	2	4	19
Dataanalyse			6				6
Salg				1	3		4
Markedskommunikation				3	2	1	6
Projektledelse			2				2
Organisation og Supply chain management	4	2		2			8
Erhvervsøkonomi	3			3	2	2	10
Global økonomi		2	1	3	1	3	10
Erhvervsret	1	1	1	2			5
ECTS i alt	10	10	10	20	10	10	70
<i>Udprøvning</i>	<i>1 prøve</i>	<i>1 prøve</i>		<i>1 prøve</i>		<i>1 prøve</i>	

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