

Curriculum for the Bachelor of Digital Concept Development

Bachelor's Degree Programme in Digital Concept Development
Professionsbacheloruddannelsen i digital konceptudvikling

Institutional part
September 2021

Content

1.	Curriculum, institutional part – top-up programme towards the Bachelor of Digital Development	5
2.	Distribution and timing of national and local subject elements, internship and exams.....	6
3.	Local subject elements, including electives.....	7
3.1	Elective subject element Digital Services	7
3.1.1	Content	7
3.1.2	Learning objectives.....	7
3.1.3	ECTS weight	8
3.2	Elective subject element Data & tech driven marketing	8
3.2.1	Content	8
3.2.2	Learning objectives.....	8
3.2.3	ECTS weight	9
3.3	internationalisation	9
3.3.1	Content	9
3.3.2	Integrated part of 6 th semester.....	9
3.3.3	Placement in the semester	9
3.3.4	Structure	9
4.	Framework and criteria for study programme exams.....	10
4.1	Automatic registration for all exams	10
5.	5th semester: Exam in Concept development and value creation, User surveys and methods, Project management, Understanding technology as well as Theory of science	10
5.1	Examination prerequisites, including mandatory participation	10
5.1.1	Formal requirements	10
5.1.2	Examination procedure	12
5.1.3	ECTS weight	12
5.1.4	Assessment criteria.....	12
5.1.5	Placement in the semester	12
5.1.6	Examination language	12
5.1.7	Aids	13
5.2	6 th semester: Exam in Digital marketing as well as local subject elements, including elective.....	13
5.2.1	Examination prerequisites, including mandatory participation	13
5.2.2	Formal requirements	13
5.2.3	Examination procedure	14
5.2.4	ECTS weight	14

5.2.5	Assessment criteria.....	14
5.2.6	Placement in the semester	14
5.2.7	Examination language	15
5.2.8	Aids	15
6.	Internship	15
6.1	Internship requirements and expectations	15
6.2	Examination prerequisites.....	15
6.3	Formal requirements for the written internship report.....	16
6.4	Oral exam	17
6.5	Examination procedure	17
6.6	Assessment criteria	17
6.7	Placement in the semester.....	17
6.8	Exam language.....	17
6.9	Aids	17
7.	7th semester: Bachelor project.....	17
7.1	Prerequisites.....	18
7.2	Examination procedure	18
7.3	Formal requirements for the Bachelor project	18
7.3.1	Project description for approval of subject for the bachelor project (by mail).....	18
7.3.2	Formal requirements for the written submission	19
7.3.3	Concept description.....	19
7.3.4	Interactive prototype, vision video or similar.....	20
7.3.5	Appendices	20
7.3.6	Oral presentation.....	20
7.4	Examination procedure	21
7.5	Spelling and writing skills	21
7.6	ECTS weight	21
7.7	Assessment criteria	21
7.8	Placement in the semester.....	21
7.9	Exam language.....	21
7.10	Aids	21
8.	Subject elements that may be completed abroad	21
9.	Withdrawal from exams	22
10.	Applied teaching methods	22
11.	Compulsory participation and compulsory attendance	24
11.1	Student counselling	24
11.2	Lecturers as supervisors	24
12.	Criteria for the assessment of study activity	25
13.	Credit transfer for subject elements	25
13.1	Subject elements from the same study programme passed at another educational institution	25

13.2	Credit transfer assessment (compulsory credit transfer) in connection with application for admission/enrolment on a study programme.....	25
13.3	In the event that a student does not meet their duty to disclose information on admission/enrolment	26
13.4	Pre-approval of credit transfer and final credit transfer	26
14.	Language	27
14.1	Exam language.....	27
15.	Resits, including resits due to illness	27
16.	Aids	27
17.	Special examination arrangements	27
18.	Academic misconduct during exams.....	28
18.1	Use of own work and the work of others – plagiarism	28
18.2	Disciplinary actions in the event of academic misconduct and disruptive behaviour during exams.....	28
19.	Complaints about exams and appeal against decisions	28
20.	Exemption.....	28
21.	Commencement and transitional schemes	28

1. Curriculum, institutional part – top-up programme towards the Bachelor of Digital Development

The curriculum for the study programme consists of two parts (sets of regulations):

1. The national part
2. The institutional part

The national part is prepared by the educational network for the study programme in order to ensure that the academic content of the national part of the programme is identical across all educational institutions.

The institutional part is prepared by the study programme at the University College of Northern Denmark (UCN) and is designed to accommodate local and regional needs.

The institutional part of the curriculum (as well as the national part) has been approved by UCN in accordance with all applicable regulations, including the Ministerial Order on technical and mercantile Academy Profession Programmes and Professional Bachelor Programmes (*Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser*).

