Curriculum for Academy Profession Degree Programme in Marketing Management

2019

Erhvervsakademiuddannelse indenfor international handel og markedsføring (markedsføringsøkonom AK) Academy Profession Degree Programme in Marketing Management

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1. Overview of elective elements of the educational programme and final placement and examination

Semester	Subject elements (national and local incl. electives)	ECTS
3rd semester	Local electives – see electives catalogue on Canvas.	20
4th semester	Internship	15
4th semester	Final project	15

2. Local subjects

The programme allocates 20 ECTS credits to local subject elements, of which all 20 ECTS credits are for electives.

Information regarding which electives will be offered in the 3rd semester will be posted on Canvas in the middle of the 2nd semester and subsequently selected by the students.

Should less than 10 students sign up for a particular subject, IBA can opt not to offer this subject.

3. Tests in the educational programme

At the start of a programme element, semester, or so on there is automatic registration to the exams for that element. Registration entitles the student to take the exam once. However, this does not apply if the student is prevented from attending the exam due to documented illness or maternity leave.

It is always the student's responsibility to ensure they have internet access in an exam and that their computer is in working order.

3.1. Overview of the exams and time and date

Time and date	Subject/exam	ECTS	Internal/external evaluation	Evaluation
1st semester	Marketing, economics, statistics, organisation, commercial law, supply chain management	30	1st Internal	7-point grading scale
2nd semester	Marketing, economics, sales, organisation, commercial law, communication	30	1st External	7-point grading scale
3rd semester	Marketing, economics, communication	10	2nd Internal	7-point grading scale
3rd semester	Electives	10	3rd Internal	7-point grading scale
3rd semester	Electives	10	4th Internal	7-point grading scale
3rd semester	Statistics (elective)	7.5	3rd Internal	7-point grading scale
3rd semester	Business economics (elective)	7.5	4th Internal	7-point grading scale
4th semester	Placement exam	15	5th Internal	7-point grading scale
4th semester	Final exam project	15	2nd External	7-point grading scale

Information about the date, time and place of the examinations can be found on Wiseflow and Canvas

This is followed by a description of each individual exam, including:

- Learning goals for the exam
- Examination form and organisation, including any formatting requirements for written projects
- Conditions for attending the exam – obligation to attend and delivery of paper
- Assessment criteria and censor type.
- Completion, should this differ from the general descriptions below

The exams are always in Danish, unless part of the individual test's purpose is to document competency in a foreign language. The exams can, however, be taken in Swedish or Norwegian rather than Danish, unless the purpose of the test is to document the student's competency in Danish.

3.2. Completion of examinations

In general, the guidelines below apply to all the exams in this programme in regard to when an exam is completed, or an examination attempt has been used. If there are exceptions for a particular exam, this will be specified in the individual description of the exam below.

Failure to pass the exam

If a student does not achieve a grade of 02 or above for an oral or written exam or a combination of these, the test has not been passed and an examination attempt has been used.

If a project is prepared by an individual student and does not pass, the student can opt to continue working on the existing project or to prepare a new project (note, however, special rules for the final examination project).

If a student has worked on a group project and does not achieve a grade of 02 or above, the student may rewrite the section that the student has prepared as part of the joint project, if this is individualised. The student can also opt to write a new project alone, whereby the rules on scope, requirements and guidelines for individually prepared projects apply.

Not delivered the project/written answers

If the student has not submitted his or her examination project or written submission, then this counts as one examination attempt.

The student can opt to continue working on the existing project or to prepare a new project.

Not attended the exam/examination

If the student has submitted his or her examination project or written submission but has not attended the oral examination, then this counts as one examination attempt.

A new oral examination will be scheduled as soon as possible for the student, where the student will be assessed for the project that has already been delivered.

Retaking examinations due to illness

The specific deadlines are listed under the individual test descriptions.

Information about the time and place for the retakes can be found on Canvas/Wiseflow. The time may be identical to the next normal exam. The student must find out for him- or herself when the retake will take place.

Retakes due to illness

A student who has been prevented from carrying out an exam due to a documented illness or for another unforeseeable reason has the opportunity to retake the exam as soon as possible. If it is an exam that has been

timetabled in the last examination period of the programme, the student has the opportunity to take the test in the same examination period or as a direct extension of this.

Illness must be documented with a medical certificate. The institution must have received the medical certificate from, at latest, three working days after the test took place. Students who become suddenly acutely ill during the sitting of an exam must document that they have been ill on the day in question.

