ERHVERVSAKADEMI
KOLDING

CURRICULUM

for

Multimedia Design Programme

Part III: Elective Course Catalogue

Effective: 01.08.2018

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This curriculum must be taken in conjunction with the National Part of the curriculum (called the Joint Part) and the local part of the curriculum (called the Institutional Part). The National Part of

the curriculum is common to all providers, while the local part of the curriculum (the Institutional) and the Elective Catalogue are determined by the IBA Business Academy Kolding.

1. Elective Catalogue

In the programme there are 30 ECTS electives. Electives, learning objectives and assessment criteria for the courses offered are described in this Elective Catalogue.

The following elective courses are offered:

- Web Development (30 ECTS)
- Digital Marketing (30 ECTS)

Students who take electives at other institutions assume the expenses themselves for transportation, accommodation, etc.

Summer School and Winter School
It is also possible to choose the Summer School or Winter School for an elective course. The chosen summer or winter school must be approved by programme management prior to departure, whereby transfer credit can be obtained. Upon approval of the transfer credit, the study element is deemed to be completed if it is passed according to the rules of the programme.

The International Office can be contacted for further information.

2. Examinations in Electives

Generally, for examinations on the degree programme, when an exam is completed or an exam attempt has been used, the following applies. If there are deviations for a particular examination, it will be shown below in the individual description of the examination.

2.1. Non-passing Examination

If a student has not obtained grade 02 or above for an oral or written examination or a combination thereof, the exam is not passed and an exam attempt has been used.

If the exam project is prepared by a single student and not passed, the student can choose to continue working on the existing project or to prepare a new project.

If a student has participated in a group project and does not obtain grade 02 or above, the student can rewrite the sections that the student has prepared of the joint project if it is individualised. The student may also choose to write a new project only where the rules for scope, requirements and guidelines for individually prepared projects apply.

2.2. Non-submitted Project/Written Response

If the student has not submitted the exam project or written response, an exam attempt has been used.

The student may choose to continue working on the existing project or to develop a new project.

For portfolio examinations, a non-submitted response constitutes non-delivery of all sub-elements.

2.3. Ongoing Assessment

If the student fails to submit his/her project or written answer in good time, the answer will be the grade -3 (minus three) for the assignment.

2.4. Non-Participation in the Exam/Examination

If the student has submitted the exam project or written answer but has not participated in the oral exam, an exam attempt has been used.

A new oral examination for the student will be scheduled as quickly as possible, in which the student is examined on the already-submitted project.

2.5. Sick Test and Retesting

Specific deadlines are given under the individual test descriptions.

Information about time and place for sick tests and retests can be found on the institution's learning platform. The time may coincide with the next regular test. The student him- or herself must seek information about when sick testing and retesting is being conducted.

Sick Test
A student who has been prevented from completing an exam due to a documented illness or for any other unforeseeable reason is allowed to take the (sick) test as soon as possible. If there is a test during the final exam period of the programme, the student will be allowed to take the exam in the same exam period or immediately afterwards.

Illness must be documented by medical certificate. The institution must have received a doctor's certificate within three working days after the exam is held. Students who become acutely ill during an exam will be required to document that they have been ill on the day in question.

If an illness is not documented according to the above rules, the student has used an exam attempt. The student must pay the expenses for a medical certificate.

Retest
In the case of an unsuccessful exam or failure to attend an exam, the student is automatically enrolled for retest, so long as there is an exam attempt remaining. The student is enrolled for the very next examination. The retest may be identical to the next regular test.

The programme may dispense with continued enrolment in an exam in cases based on exceptional circumstances, including documented disability.

3. Programme Electives

3.1. Web Development

Content
The elective element deals with the design and programming of digital user experiences. The elective focuses on the user's experience of the user interfaces and digital content that the student produces. Data are included as a central element in the design process, in the production of solutions, as well as in evaluation of productions. Technologies for the presentation of content and data are used with the help of Content Management Systems. Business understanding, including different business models, is weighted in relation to the student's future participation in professional work.

Learning Objectives for Web Development

Knowledge
The student has knowledge of:

- Applied theory and method in the realisation of digital development tasks
- Communication and documentation of digital development tasks

Skills
The student is able to:

- Apply key methods and tools in the realisation and management of digital development tasks
- Develop proposals for a digital development strategy
- Plan and apply current methods for modelling and digital development
- Apply user-centred development methods
- Develop, implement, administer and maintain systems for persisting data
- Implement, administer and maintain digital web development productions
- Communicate, design and document digital web development productions

Competences
The student is able to:

- Acquire new knowledge, skills and competencies in digital web development production

ECTS weighting
The Web Development Elective is 30 ECTS credits.

Prerequisites for Attending the Examination

The assignments must meet the format requirements and be delivered correctly and on time.

Test Form, Format Requirements and Organisation
The exam is a written portfolio exam.