In the event of any discrepancies between this curriculum and statutory regulations governing the study programme, the statutory regulations take precedence.¹

¹ In the event of any discrepancies between this English translation and the original Danish version of the curriculum, the Danish version takes precedence.

2. Distribution and timing of national and local subject elements, internship and exams

Semester	National subject elements	Local subject elements	ECTS	Internal/ external	Also called
5 th	Concept development and value creation		10		
	User surveys and methods		5		
	Project management		5		
	Understanding technology		5		
	Theory of science		5		
	Exam in National Subject elements		(30)	External	Fifth semesters exam
6 th	Digital marketing		10		
		Elective Data & Tech driven marketing <i>or</i> Digital Services	20		
	Exam in Digital marketing and elective		(30)	External	6 th semesters exam
7 th	Internship		15	Internal	Internship exam
	Final Bachelor exam		15	External	Final exam
Total ECTS credits			90		

Overview of all exams and their timing. All exams are assessed according to the 7-point grading scale.

Information about the time and venue for the exams can be found on Pointer/Teams.

3. Local subject elements, including electives

The programme has 20 ECTS credits worth of local subject elements that are offered as electives. At the end of the 5th semester, the student must choose either Digital services or Data & tech driven marketing.

3.1 Elective subject element Digital Services

3.1.1 Content

The student must learn how to design business and user-oriented digital concepts and services for companies and organizations. The focal point of the development is users and value-creating businesses.

3.1.2 Learning objectives

Knowledge

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

- service, marketing, and online business
- service design as a starting point for digital solutions and value-creating business
- user behaviour as a starting point for value creation
- digital services and marketing user interfaces
- web services and their applications

Skills

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

- design of digital services, marketing, and e-commerce solutions
- Integrating web services and data into digital solutions
- design value-creating digital services based on the user's set of values and value-creating businesses
- user interfaces and content for digital services, marketing, and e-commerce
- user behaviour in the development of digital services, marketing, and e-commerce

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

- • design, development, and execution of value-creating digital products

The student can communicate:

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

Competencies

The student is able to handle complex and development-oriented situations with regard to:

- design meaningful, value-creating and innovative digital services and products

The student is able to independently engage in disciplinary and multidisciplinary collaboration in relation to:

- digital services, marketing and e-commerce in a development environment
- strategy and concept development of design solutions

3.1.3 ECTS weight

The subject element Digital Services is worth 20 ECTS credits.

3.2 Elective subject element Data & tech driven marketing

3.2.1 Content

The student must learn how to develop data-driven digital marketing solutions as well as service platforms and create or further develop relevant communication channels with a business-oriented approach. The strategic is based on optimization, management, and reporting of solutions.

3.2.2 Learning objectives

Knowledge

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

- Marketing with data-driven approach.
- Technologies and tools used for optimization, reporting and data collection.
- Strategic business and communication development of marketing solutions considering the company's value chain and stakeholders.
- Digital services and marketing user interfaces

Skills

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

- Data-driven digital marketing
- To optimize marketing solutions with insight into data and thereby recommend which parameters are relevant for a business to focus on.
- To create valuable and converting content based on data, in a strategically motivated and consistent way.
- User behavior in the development of digital services, marketing, and e-commerce.

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

- companies' strategic development opportunities in relation to data-driven marketing.
- interaction of data and tools with marketing, optimization, and execution.
- technologies such as CMS, CRM, and reporting tools

The student can communicate:

- trends in the development of marketing solutions.
- conceptual solutions and choices towards stakeholders.

Competencies

The student is able to handle complex and development-oriented situations with regard to:

- Strategic and data-driven development of marketing solutions.
- Conversion content strategies related to measuring and analyzing user behavior.

The student is able to independently engage in disciplinary and multidisciplinary collaboration in relation to:

- project groups involving specialists, and give an overview of the integral whole of a solution and its implications for sales, earnings, and data.

3.2.3 ECTS weight

The elective Data & tech driven marketing is worth 20 ECTS credits.

3.3 internationalisation

3.3.1 Content

The international dimension of the study programme is organised in such a way that the student must:

- complete a study-abroad period of at least two working weeks worth 5 ECTS

or

- participate in an internationalisation programme as an integral part of the study activities at the home institution worth 5 ECTS

3.3.2 Integrated part of 6th semester

- Internationalisation is integral to the programme's existing 6th semester learning objectives. As such, the internationalisation dimension is tested in the 6th semester exam.

3.3.3 Placement in the semester

- The internationalisation period is scheduled as an integrated element during 6th semester.
- Preparatory work prior to the study-abroad-period may be required – e.g. meetings with a travel group, if relevant. It may be necessary to take study programme agreements with partners abroad into account.