If illness is not documented according to the rules above, then the student has used their examination attempt. The student must pay the costs of a medical certificate themselves. See IBA's Examination Regulations.

Retakes

In the event of a failed test or failure to attend a test, the student is automatically registered for a retake, as long as they have remaining examination attempts. The student is registered for the first available scheduling of the examination. The retake may be identical to the next normal exam.

The educational programme may grant dispensation from the continued registration to an exam should there be exceptional circumstances, including a documented handicap.

3.3. 1. Internal

Learning goals for the exam

The learning goals for the exam are identical to the learning goals for the national subjects, see the national section of the curriculum under subjects for the 1st semester.

Format and organisation

The exam consists of three elements: two continuous assessments and one group project with a final oral exam.

All written aids as well as use of the internet are permitted. Communication with others is not permitted during the exam.

1st element: Projects

The exam consists of two projects, which are set up as group projects (and 2), both of which constitute 20% of the overall grade.

2nd element: Group project and oral exam

The students are given a case outline, which they use to prepare a project in groups of 3-4 students.

The group project must not be individualised and must be passed for admission to the oral exam.

The project has a scope of 4-5 normal pages (normal page = 2400 characters incl. spaces. The page count excludes the front page, table of contents, literature list, list of appendices and any appendices, which are therefore not included in the specified maximum number of characters and are thus outside the scope of assessment).

Guidelines for the drafting of project reports (format requirements) must be followed, just as the project must be delivered on time.

Individual oral exam of 30 minutes' duration incl. deliberation. There is no preparation time attached to the test, as it is based upon the group project that is prepared and submitted prior to taking the oral exam.

The student's 30-minute oral exam will typically be broken down as follows:

- 5 minutes to present the group project
- 15-20 minutes to answer questions in relation to the project and within the subject's learning goals
- 5 minutes for deliberation and feedback

The oral exam is included in the final grade for 1st internal and is worth 60% of the total grade.

Assessment criteria

The two continuous assessment activities both count for 20% (40% in total) of the overall grade for 1st internal, while the oral exam is included with a weighting of 60% of the final grade for 1st internal.

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

The overall grade for the 1st internal exam will be specified on the exam certificate. The overall grade is rounded up should the average be between two grades. Grades are not rounded up if the average is under 2.0. The exam is assessed according to the 7-point grading scale and there is an external examiner.

Should the overall grade be 2.0 or over, the individual elements cannot be retaken, even if they have been assessed as -03 or 00. In the event of no show or a blank paper, a grade of -03 is given.

Should the overall grade be under 2.0, only the individual elements that were not passed can be retaken.

Conditions for attending the oral exam

See under the section re. obligatory elements for the 1st semester.

The following conditions apply for attending the oral exam:

The written project, which forms the basis of the exam, must:

- fulfil the formatting requirements
- be delivered on time, see the activity plan
- be the student's own original work.

It is a condition for sitting the individual oral exam that the student has signed that they were involved in preparing the project. In this instance, delivery to the academy's systems is valid as the student's signature.

Failure to fulfil just one or more of these conditions means that the student cannot attend the exam and has used one examination attempt.

3.4. 1st external – 30 ECTS credits

Learning goals for the exam

The learning goals for the exam are identical to the learning goals for the national subjects, see the national section of the curriculum under the subjects for the 2nd semester.

Format and organisation of the exam

The exam consists of two partial projects, project 4 (group) and project 5 (individual) and one individual, written 6-hour exam with 24 hours' preparation time. Case material etc. is given on day 1 while the exam questions are given on day 2.

All written aids, including use of the internet, are permitted. Communication with others is not permitted during the exam.

1st element: Projects (internal censor)

The exam consists of two projects, which are set up as group projects (3 and 4), each of which constitutes 15% of the total grade. Project 3 is a group project with 3-5 students.

2nd element, 6-hour written exam with 24 hours' preparation (external examiner)

The students are given a case outline a few days before sitting the final exam and being given the questions.

On day 2, a number of questions will be given to them from the 2nd semester syllabus. The student has six hours to prepare their response.

The exam has a scope of 10-15 normal pages (normal page = 2400 characters including spaces. The page count excludes the front page, table of contents, literature list, list of appendices and any appendices, which are therefore not included in the specified maximum number of characters and are thus outside the scope of assessment).

