Curriculum for Bachelor's Degree Programme in International Sales and Marketing

2017

Part 2 – Institutional part

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1. Exams

The rules regulating the exams of the study programme are prepared with starting point in Executive order no. 1500 of 2 December 2017 on Tests and Examinations in Business-oriented Educational Programmes (The Examination Order).

The study programme operates with three different types of exams:

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

All exams must be taken during the first exam period following the completion of the teaching period. The student is automatically registered for the exam. The student is entitled to three examination attempts for each exam. All exams must be passed. Passed exams may not be taken again.

The student cannot deregister for the exam. If a student has not submitted his or her [reasoned] deregistration for an exam in due time, the exam is considered as an attempt, in terms of the number of examination attempts permitted.

1.1 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 the programme administration no later than four weeks before the examination. In case of sudden health problems, an exemption from the deadline can be made.

1.2 Make-up and re-examination

A student who has not been able to complete an exam owing to documented illness or other unforeseenable account, may take a make-up exam as soon as possible. The make-up exam may not be in the same format. Illness must be documented by a medical certificate. The institution must receive the medical certificate no later than 2 working days after the exam date. The student must himself/herself pay for the medical certificate. If the illness is not documented as stated above, the student will be considered to have used one examination attempt.

If the compulsory 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 have used one examination attempt and will automatically be registered for the next examination period. The institution may make exemptions from this.

1.3 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, unless otherwise clearly stated in the handed-out exam paper/guidelines.

The student may not bring or use aids which make it possible to have a conversation or communicate with others, eg. mobile phones and other data communication equipment which makes it possible for the student to communicate with others.

The students may not share or lend examination aids to each other during exams. The students may in no way communicate with each other after start of the exam.

If a student tries to get in touch with another student or uses examination aids which are not allowed, the student will immediately be expelled from the exam.

2 Compulsory assignments and projects

Each compulsory educational element in the semester modules is concluded by a compulsory assignment, which must be approved before the student can attend the exam.

The study programme includes a number of compulsory assignments in the form of projects, individual or group based assignments, case presentations, competitions etc., which must be approved in order for the student to be allowed to attend the exam during the semesters and at the end of the semesters. Guidelines have been prepared for all projects including consequences to be enforced if a project is not approved.

Schematic presentation of the relationship between exams and educational elements and timewise location in the study programme of compulsory educational elements and of internship, including exams with external assessment.

Overview of exams and assessments

Exam name	Educational element	Grading	Included on diploma
1st semester exam, external (Written, 30 ECTS)	1 The company's strategic basis 2 The customer as starting point	7-point scale	1 grade
Compulsory exams during the semester	Exam in The company's strategic basis Exam in The customer as starting point Mock-exam	Must be passed to register for the 1st semester exam	
2nd semester exam, 15 ECTS) – internal Written two hours examination after theme 3 30 minutes oral examination after module 4	3 Industry and competitors 4 Sales management and the sales development of the company	7-point scale 1/3 2/3 Must be passed separately	1 partial grade 1 partial grade 1 counting grade
Compulsory exams during the semester	Exam in The company's strategic basis Exam in Sales management and the company's sales development	Must be passed to register for the 2nd semester exam	
Exams in classes with in depth themes, internal Elective educational element 1 (10 ECTS) Elective educational element 2 (5 ECTS)	Elective educational elements Part exam 1: Part exam 2:	7-point scale Must be passed in combination	1 partial grade 1 partial grade 1 counting grade
3rd semester exam Internship exam (15 ECTS), internal and oral Bachelor project (15 ECTS), external	Internship, course and report Bachelor project	7-point scale 7-point scale	1 grade 1 grade

Overview of educational elements' ECTS distribution per semester

Educational elements' distribution per semester	1 year	2 year	ECTS
National elements taught as courses			**45**
Marketing	17,5		17,5
Organization/Management & Supply Chain Management	10		10
Finance/economics	7,5		7,5
Science and methodology	5		5
Business law	5		5

Institutional elements			**15**
Electives (in depth subjects)		5 10	15
Internship and bachelor project			**30**
Internship and report		15	15
Bachelor project		15	15
Total			**90**

Schematic presentation of the relationship between ECTS-distribution module 1-4 and courses