3.3.4 Structure

The internationalisation period includes a preparatory phase, the actual period abroad and possibly a follow-up phase.

Denmark	1 st week	2 nd week a	Denmark
Preparatory theory + project	Courses/Analysis/Diagnosis	Courses/Analysis/Solution Debriefing/Reporting/ Presentation of solution	Evaluation/Reflection

4. Framework and criteria for study programme exams

The following describes the framework and criteria for all study programme exams.

4.1 Automatic registration for all exams

The subject element is completed by way of an exam at the end of the relevant semester. When a student commences a subject element, the student will automatically be registered for the ordinary exam for that subject element.

A student cannot withdraw from study programme exams.

If an exam has not been passed, the student will continue to be registered for that particular exam and must attend a resit. The student has three attempts at passing an exam. If the exam is not passed after three attempts, the student's enrolment on the programme will be terminated.

However, if the student is on leave of absence during the semester in question, they will not automatically be registered for exams. After the end of the student's leave of absence, they will automatically be registered for the exams that complete the semester they begin on their return, as well as for prior exams, if any, that have not been passed.

It is the student's responsibility to stay informed of the time and venue for exams on the study programme's electronic platform.

Please see the current *Examination Regulations*, which are available on UCN's website.

5. 5th semester: Exam in Concept development and value creation, User surveys and methods, Project management, Understanding technology as well as Theory of science

5.1 Examination prerequisites, including mandatory participation

A student must meet the following prerequisites in order to sit the exam:

- The student must according to section 11. "Compulsory participation and compulsory attendance", have participated in the teaching, learning activities as well as attended to the extent specified.

5.1.1 Formal requirements

The exam consists of a group project, an individual reflection synopsis and an individual oral exam.

The project must be made in groups of at least 3 persons and a maximum of 5 persons.

The project is made based on an assignment formulation, which is presented at the start of the project. Requirements for the project in addition to the below are presented in the assignment formulation.

Guidance for the project takes place in relation to scheduled activity.

5.1.1.1 Form requirements for the group project

The project consists of:

- a digital concept presented in a concept description
 - The concept description must be presented in such a way that the value creation is clear.
- supplemented with interactive prototype, vision video or similar.
 - Interactive prototype, vision video or similar must give a clear view of solution in a application context.
- related report.
 - The scope of the report is
 - 16 normal pages for a group of 3,
 - 18 normal pages for a group of 4,
 - 20 normal pages for a group of 5.
- The report must be written with clear references (Harvard).
- The report must include a cover page with title and names, table of contents, literature list.
- Showcasing applied models as well as extracted analysis results in the report is recommended.
- A normal page is 2400 characters, including spaces and footnotes. Front page, table of contents, literature list does not count.

5.1.1.2 Form requirements for individual synopsis

Synopsis is an individual professional reflection on the learning and experience formation established with the work of the third group submission according to the learning objectives of the exam.

Guidance is provided in relation to scheduled activity and in agreement with assigned supervisor.

Synopsis consists of:

- An introduction with a scoping and specification of the academic challenges and issues that the student wants to focus on in relation to the group project and in relation to the learning goals for the semester.
- This is done by selecting an area from the report that the student finds particularly interesting.
- Discussion and reflection on chosen theory, method and literature in relation to the chosen area.

-
- A brief final reflection on the student's academic development.
 - Cover page with title and name, table of contents, clear use of sources (Harvard), literature list.
 - Synopsis may not exceed 3 normal pages. (A normal page is 2400 characters, including spaces and footnotes. Cover page, table of contents, literature list does not count).

5.1.1.3 Formal requirements for the individual oral examination

The individual presentation must relate to the written submission. It is recommended that the presentation is an additional immersion in a self-selected and relevant area. Immersion can be theoretical with practice examples, or optimization of solution including showcasing the optimized solution.

The oral test lasts 30 minutes and is conducted as follows:

- about 5 minutes: Individual presentation of self-selected topic that connects the written submission and the chosen focus.
- about 20 minutes: exam dialogue
- about 5 minutes: assessment and grading

5.1.2 Examination procedure

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

5.1.3 ECTS weight

The examination is worth 30 ECTS credits.

5.1.4 Assessment criteria

The assessment criteria for the examination are the learning objectives for the semester's national subject elements.

The learning objectives are described in the national part of the curriculum.

5.1.5 Placement in the semester

The examination will take place at the end of the 5th semester. Further information about the time, venue as well as submission of the written part can be found on Wiseflow/Teams.

5.1.6 Examination language

The examination language is English.

5.1.7 Aids

All aids are allowed in the written part. No aids are allowed in the oral part of the examination.