Guidelines for the drafting of project reports (format requirements) must be followed, just as the project must be delivered on time.

The written exam is included in the final grade for the 1st external with a weighting of 70% and there is an external examiner.

Assessment criteria

The exam is assessed according to the 7-point grading scale and there is an external examiner.

The two continuous assessment activities each count for 15% (30% in total) of the overall grade for the 1st external, while the written exam makes up 70% of the final grade for the 1st external.

The overall grade for the 1st external exam will be specified on the exam certificate. The overall grade is rounded up should the average be between two grades. Grades are not rounded up if the average is under 2.0. The exam is assessed according to the 7-point grading scale and there is an internal examiner.

Should the overall grade be 2.0 or over, the individual elements cannot be retaken, even if they have been assessed as -03 or 00. In the event of failure to attend or a blank paper, a grade of -03 is given.

Should the overall grade be under 2.0, only the individual elements that were not passed can be retaken.

Completion of the examination

Refer also to section 3.2 concerning completion of examinations.

Conditions for attending the exam

See under the section re. obligatory assignments in the 2nd semester.

The following conditions apply for attending the oral exam:

The written project, which forms the basis of the exam/test, must:

- fulfil the formatting requirements
- be delivered on time, see the activity plan
- be the student's own original work.

It is a condition for sitting the individual oral exam that the student has signed that they were involved in preparing the project. In this instance, delivery to the academy's systems is valid as the student's signature.

Failure to fulfil just one or more of these conditions means that the student cannot attend the exam and has used one examination attempt.

3.5. 2nd internal – 10 ECTS credits

Learning goals for the exam

The learning goals for the exam are identical to the learning goals for the national subjects, see the national part of the curriculum under the subjects for the 3rd semester.

Format and organisation of the exam: 4-hour written exam with 24 hours' preparation (internal examiner)

The students will be given a case outline a few days before sitting the final exam and being given the questions.

On day 2, a number of questions will be given to them from the 3rd semester syllabus. The student has 2 x 2 hours to prepare their response.

Day 2 comprises one economics section and one marketing section, with two hours allocated for each section.

The exam has a scope of 10 normal pages (normal page = 2400 characters incl. spaces. The page count excludes the front page, table of contents, literature list, list of appendices and any appendices, which are therefore not included in the specified maximum number of characters and are thus outside the scope of assessment).

Guidelines for the drafting of project reports (format requirements) must be followed, just as the project must be delivered on time.

The written test constitutes the final grade for 1st external and a weighting of 100%. There is an internal examiner. The economics section and the marketing section each constitute 50% of the total grade. Both parts must be passed.

All written aids as well as use of the internet are permitted. Communication with others is not permitted during the exam.

Assessment criteria

The exam is evaluated according to the 7-point grading scale and there is an internal examiner.

Both the marketing part and the economics part must be passed. Should the student fail to pass one element, then the student only needs to retake the exam for that failed element.

The exam certificate lists the grades for the individual elements as well as the overall grade.

Completion of the examination

Refer to section 3.2 regarding completion of examinations.

Conditions for attending the exam

See under the section re. obligatory assignments in the 3rd semester.

The following conditions apply for attending the oral exam:

The written project, which forms the basis of the exam/test, must:

- fulfil the formatting requirements
- be delivered on time, see the activity plan
- be the student's own original work

It is a condition for sitting the individual oral exam that the student has signed that they were involved in preparing the project. In this instance, delivery to the academy's systems is valid as the student's signature.

Failure to fulfil just one or more of these conditions means that the student cannot attend the exam and has used one examination attempt.

3.6. Electives (3 – 4. internal) – 10 ECTS credits each

Learning goals for the exam

The learning goals are listed in the individual subject descriptions which can be found on Canvas at the start of the semester.

Format and organisation

is specified in the individual subject descriptions at the start of the semester, see Canvas.

The exam and the subject may be broken down into sub-elements of 5 ECTS credits each, see more on Canvas under Electives.

For the so-called 'entry subjects' of statistics and economics, these constitute 7.5 ECTS credits each and are taken jointly. There is a 4-hour written, individual exam for both subjects.

Assessment criteria

The written test is assessed according to the 7-point grading scale and there is an internal examiner for all electives.

Completion of the examination

Refer to section 3.2 regarding completion of examinations.

Conditions for attending the exam

Submission of 3 obligatory assignments plus a minimum attendance of 70% in the subjects.