Module/course	Marketing	Organisation/ management/ supply	Finance/ Economics	Law	Theory of Science and Methodology
1 The company's strategic basis (10 ECTS)	2.5	2.0	2.0	1.0	2.5
2 The customer as starting point (20 ECTS)	9.0	3.5	3.0	3.0	1.5
3 Industry and competitors (5 ECTS)	2.0	1.0	1.0	0.5	0.5
4 Sales management and the sales development of the company (10 ECTS)	4.0	3.5	1.5	0.5	0.5
Total	17.5	10	7.5	5	5
Electives Classes where students may work in depth with a subject (15 ECTS)					

3 Elective educational elements

As part of the 2nd semester the students may attend elective educational elements. The elective educational elements is a possibility for the student to enhance his/her competencies through specialisation and working in depth with themes relating to the core contents of the study programme. Two different in-depth classes representing 10 ECTS and 5 ECTS respectively are offered on the 2nd semester. Classes open when approx. 12 students register.

The timewise location of the elective elements is in the 2nd semester of the study programme.

Elective educational elements: Classes where students may work in depth with a subject
Class 1 - 10 ECTS • The individual institutions offer joint elements and elective educational elements as required.
Class 2 - 5 ECTS • The institution define the elective in-depth element
Assessment of the exam: Total

Elective elements are examined individually with an internal assessment according to the 7-point scale; they must be passed in combination. Learning goals as well as examination will appear from the in-depth classes offered.

4 Guidelines for implementing 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.

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 Demands to involved parties

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.

4.1.1 The student

The student is responsible for the process until signing of the internship agreement with the entrepreneur/company environment or the company. The institution supports the student during this process in different ways to ensure that the student achieves the set learning goals. 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 the institution who will then assist to find a solution. Students who have an alternative internship period approved will have an internship supervisor 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.

4.1.2 Internship supervisor

The internship supervisor is responsible for introducing the internship, approving the internship agreement, following up during the internship period and take the student through exam after the internship. It is further the responsibility of the supervisor that an internship can be approved and that the student achieves the learning goals, if a student decides to implement the company internship in his/her own company.

4.1.3 Career centre/IBA Business

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.

4.1.4 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 the institution's internship concept regarding follow-up and evaluation.

5 Study abroad

The student attending this study programme may complete 2nd semester at educational institutions abroad. With respect of the learning environment in classes numbers of students studying abroad may be limited. It is also possible to implement company internships and bachelor projects in companies or organisations abroad. The institution must approve/provide credits before the study abroad takes place. To secure the best possible learning environment in the classes limitations of numbers of study-abroad-places may rule.

6 Bachelor project

The final bachelor project may be prepared individually or by 2-3 students working together. The bachelor project must have a maximum scope of: 100,000 characters for one student, 150,000 characters for two students and up to 200,000 characters for three students. Characters include spaces, footnotes, figures and tables, but are exclusive of cover page, table of contents, references and enclosures.

Requirements for the bachelor project are described in more detail on the institution's digital education platform.

Based on the written report, the student attends an individual oral exam which lasts 45 minutes, including assessment. Graded according to the 7-point scale. One combined grade is given for the bachelor project; the written report counts for 2/3 and the oral exam counts for 1/3. The student's ability to express himself/herself and his/her spelling skills count for 7 % of the assessment of the bachelor project.

If the total assessment gives a grade lower than 02, the student must prepare a new project with a new problem statement. In case of a written assignment prepared by more students, the individual assessment can only be made, if the contribution of the individual student can be stated. The oral individual presentation is based either on the contribution of the individual student or the assignment as a whole, if the individualisation is not stated.

When answering the set problem statement, it is important that the student can make use of central theories and methods. Further, the bachelor project must make use of empiric data to answer the current problem statement. The institution prepares detailed guidelines with the formal requirements for the project. Guidelines are given to the students in due time before the exam project starts.

7 Cheating in exams

7.1 Disturbing behaviour and cheating in exams

It is considered cheating if a student in connection with 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.

7.1.1 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, eg. material included in a bachelor project, in compulsory assignments or in other exam papers
- Written material which is to be used or has been used in connection with an oral exam.

7.1.2 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 medium (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.

7.1.3 Disturbing behaviour during tests and exams

IBA is authorised to expel a student from exam, if the student has a disturbing behaviour; for instance, has a noise behavior or is in other ways breaking IBA's rules for behavior 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. Please read paragraphs 7.1.5 and 7.1.6 for sanctions for disturbing behaviour.

7.1.4 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.

7.1.5 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.