5.2 6th semester: Exam in Digital marketing as well as local subject elements, including elective

5.2.1 Examination prerequisites, including mandatory participation

A student must meet the following prerequisites in order to sit the exam:

- The student must according to section 11. "Compulsory participation and compulsory attendance", have participated in the teaching, learning activities as well as attended to the extent specified.

5.2.2 Formal requirements

The exam consists of a group submission, an individual reflection synopsis and an individual oral exam.

The group submission must be made in groups of at least 3 persons and a maximum of 5 persons.

The group submission is made based on an assignment formulation, which is presented at the start of the project.

Guidance for the project takes place in relation to scheduled activity.

5.2.2.1 Form requirements for the group submission

Form requirements for the written delivery may vary depending on the formulation of the portfolio assignment.

Form requirements are specified in the assignment formulation.

5.2.2.2 Form requirements for individual synopsis

Synopsis is an individual professional reflection on the learning and experience formation established with the work of the chosen group submission according to the learning objectives for the semester.

Guidance is provided in relation to scheduled activity and in agreement with assigned supervisor.

Synopsis consists of:

- An introduction with a scoping and specification of the academic challenges and issues that the student wants to focus on in relation to the group submission and in relation to the learning goals for the semester.
- This is done by selecting an area from the report that the student finds particularly interesting.

-
- Discussion and reflection on chosen theory, method and literature in relation to the chosen area.
 - A brief final reflection on the student's academic development.
 - Cover page with title and name, table of contents, clear use of sources (Harvard), literature list.
 - Synopsis may not exceed 3 normal pages. (A normal page is 2400 characters, including spaces and footnotes. Cover page, table of contents, literature list does not count).

5.2.2.3 Formal requirements for the individual oral examination

The individual presentation must relate to the written submission. It is recommended that the presentation is an additional immersion in a self-selected and relevant area. Immersion can be theoretical with practice examples, or optimization of solution including showcasing the optimized solution.

The oral exam lasts 30 minutes and is conducted as follows:

- about 5 minutes: Individual presentation of self-selected topic that connects the written submission and the chosen focus.
- about 20 minutes: exam dialogue
- about 5 minutes: assessment and grading

5.2.3 Examination procedure

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

5.2.4 ECTS weight

The examination is worth 30 ECTS credits.

5.2.5 Assessment criteria

The assessment criteria for the examination are the learning objectives for the national subject element Digital marketing as well as for the chosen electives.

The learning objectives for the national subject elements are found in the national part of the curriculum. The learning objectives for the electives are described above.

5.2.6 Placement in the semester

The exam will take place at the end of the 6th semester. Further information about the time, venue as well as submission of the written part can be found on Wiseflow/Teams.

5.2.7 Examination language

The examination language is English.

5.2.8 Aids

All aids are allowed in the written part. No aids are allowed in the oral part of the examination.

6. Internship

6.1 Internship requirements and expectations

During the internship, the student works on academically relevant issues while gaining knowledge about relevant work functions. The relationship between theoretical studies and practice will be the starting point for the student's learning objectives for the internship.

Based on the learning objectives for the internship – refer to the national part of the curriculum – the student and the internship host company together define concrete learning objectives for the student's internship. The student may consult the programme's internship coordinator or their allocated supervisor.

The learning objectives must be in writing and uploaded by the students themselves to their internship portal. These objectives will then guide the planning of the student's work during the internship, including the preparation of the internship report.

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

The internship may be organised in a flexible and personalised manner and may form the basis for the final Bachelor project.

6.2 Examination prerequisites

- Individual learning objectives must be placed correctly and approved on the student's internship portal. This is the student's own responsibility.
- The student must keep a weekly internship journal where they briefly address one or more of the learning objectives for the internship.
- The written internship report must meet the formal requirements and be submitted correctly and on time.

If the student does not meet the examination prerequisites and/or the formal requirements, the student will have used an examination attempt. This means that the student has two remaining attempts to pass the exam.

6.3 Formal requirements for the written internship report

The internship report is a reflection on how the student has addressed the learning objectives for the internship from two perspectives. The contents may be structured as follows:

- Cover page
- Title page
- Table of contents
- A brief introduction to the internship company and the intern's duties and responsibilities.
- A brief introduction to the internship company and the intern's duties and responsibilities
- First perspective: a reflection on whether you had sufficient knowledge, skills and competencies coming from the study programme to enable you to act as a resource to the internship company. I.e. you should describe how you were able to take part in work activities without further need of familiarising yourself with new fields of knowledge and the degree to which you were able to contribute professionally with skills acquired during studies; or reversely, did you have to learn new areas within the profession in order to participate in the workflow of the internship company.
- Second perspective: a reflection on how you added value to the internship company through the application of knowledge, skills and competencies acquired during studies. I.e. a description of how you were able to contribute to the development of one or more parts of the business through the use of professional skills acquired during studies.
- Conclusion/contextualisation (perspektivering)
- Bibliography
- Appendix (In Wiseflow/Teams: Extra Material): enclose the concrete learning objectives for the internship

Reflection is a part of reflective practice-based learning. This means that you not only present tasks and activities but also that you reflect on why you made specific choices in specific situations. In for the reflection to be professional the use of references and clear indications of the used literature is required.