The following conditions apply for attending the oral exam:

The written project, which forms the basis of the exam, must:

- fulfil the formatting requirements
- be delivered on time, see the activity plan
- be the student's own original work

It is a condition for sitting the individual oral exam that the student has signed that they were involved in preparing the project. In this instance, delivery to the academy's systems is valid as the student's signature.

Failure to fulfil just one or more of these conditions means that the student cannot attend the exam and has used one examination attempt.

3.7 Internship report (15 ects)

Internship assessment (4th internal exam)

How students have benefited from their internships is evaluated through a written internal assessment. In an individual written report, of maximum 12,000 characters - including spaces, footnotes, figures and tables, but excluding the front page, contents page/s, reference/bibliography pages, and appendices - students should document the following -

the exam will evaluate:

- Students' reflections about, and achievement of, the concrete learning objectives for professional and personal development during the internship, as outlined in the internship agreement.
- Students' discussions and thoughts about the internship, as relating to their final assignment project.

The assessment is judged to be either passed or not passed, on the basis of the internship report. The internship must be passed before students can be put forward for the examination of the concluding assessment project.

Participation requirements as a precondition for the assessment

This assessment carries certain required mandatory activities. These can be found on IBA's intranet (BlackBoard).

Assessment based on the concluding assignment project (2nd external exam)

The project should be based around central issues in the study programme, and should as an overall rule be based around the internship.

The concluding assessment project can be produced on an individual basis, or jointly by 2-3 students.

The assessment project must be an overall maximum of:

by 1. student: 100,000 characters

by 2 students: 150,000 characters

by 3 students: 200,000 characters

Character counts include spaces, footnotes, figures and tables, but exclude the front page, contents page/s, reference/bibliography pages, and appendices.

The concluding project is outlined in greater detail on the study programme's intranet pages Canvas.

Based around the written report, students are assessed through individual verbal exams, 45 minutes in length, including voting/evaluation time for the judging panel. Marks are awarded according to the 7-grade scale.

An overall mark for the project is awarded using the 7-grade scale, based on an overall evaluation of the written work and the verbal presentation. Under the assessment, a 2/3 weighting is placed on the written part of the main project, and 1/3 on the verbal component. The individual grades for each respective part will not be disclosed. Spelling and formulation abilities are factored into the overall assessment of the project.

Students with a mother tongue other than Danish or English can apply for dispensation from spelling and formulation abilities being factored into the assessment. The application should be sent to the institution's study programme four weeks before the exam takes place, at the latest.

When group work constitutes part of the basis for the assessment of the verbal exam, it must clearly be indicated which part of the group work each individual student has produced. The section/s of the group work that each examinee has produced will form the foundation of the assessment of the written part of their overall performance.

If the overall assessment amounts to a grade of less than 02, the student must produce a new project, containing a central topic/issue - based if possible or applicable around the same company - in order to be put forward for the concluding assessment project.

4. Guidelines for completing the internship

The internship companies are expected to be found among the business partners who also assist with best practice-experience in the lecturers' knowledge network and who are business clients for the students' 1st and 2nd semester projects, respectively.

During the company internship the student has a supervisor from the study programme as well as a contact person in the company. Together, the student and the two supervisors determine the student's learning goals for the internship which will then be guiding for the company's planning of the student's work.

The internship is concluded by an evaluation conversation based on a written report where student and supervisor in cooperation evaluate the student's learning outcome of the internship as compared to the set learning goals.
The student's learning outcome must be passed in order for the student to attend the final exam.

The company internship is comparable to a full-time job with the same requirements to working hours, contribution, commitment and flexibility which a graduated bachelor would expect to find in his/her first job.

4.1. Obligations of the parties involved

4.1.1 Responsibility and distribution of tasks in connection with the internship is as follows:

A written agreement signed by the student, the internship company and the supervisor forms the basis for the implementation of the internship.

4.1.2 The student

The student is responsible for the process until signing of the internship agreement with the entrepreneur/company environment or the company. IBA supports the student during this process in different ways as appears from the below.

During the internship the student is responsible for his/her contribution to achieve the learning goals.

In case of any discrepancies during the internship, the student is responsible for informing IBA who will then assist to find a solution.

4.1.3 Internship supervisor

The internship supervisor is responsible for introducing the internship. The supervisor is further responsible for collecting and approving that an internship in his/her own company - and the internship agreements in their form invite for an internship period, through which the learning goals are achieved.