The student submits three assignment sections to the portfolio; cf. the semester schedule on the institution's learning platform. The assignment sections are assessed according to the Danish 7-

point scale. Additional guidelines for the assignment sections can be found in the project description for the sub-element.

Assessment Criteria
One individual grade (7-point scale) is given on the basis of an overall assessment of:

- The product
- The project
- Reflections on the production process
- Reflections on student learning
- Use of relevant theory in relation to the problem formulation
- Use of relevant professional knowledge
- Learning objectives for the elective

The final grade is the average of the weighted evaluation of the three sub-elements rounded to the nearest grade. If a student does not submit sub-elements in time, the student obtains the grade -3 (minus three) for the sub-item. The weighting appears in the project description for the sub-element.

Examples:

Grade	Weight	Grade	Weight	Grade	Weight	Avg.	Rounded
2	0.33	4	0.33	7	0.33	4.33	4
10	0.33	7	0.33	7	0.33	8	7
12	0.33	IA (-3)	0.33	12	0.33	7	7
7	0.33	2	0.33	10	0.33	6.33	7
4	0.33	IA(-3)	0.33	4	0.33	1.67	2

Exams are written in the language in which the instruction is conducted. The Business Academy may, in exceptional cases, dispense with this.

Tasks and products are delivered digitally in the WISEFLOW management system by guidelines that will be available on the institution's learning platform (Canvas).

3.2. Digital Marketing

Content
The elective element deals with the design of digital content. The elective focuses on the work process with the production and distribution of digital content to multiple media platforms. Data are included as a central element in the design process, in the production of solutions, and in the evaluation of productions. Technology is used for presentation of content and data. Business understanding and different business models form a central part of the course.

Learning Objectives for Digital Marketing

Knowledge
The student has knowledge of:

- Applied theory and methodology in analysis, ideology, design, planning, realisation and management of digital marketing tasks
- Communication, design processes and documentation forms in digital marketing production
- Knowledge about and understanding of the company's business situation
- In practice, current formats used in digital media production
- Digital media and digital media platforms in relation to digital marketing

Skills
The student is able to:

- Apply key methods and tools in analysis, idea development, design and planning as well as the realisation and management of digital marketing tasks
- Develop proposals for a digital marketing strategy
- Plan and apply current methods of digital marketing
- Apply user-centred idea development methods
- Apply methods for video and audio production in marketing context
- Apply methods for text production in marketing context
- Apply methods for graphic content production in marketing context
- Apply key methods for digital media production
- Apply and evaluate digital marketing channels
- Implement, manage and maintain digital marketing productions
- Communicate, design and document digital marketing productions
- Optimise the use of digital marketing channels

Competences
The student is able to:

- Develop suggestions for a digital marketing strategy
- Acquire new knowledge, skills and competencies in digital marketing
- Handle analysis, idea development, design and planning as well as realisation and management of digital marketing tasks

ECTS Weighting
The subject of Digital Marketing is worth 30 ECTS credits.

Prerequisites for Attending the Examination
The assignments must meet the formal requirements and be delivered correctly and on time.

Test Form, Format Requirements and Organisation

The exam is a written portfolio exam.

The student submits three assignment sections to the portfolio; cf. the semester schedule on the institution's learning platform. The assignment sections are assessed according to the Danish 7-point scale. Additional guidelines for the assignment sections can be found in the project description for the sub-element.

Assessment Criteria and Censor Type
One individual grade (7-point scale) is given on the basis of an overall assessment of:

- The product
- The project
- Reflections on the production process
- Reflections on student learning
- Use of relevant theory in relation to the problem formulation
- Use of relevant professional knowledge
- Learning objectives for the elective

The final grade is the average of the weighted evaluation of the three sub-elements rounded to the nearest grade. If a student does not submit sub-elements on time, the student obtains the grade -3 (minus three) for the sub-item. The weighting appears in the project description for the sub-element.

Examples:

Grade	Weight	Grade	Weight	Grade	Weight	Avg.	Rounded
2	0.33	4	0.33	7	0.33	4.33	4
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7	0.33	2	0.33	10	0.33	6.33	7
4	0.33	IA(-3)	0.33	4	0.33	1.67	2

The tests are written in the language in which the teaching is conducted. The Business Academy may, in exceptional cases, dispense with this.

Tasks and products are delivered digitally in the WISEFLOW management system according to guidelines that will be available on the institution's learning platform (Canvas).

4. Use of Aids

The use of aids during examinations, including electronic aids, is permitted unless regulations or curriculum for the individual programme impose restrictions on use.

Any rules for limiting the use of aids will be indicated in the description of the individual examination.

5. Effective Date

The Elective Catalogue goes into effect on 01.08.2018 and affects students who choose electives after 01.08.2018.

Concurrently, the earlier Elective Catalogue is repealed.