The report must contain examples from practice and relate them to theory or sources within the field of practice. Furthermore, the intern may reflect on practices in relation to the digital concept developer profession.

The internship report must be a minimum of 4 and a maximum of 6 standard pages in length. One standard page equals 2,400 characters, including spaces and footnotes. The cover page, table of contents, bibliography and appendix do not count towards the limit. The appendix is not assessed.

The report must be prepared by each student individually.

6.4 Oral exam

At the end of the internship the oral exam is taking place. The oral exam is based on the report and the oral examination.

The scope of the oral exam is 20 minutes including assessment and feedback.

6.5 Examination procedure

The exam is an internally assessed, oral examination based on the written internship report and assessed according to the 7-point grading scale. The written internship report and the oral performance are assessed as a whole, leading to a single grade.

The examination is worth 15 ECTS credits.

6.6 Assessment criteria

The assessment criteria for the examination are the learning objectives for the internship.

The learning objectives are described in the national part of the curriculum and further detailed during the planning of the internship.

6.7 Placement in the semester

The exam will take place in the middle of the 7th semester. Further information about the time, venue as well as submission of the written project report can be found on Wiseflow/Teams.

6.8 Exam language

The examination language is English.

6.9 Aids

All aids are allowed in the written part of the examination. No aids are allowed in the oral part.

7. 7th semester: Bachelor project

The exam is an externally assessed, oral exam based on the written submission. The written part of the final Bachelor project may be prepared individually or in groups of two or three students at the most.

For Bachelor project learning objectives, please refer to the national part of the curriculum.

7.1 Prerequisites

The exam can only take place when the internship exam as well as all other exams in the study programme have been passed.

7.2 Examination procedure

The written project report, concept description and functional prototype or the like, which constitutes both the assessment basis and the examination basis, must

- meet the learning objectives for the final Bachelor project as set out in the national part of the curriculum
- be submitted on time, as per exam schedule on Wiseflow
- be uploaded to UC-Viden at <https://www.ucnbib.dk/en/page/uc-viden-studenterprojekter> (Do not forget the receipt)

Late submission or failure to meet all formal requirements for the written project report, which constitutes the written part of the examination, implies that the student is not allowed to attend the exam and that they have used one exam attempt.

7.3 Formal requirements for the Bachelor project

7.3.1 Project description for approval of subject for the bachelor project (by mail)

Right after the internship exam a preliminary project description must be sent to the supervisor for approval. The project description must give an overall first understanding of the project scope.

The project description must present:

- Short introduction to the client company/institution and the reason for their engagement in the project
- Short presentation of the type of agreement, there is with the client company/institution (collaboration agreement can be attached)
- Short presentation of the project purpose
- What the project should do for a user
- Short overview of EXPECTED perspective within theory of science as well as EXPECTED theory, method, project management to be included in the project

The project description must be within 2 norm pages.

Deadline for approval of the project description can be found in Semester Overview.

7.3.2 Formal requirements for the written submission

7.3.2.1 Project report

The project report's structure and scope must follow these overall formal requirements:

- cover page with title and name
- table of contents
- clear structure
- explicit use of references (Harvard)
- bibliography (including all sources referenced in the project)

7.3.2.2 Scope

- individual submission: a maximum of 30 standard pages
- group of two students: a maximum of 45 standard pages
- group of three students: a maximum of 60 standard pages

The minimum number of standard pages is put at 80% of the maximum number of standard pages.

One standard page equals 2,400 characters, including spaces and footnotes. The cover page, table of contents and bibliography do not count as standard pages.

7.3.3 Concept description

A presentation and visualisation of the value creation to the user and the company

- the presentation must cover
- the concept as a whole,
- in its complexity (function in a surrounding context)
- as well as its specific elements
- In addition to this presentation, a link to a functioning prototype may be included
- there are no requirements as to minimum or maximum number of pages for the concept description

7.3.4 Interactive prototype, vision video or similar

Depending on the perspective of the project and hence the solution the student must give a clear view of the solution in an applied context. This can be based on an interactive prototype, a vision video, or any other relevant communicative form.

7.3.5 Appendices

- appendices are to be assembled into one single pdf file
- The approved project description must be included
- The receipt for upload in UC-viden must be placed as a separate document

Appendices are not assessed.