Students who have an alternative internship approved will have an internship superviser assigned who will guide the student throughout the internship process, among others in connection with the professional contents of the internship as well as with setting of learning goals.

4.1.4 Career centre

The career centre helps and supports the students which do not implement a company internship, eg through courses in writing applications and CVs. The career centre coordinates the preparation of internship agreements and ensures that they are approved by all parties.

4.1.5 Internship company

The requirements to the companies which make an internship agreement include supervisor conditions and the nature of the work tasks. The internship in a company must follow IBA's internship concept regarding follow-up and evaluation.

5. Internationalisation

There are good opportunities to complete a semester abroad, either as a 3rd semester at a foreign educational institution or complete the internship in a company abroad. The institution must approve the agreements made with either other institutions or companys abroad (internship).

6. Special exam conditions

Students may - if conditioned by physical or mental disability - seek permission to have extra time for the examination, or the like. The application must be sent to IBA no later than 4 weeks before the examination. In case of sudden health problems, an exemption from the deadline can be made.

The study programme operates with 3 different types of tests/exams:

- External exams. These are used nationwide. They are assessed by the internal examiner and one or more external examiners.
- Internal tests in mandatory educational elements. These are used nationwide. They are assessed by one or more lecturers or industry representatives.
- Internal tests in elective courses. These are specific for the educational institution. They are assessed by one or more lecturers or industry representatives.

All tests/exams are taken during the first exam period following the completion of the teaching period. The students are entitled to 3 examination attempts for each test/exam. All tests/exams must be passed. Passed tests/exams may not be taken again.

If a student has not deregistered for a test or an exam in due time, the test/exam is considered as an attempt, in terms of the number of examination attempts permitted. A student may in time deregister for a test or an exam up to 14 days before the teset/exam is taking place or the test/exam assignment/exam project is to be submitted.

7. Make-up and re-examination

A students who has not been able to complete a test or an exam owing to documented illness or other unforeseen able account, may take a make-up exam as soon as possible. Illness must be documented by a medical certificate.

The IBA must receive the medical certificate no later than 2 working days after the test/exam date. The student must pay for the medical certificate themselves. If the illness is not documented as stated above, the student will be considered to have used one exam attempt.

If the mandatory assignments cannot be approved, the student must make a replacement assignment. The replacement assignment counts as an examination attempt and the student may participate in the re-examination in the same exam period. If a student does not attend an examination and he/she does not have a valid reason (illness etc), the student will not be entitled to a re-examination in the same exam period. The IBA may give exemptions from this.

8. Examination aids

In connection with written exams and tests, the student may use books and materials handed out during lessons, own notes, supplementary materials, the Intranet (Black Board), USB-pen and similar for storage of documents. The student may not bring or use aids which make it possible to have a conversation or communicate with others, eg. bluetooth, mobile phones and other communication equipment, unless it is otherwise clearly stated in the handed exam paper/guidelines.

9. Cheating in exams

9.1. Disturbing behaviour and cheating in exams

It is considered cheating if a student in connection with a test or an exam

- receives "not allowed" help
- helps another student with his/her paper
- makes use of "not allowed aids"

When a paper is submitted, the student must by his/her signature confirm that the paper has been prepared without unduly help. The signature may be digital.

9.2. Plagiarism

Plagiarism is considered cheating if found in the submitted paper. Below situations are considered as plagiarism:

- Written material which has previously been submitted for assessment, ie material included in a bachelor project, in mandatory assignments or in other exam papers.
- Written material which is to be used or has been used in connection with an oral exam.

9.3. When is a paper considered as plagiarism?

A paper or parts hereof will be considered plagiarism when a student tries to give the impression that an idea, a text, a layout etc is prepared by the student himself/herself, and this is not the case. It is considered plagiarism if a paper or assignment fully or partly is produced by the student, and

1. It includes identical or almost identical reproduction of others' work and this is not clearly marked by the use of eg quotation marks, written in italics and clearly indicating where the text originates from (literature references including page numbers or the like).

2. It includes substantial passages where the wording is so close to another printed publication (without reference) that it is obviously not written by the student.