7.3.6 Oral presentation

Oral presentation based on and also supplementing, building upon, extending the written delivery part.

Individual project

- Introduction by the student: 10 minutes
- Exam dialogue: 20 minutes
- Evaluation and communication of the result: 10 minutes

Group of 2

- Introduction by the group: 15 minutes
- Individual exam dialogue with each group member: 20 minutes
- Evaluation and communication of the result: 10 minutes

After the joint presentation the group members may not communicate before the whole exam has finished. A surveillance arrangement can be made.

Group of 3

- Introduction by the group: 20 minutes
- Individual exam dialogue with each group member: 20 minutes
- Evaluation and communication of the result: 10 minutes

After the joint presentation the group members may not communicate before the whole exam has finished. A surveillance arrangement can be made.

7.4 Examination procedure

The exam is an externally assessed, oral exam based on the written project report. The written part of the final Bachelor project may be prepared individually or in groups of two or three students at the most.

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

7.5 Spelling and writing skills

Spelling and writing skills are included in the assessment of the written exam project. Spelling and writing skills may, however, only increase or decrease a student's grade by one grade at the most. The assessment is an overall measure of the academic content as well as the student's spelling and writing skills.

7.6 ECTS weight

The examination is worth 15 ECTS credits.

7.7 Assessment criteria

The assessment criteria are the learning objectives for the Bachelor project, please refer to the national part of the curriculum.

7.8 Placement in the semester

The exam will take place at the end of the 7th and final semester of the study programme. Information about the time and venue for the exam can be found on Wiseflow/Teams.

7.9 Exam language

The examination language is English.

7.10 Aids

All aids are permitted in the written part of the examination. No aids are permitted in the oral part of the examination.

8. 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.

Following the end of a pre-approved study-abroad period, the student has a duty to document the subject elements that were completed during the studies abroad. When applying for pre-approval, the

student must consent to the educational institution obtaining any required information after the student's completion of the study-abroad period.

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

UCN has a wide network of partner institutions abroad, and UCN International can help students who wish to complete part of their study programme abroad. Please contact UCN International for more information. However, please note that a study-abroad period requires a considerable amount of preparation on the part of the student. It is the individual student who is responsible for finding out which subjects are offered etc. at the higher education institution of their choice. UCN International can offer advice and the like but does not go into the detailed planning of a study-abroad period. This is the student's own responsibility.

In the Bachelor's Degree Programme in Digital Concept Development it is recommended that students do the 7th semester abroad while being physically present at UCN for the final Bachelor project's oral exam.

9. Withdrawal from exams

The regulations for withdrawal from exams can be found on www.ucn.dk/english under *Examination regulations*.

10. Applied teaching methods

UCN's study programs are based on Reflective Practice-based Learning (RPL), enabling the students to develop competences to act professionally in a changing world. Throughout the study programme, the student develops professional, social, and personal competences, which enables the student to relate theoretical reflection to practical actions, thus, taking into account the relevant theories, own experiences and prior knowledge.

In the study programmes, RPL promotes teaching and learning activities that link practical knowledge, theoretical knowledge and research-based knowledge. Six fundamental principles guide teaching and learning activities at UCN. The six fundamental principles aim to create constructive conditions for reflection to take place:

- 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

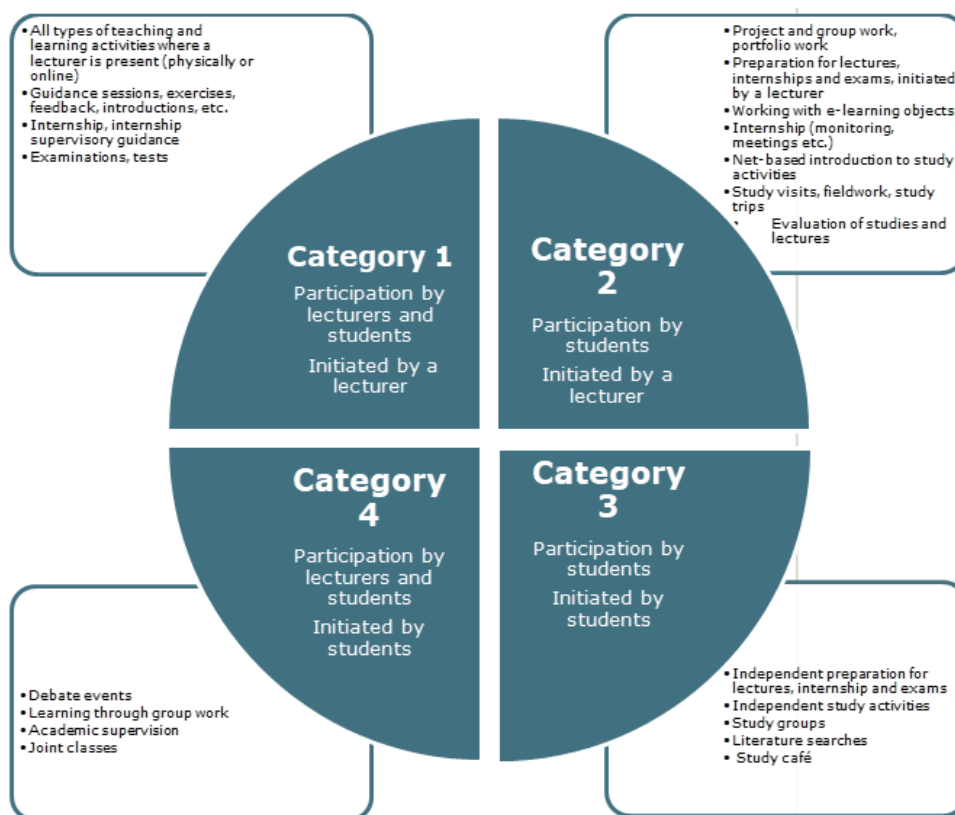
The six fundamental principles may unfold in different ways in different study programmes, semesters and subjects. Active participation and involvement in relation to the student's own and fellow students' learning is, however, a shared characteristic for all six fundamental principles.

However, learning is not simply the transfer of knowledge from lecturer to student. A fundamental idea on the Digital Concept Development Programme is that learning takes place within the student and in his/her relations with fellow students and lecturers, and that students learn in different ways. This is why the study programme is designed around a range of teaching and learning methods. The study activity model shows the different study activities that are used to help students achieve the learning objectives for the programme. It is important to emphasise, however, that the student must take ownership of their own education processes.

The study activity model for the programme is available at www.ucn.dk/english and each semester, the semester plan specifies which study activities in the study activity model will take centre stage in the semester in question.

According to the Ministry of Higher Education and Science, a student must achieve "30 ECTS credits of learning" per semester. One ECTS credit equates to 27 working hours for a student. The semester plan gives an overview of the anticipated workload for the various course units/study activities.

The Study Activity Model



As noted, the study programme uses a wide range of teaching and learning methods that – in combination – are intended to support the above and promote the achievement of the learning objectives described in this curriculum. Throughout the study programme, there is clear progression in the teaching and learning methods, from being knowledge-oriented and managed by the lecturer, to being problem-oriented and managed by the participants.

The learning and teaching activities are also based in relevant occupational practice and link together practice and theory: **Practice-based Learning**. Issues and challenges from the various types of businesses within the programme's subject area will be included in the programme.

The teaching can be organised so that foreign languages are included in the form of teaching materials and in the lectures. In addition, the teaching supports the development of the student's ICT competencies.

11. Compulsory participation and compulsory attendance

In order to achieve the learning objectives/learning outcomes of the study programme and for the associated forms of teaching and learning to work, it is also important to clarify that students are subject to compulsory participation in the shape of

- submission/presentation of assignments/semester examinations/projects etc.

The submission may be a prerequisite for sitting an exam.

Non-compliance with examination prerequisites, e.g. if a written assignment is rejected or fails to comply with formal requirements, implies that the student will have used one exam attempt. Subsequently, the student will only have two attempts remaining to pass the exam.

The study programme can have compulsory attendance at some scheduled activities during the 5th and 6th semester.

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

11.1 Student counselling

If a student finds it difficult to meet study programme requirements for compulsory participation and attendance, they can contact the programme's student counsellor. Students can also turn to the student counsellor if they have questions about the planning and course of their studies, studies abroad etc. Contact information for the student counsellor can be found on www.ucn.dk/english.

11.2 Lecturers as supervisors

Lecturers on the study programme often act as supervisors to the students when it comes to study activities such as project work.

Supervision is provided because UCN wishes to:

-
- support the development of a good learning environment
 - support social learning processes and constructive collaboration
 - support innovation and development
 - support study groups to gradually take over the functions of the supervisor at a pace that matches group competencies
 - Generally, the supervisor will focus on project and learning processes, particularly

1. The content of the project
2. Working methods and processes
3. Group dynamics and processes
4. Learning and metacognition

12. Criteria for the assessment of study activity

A student's enrolment on a study programme will be terminated if the student fails to pass at least one exam over a continuous period of at least one year (non-compliance with study activity requirements).

Periods during which a student does not actively participate in their studies due to leave of absence, maternity or paternity leave, adoption of a child, documented illness or military service are not considered as non-compliance with study activity requirements. On request, the student must provide documentation of such matters.

The study programme may grant exemption from these provisions in exceptional circumstances. An application for exemption must be submitted to the head of studies.