3. It includes words or sentences from others' texts without reference.

4. It reuses text or ideas from assignments which the student has previously prepared, without reference.

9.4. Disturbing behaviour during tests and exams

IBA is authorised to expel a student from a test or exam, if the student has a disturbing behaviour; for instance has a noise behaviour or is in other ways breaking IBA's rules for behaviour during exams. In less serious incidents, IBA will first give a warning. Examination monitors will report the incident to the Head of Department in question.

This reporting must take place immediately after the incident. The reporting is to include a written report of the incident. The written report is to include an identification of the student in question and a description of the incident. Any possible documentation must be enclosed. In case of a recurrent incident, this must be mentioned in the report.

9.5. Procedures and sanctions for cheating in exams and disturbing behaviour

Who can report on cheating in exams?

Anybody who has a suspicion that cheating is going on is obliged to investigate whether there is cheating in the exam and if the suspicion is sustained, to report to the Head of Department.

Reporting

If the suspicion of cheating in an exam is supported or confirmed, the internal examiner and/or the external examiner are obliged to report this in writing to the Head of Department. At the same time, the student is to be informed that the incident has been reported to IBA as cheating in exam. If the assignment has not yet been assessed at the time of reporting, the assignment will not be assessed or graded and this will appear from the school report.

Head of Department

When the Head of Department receives a report on cheating in an exam, he or she must decide whether to dismiss the report or proceed with the case.

If the Head of Department decides to proceed with the case, he or she is responsible for collecting material and documentation to clarify the incident and also for inviting the student to a meeting where he/she is given the possibility to explain or comment on the report.

The student is to receive a copy of the report together with the invitation for the meeting. The invitation must inform the student of the purpose of the meeting and must further inform the student that he/she has the right to bring a companion to the meeting. The companion may give advice to the student during the meeting, but cannot participate in the conversation. If it is not possible to arrange a personal meeting, the communication can take place in writing.

If the Head of Department decides to dismiss the report, the assignment will be assessed and graded according to the normal procedures.

9.6. Sanctions

Based on the report and the meeting the Head of Department will decide whether or not it is an incident of cheating in exam. The Head of Department must also decide on a type of sanction or penalty to use towards the student. The Head of Department can only decide on a sanction or penalty if the incident is beyond doubt a case of cheating in exam.

If the incident is so serious that the student is to be expelled from IBA, the incident must be reported to the Director who will make the final decision. In all other cases, the Head of Department decides on the sanction or penalty.

The student is informed of the decision in writing. A copy of the decision is sent to the person who reported the incident, to the student counsellor and a copy is filed in the student's folder.

9.7. Types of sanctions

Provided that cheating in exam is proved, one of the following sanctions can be used:

- Warning Written or oral warning against breaking IBA's rules.
- Suspension from exam The exam attempt will be registered as 'absent'. The exam attempt will count as one attempt.
- Cancellation of the report or the paperCancellation of the assignment where the cheating has been reported. The cancellation can be made even if the assignment has been graded, and it will be noted that the student has not passed the exam. A recurring incident of cheating in exam will result in the student being suspended from the study programme.

- Permanent or temporary suspension from the study programme

In case of serious or recurring incidents of cheating in exams, the student will be suspended from the study programme and IBA permanently or for a limited period of time. A permanent suspension means that the student will be excluded from all activities at IBA, including lessons and exams. Suspension for a limited period of time means that the student will be excluded from all activities at IBA, including lessons and exams in the suspension period. When the suspension period ends, the student will automatically be enlisted in the study programme again. The temporary suspension will be noted in the student's folder.

If the incident is a breach of Danish law, it will further be reported to the police.

9.8. Exam complaints

Complaints concerning exam conditions may be submitted individually by the student to IBA (Head of Department). Regulations on exam complaints can be found in Executive order no. 1519 of 16 December 2013 and in the corps of external examiners. The complaint must be in writing and substantiated.

The complaint must be submitted no later than 2 weeks after the student has been informed of the assessment of the exam in the normal way.

The student is entitled to receive a copy of the given exam paper and in case of a written exam also a copy of his/her own submitted assignment.

In the period when the complaint is processed, the student may continue in the study programme, unless otherwise stated in the guidelines.

The complaint can be made on the following circumstances:

The basis of the examination; exam questions, tasks and similar and in relation to educational goals and requirements; Examination procedures; or Assessment of the exam.

The Head of Department must immediately present the complaint to the original examiners, who must submit their statement within 2 weeks. The examiners must make a statement on the professional questions of the complaint. The student must be given the opportunity to comment on the examiners' statement, normally within 1 week.