The student will be informed in writing before their enrolment is terminated. In connection with such notification, students will be made aware of the above-mentioned regulations.

13. Credit transfer for subject elements

Credit transfer assessments take place in several contexts.

13.1 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 providing the same study programme.

13.2 Credit transfer assessment (compulsory credit transfer) in connection with application for admission/enrolment on a study programme

When the student has met their duty to disclose information about passed subject elements from another Danish or foreign higher education programme and about any work experience which may be

assumed to warrant credit transfer, the study programme will decide whether or not to grant credit transfer in each individual case and on the basis of completed educational components and work experience that compare with subjects, course units or internship elements. The decision whether or not to award credit transfer is based on an academic assessment.

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

Twice a year (in July and January, respectively, in connection with the start of studies), any applications submitted by students subsequent to a failure to disclose information about prior education and work experience on admission/enrolment are assessed to determine whether or not credit transfer should be granted.

This may entail that students will have to wait longer for a credit transfer decision.

It is therefore the student themselves who runs the risk that a credit transfer decision is not made before the examination concerned.

- *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, credit transfer will NOT be awarded as the student has decided to sit the exam. In this instance, the grade from the “new” exam will be applicable irrespective of whether the “old” exam grade – which might have resulted in credit transfer had the student applied for it in time – is higher than the “new” exam grade, and irrespective of whether the student failed the “new” exam.

Once the student has decided to sit an exam, this precludes the awarding of any justified credit transfer following the processing of the application.

13.4 Pre-approval of credit transfer and final credit transfer

If a student wishes to obtain credit transfer for a subject element in this curriculum, the student must submit an application for pre-approval of credit transfer prior to leaving UCN for another educational institution in Denmark or abroad.

Pre-approval of credit transfer is carried out by UCN.

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

If the student has not completed the requested subject element, the student must sit an exam according to the regulations for said subject element as set out in this curriculum.

For an in-depth description of the regulations, please refer to the current *Examination regulations* on www.ucn.dk/english.

14. Language

Most of the teaching and learning materials in the study programme are in English.

In terms of the national subject elements, most classes and lectures will be in English.

To a large extent, classes, lectures and report writing in the elective educational components will be in English.

All exams are in English.

Students are not required to have any knowledge of foreign languages other than that stipulated in the Ministerial Order on admission to Academy Profession Degree Programmes and Professional Bachelor Degree Programmes (*Bekendtgørelse om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser*).

14.1 Exam language

Exams must be conducted in intelligible English.

In the event that a student enrolled under the international curriculum has Danish as their mother tongue and has submitted projects in English as part of their assignment portfolio, the individual written hand-ins (project/process reflections and synopsis) as well as the oral exam may be in Danish. The student must apply for exemption from writing the individual hand-ins in English no later than four weeks before the exam is to be held.

15. Resits, including resits due to illness

Regulations on resits, including resits due to illness (illness resit exams) can be found on www.ucn.dk/english under *Examination regulations*.

16. Aids

Regulations on the restricted use of aids, if any, are set out under each individual examination.

17. Special examination arrangements

Students may apply for special examination arrangements if a physical or mental impairment qualifies them to do so. The application must be submitted to the study programme no later than four weeks before the exam is to be held. The application deadline may be waived in case of sudden health-related problems. The application must be accompanied by a medical certificate, a statement from e.g. an institute for speech, hearing, dyslexia or for the blind, or other evidence of the student's health-related condition or relevant specific impairment.

18. Academic misconduct during exams

When submitting written exam answers, the examinee must confirm by means of their signature that the answers were prepared without undue help.

18.1 Use of own work and the work of others – plagiarism

Regulations on the use of own work and the work of others – plagiarism – can be found on www.ucn.dk/english under Examination regulations.

18.2 Disciplinary actions in the event of academic misconduct and disruptive behaviour during exams

Regulations on disciplinary actions in the event of academic misconduct and disruptive behaviour during exams can be found on www.ucn.dk/english under *Examination regulations*.

19. Complaints about exams and appeal against decisions

Regulations on complaints about exams and appeals against decisions can be found on www.ucn.dk/english under *Examination regulations*.

20. Exemption

In the case of exceptional circumstances, the educational institution may grant exemption from the regulations in this institutional part of the curriculum, which have been laid down by each educational institution individually. The educational institutions co-operate on a uniform exemption practice.

21. Commencement and transitional schemes

This institutional part of the curriculum is valid from 1 September 2021 and applies to all students who enrol on the programme as of that date.

The institutional curriculum of 2018 is valid for students enrolled until and including 1 September 2020. It will be repealed as of 31 January 2022. This, however, does not apply to examinations that have commenced before the date of repeal.