Based on the recommendation of the Head of Department, the Director decides on the outcome of the complaint based on the examiners' professional statement and the student's comments on the statement. The decision must be in writing and substantiated and the result may be one of the following:

1) a new assessment (re-assessment), however not by oral exams;

2) offer for a new examination (re-examination); or

3) the complaint is dismissed.

The examinators must all be in agreement if the complaint is to be dismissed by IBA.

IBA must immediately inform the student and the examiners of the outcome of the complaint.

New examiners are to be appointed for a re-examination or re-assessment. Re-examination or re-assessment must take place as soon as possible. A re-examination or re-assessment may result in a lower grade. If an offer for re-examination as a result of the complaint is accepted and a diploma has been issued, IBA will take back the diploma untill a new assessment has been made and subsequently issue a new diploma.

9.8.1 Appeals of the decision relating to further educations

The student may lodge an appeal against IBA's decision which is to be submitted to an appeals board appointed by IBA, who will then make a decision. The student must submit the appeal to IBA. The appeal must be in writing and substantiated. The appeal must be submitted no later than 2 weeks after the student has been informed of IBA's decision.

IBA will appoint an appeals board as soon as possible after having received an appeal. The appeals board consist of two external examiners, an examination eligible lecturer and a student in the subject area.

The president of the corps for external examiners will designate the two external examiners. The president will designate one of them as president of the board. The president can designate himself/herself as external examiner or as president.

IBA will designate the examination eligible lecturer and the student.

All members of the board must participate in board discussions and receive all documents of the case to be in quorum. Discussions can be in writing, also digital, if the board members are in agreement on a written process. If the appeal board cannot reach an agreement, the discussion is concluded at a meeting where all board members must be present. If the discussion is concluded by a vote, and there is a tie, the vote of the president will be decisive.

The decision made by the appeal board must be in writing and substantiated and the result may be one of the following:

1) a re-assessment by new examiners;

2) offer for a re-examination by new examiners; or

3) the complaint is dismissed.

IBA must be informed of the decision of the board of appeal as soon as possible; in case of a winter exam no later than 2 months and in case of summer exam no later than 3 months after IBA has received the appeal. If the appeal cannot be processed before this deadline, IBA must as soon as possible inform the student of this as well as of the expected date of completing the appeal. IBA will inform the student as soon as possible and the examiners will receive a copy of the decision when the decision has been made.

10. Types of teaching used

At the International Business Academy, we make a distinction between subject-oriented and cross-disciplinary teaching.

The type of teaching shifts therefore between classroom-based learning, guest lectures, group exercises and cross-disciplinary project work.

The specialist-oriented courses are based on teaching courses with a fixed curriculum and ongoing assignments, carried out over the course of the programme.

The cross-disciplinary courses are based on a problem and project-oriented type of teaching.

At IBA we distinguish between teaching with a basis in the profession and interdisciplinary teaching.

The teaching therefore includes class teaching, guest lectures, work in study groups and interdisciplinary projects.

The teaching course based on the profession includes a fixed curriculum and regular assignments to be solved during the course.

The interdisciplinary courses take their starting point in a problem and are project-oriented teaching.

As the study programme and the teaching form are at a higher education level, there are requirements on commitment and study activity to the students.

Interdisciplinarity in the study programme

Interdisciplinarity is about the coherence of the 4 mandatory areas and the professional progression between different semesters and subjects.

To ensure this interdisciplinarity:

- the lecturers make a mutual planning of their teaching.
- the individual lecturer includes relevant interfaces from other subject fields in his/her teaching.
- IBA offers interdisciplinary projects of varying scope and duration.

- assignments will be given to and solved in study groups in connection with the teaching in individual courses.
- assignments will be given to and solved in study groups in connection with the teaching across individual courses.
- IBA will offer study-relevant activities, including key issues from the purpose of the study programme and study-relevant contents, cf. executive order and curriculum.

Project-focussed teaching

When working in project organisations the students will gain important experience with the problems of working in groups and their solutions. Processes and methods are therefore a continuous part of the assessment basis in connection with tests and exams.

When planning the teaching, we aim to have varying forms of teaching, also changing between theory and practice. The team of lecturers prioritises news value and relevance for the study, both academically and pedagogically. Through group supervision and individual supervision conversations, each student is supported in his/her professional and personal development.

New and updated knowledge

The teaching includes the most recent knowledge and results from national and international research, tests and developmental work from disciplines connected to the profession.

We further offer workshops to encourage the students in their learning: Maths, design, digital marketing, spreadsheets.

11. Guidelines for differentiated teaching during the study programme

The study programme does not include differentiated teaching. Possible considerations for disabilities or the like will be made in connection with tests, exams and mandatory assignments.

12. Credits

Transfer of credits

IBA can approve course elements or parts thereof which have been passed at another educational institution which are equivalent to corresponding educational elements or parts thereof in the present curriculum. If the educational element concerned has been graded according to the 7-point scale at the educational institution where the exam is passed and is equivalent to a complete core component in the present curriculum, the grade

is transferred. In all other cases the grade is transferred as "passed" and is not included as part of the grade average.

IBA can approve that passed educational elements from another Danish or foreign higher study programme replace educational elements included in this curriculum. For an approval, the educational element is considered concluded if it is passed following the rules of the study programme concerned. The grade is transferred as "passed".

Credit students

IBA can approve that students from other higher study programmes follow part of the study programme and attend exams following the IBA guidelines. It is a precondition that it is an approved part of their own study programme.

A study trip is offered during the 2nd semester (in 2016 to China and the UK), highlighting in particular the learning objectives from the programme's second semester.

The programme is constructed so that it is possible for students to take one of the semesters abroad. The 4th semester, internship, can also be carried out abroad.

The students can, after prior application and approval of an approved merit carry out each individual programme element abroad.

Upon prior approval of a study abroad, the student is then obliged to document the approved study completed course elements, after the conclusion of the study. As an element of this prior approval, students must grant the institution permission to requisition relevant information after conclusion of the study abroad.

The programme and the teaching type are of course characterized by their taking place at the higher educational level, where study activity and active engagement are required and expected.

13. Study activity

To be able to achieve the learning goals/outcome of the study programme there is mandatory attendance to certain study elements in the form of eg:

- submission/presentation of assignments/projects; and
- mandatory attendance in the form of physical presence

Before the student may register for or attend an exam or test, the semester activities with mandatory attendance (mandatory activities) must be approved.

If the mandatory attendance is not fulfilled and is a precondition for a test/an exam, the lacking fulfillment has equal status to non-attendance and the student will have used one examination attempt.

Mandatory activities are not considered as tests or exams but as a part of the learning process which is to document that the student is study active.

Activities with mandatory attendance:

Prerequisites for the exam:

	Mandatory activity
1.-3. semester	Theme days Projects Trial exam Gust speakers Digital semester test
1. semester	See specific activities and dates on Canvas

2. semester	See specific activities and dates on Canvas
3. semester	See specific activities and dates on Canvas

13.1. Criteria for assessment of study activity

Attendance is mandatory according to the descriptions of the set preconditions/mandatory attendance.

The student's attendance to classes will be registered and included in IBA's assessment of the student's study activity. The students are expected to participate in at least 75 % of the scheduled classes.

In case of missing study activity the student will be invited to a meeting with his/her supervisor and/or the Head of Department. Lacking study activity may lead to a suspension from the study programme.

14. Other languages

A major part of the literature used in the study programme will be in English and also, some educational elements will be carried out in English, fully or in part.

15. Rules of dispensation

In exceptional circumstances, IBA can grant an exemption from the rules in the curriculum which are exclusively set by the institution.

16. Rules

LBK nr. 786 af 08/08/2019: Bekendtgørelse af lov om Erhvervsakademier for videregående uddannelser

LBK nr 1343 af 12/12/2019 Bekendtgørelse af lov om erhvervsakademiuddannelser og professionsbacheloruddannelser (LEP)

BEK nr. 15 af 09/01/2020 Bekendtgørelse om erhvervsakademiuddannelser og professionsbacheloruddannelser

BEK nr 18 af 09/01/2020 Bekendtgørelse om prøver i erhvervsrettede videregående uddannelser (eksamensbekendtgørelsen)

BEK nr 152 af 26/02/2020 Bekendtgørelse om adgang til erhvervsakademiuddannelser og professionsbacheloruddannelser

BEK nr. 262 af 20/03/2007: Bekendtgørelse om karakterskala og anden bedømmelse

BEK nr 1162 af 10/07/2020 Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser

17. Enforcement

This curriculum will apply for students who begin their studies as of 1st September 2019.