7.1.6 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 paper. Cancellation 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 to IBA's sanctions be reported to the police.

7.1.7 Exam complaints

Complaints concerning exam conditions may be submitted individually by the student to IBA (Head of Department). Further to Executive order no. 1500 of 2 December 2016 regulations on exam complaints can be found in the corps of external examiners. The complaint must be in writing and reasoned. The complaint must be submitted no later than two 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:

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

The Head of Department must immediately present the complaint to the original examiners, who must submit their statement within two 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 one week.

Based on the recommendation of the examiners the Head of Department (eventually the Headmaster) 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 reasoned 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 examiners 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, the institution will take back the diploma until a new assessment has been made and subsequently issue a new diploma.

7.1.8 Appeals of the decision relating to further educations

The student may present IBA's decision concerning the academic issues to an appeal board appointed by the institution. the appeal board will then make the decision. The student must submit the appeal to IBA. The appeal must be in writing and reasoned. The appeal must be submitted no later than two weeks after the student has learned of the institution'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. Board discussions can take place in writing, also electronically, if all board members agree that written discussions are allowed. 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 ended by a vote and in case of parity of votes, the vote of the chairman of the board is decisive.

The decision must be in writing and reasoned 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 two months and in case of summer exam no later than three 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.

8 Applied forms of teaching and working

8.1 Goal-oriented learning

The study programme consists of three semesters which together provide the BA student with the competencies outlined in the study programme curriculum.

Each semester forms a complete and defined teaching period with its own examination. A student may therefore replace a semester by a documented equivalent course and examination from another Danish or foreign educational institution.

Each teaching period is comprised by educational elements. The purpose of the educational elements is to provide the student with professional and methodical competencies to make him/her able to use complex problem statements in practise within the profession and on a well-founded theoretical background.

In addition, the student will through the study programme learn to identify and cover own learning needs and make himself/herself able to enter into personal and complex cross-cultural relationships while being flexible, goal-oriented and powerful - both in relation to customers and business partners and in relation to colleagues and managers- in and outside Denmark. Each teaching period and its educational elements reflect the profession's core components in practice. Further, elective elements offer the student the opportunity to in study groups or via the offerend elective elements to define a relevant theme related to the profession and define a number of professional compulsory educational elements to work on in depth.

The purpose of the company internship is to give the student an opportunity to put into practice the first two semesters' learning outcome on the profession's problems in practice. The internship is therefore to take place in a company and job role relevant for the profession. The final bachelor project is further to be written in a company and job role relevant for the profession and the student must here in practice demonstrate his/her total learning outcome to solve a defined problem statement relevant for the profession.

The elective elements together with the company internship and the bachelor project give the student the possibility of personalising his or her complete competency profile.

8.2 Practice-based learning

Through participation in quality and development work as well as involvement in company network and knowledge network with customers and research institutions, the lecturers achieve an insight in and knowledge about the most recent tendencies in business. These experiences are systematically used in the study programme.

Via projects, company internship and the bachelor project the students gain contact with practice and are offered the opportunity to combine theory and practice.

8.2.1 Teaching method and structure

1st and 2nd semester
Teaching in the first two semesters of the study programme is based on compulsory educational elements related to the main modules The company's strategic basis, The customer as starting point, Industry and competitors and Sales Management and the Company's sales development together with the elective elements.

The academic approach to the compulsory educational elements is based on traditional academic disciplines for the profession, but the core components and compulsory educational

elements are guiding the learning process. This ensures a holistic and interdisciplinary approach to the complex problem statements in practice which characterise the profession.

Teaching is thus planned with these problem statements as a starting point and will to a high extent build upon empirical methods, cases and best practice from the companies with whom the study programme has a cooperation. Further, it is of importance that the lecturers of the study programme have practical professional experience and are participating in knowledge-sharing networks in both practice and research environments within the academic field of the profession.

Teaching is implemented through lectures, classes, practical training exercises, presentations, cases, seminars and projects as well as company internships. The teaching is based on the most recent knowledge and results from national and international research, tests and developmental work from disciplines connected to the profession. IT is used as a tool, an educational method and for information sharing.

9 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 exams and compulsory assignments.

10 Credits

10.1 Transfer of credits

The institution 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.

The institution 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".

10.2 Credit students

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

11 Study activity

As a rule, attendance to the study programme is not compulsory but as a major part of the teaching is planned to be a dialogue between student and lecturer/supervisor and inbetween students, it will be difficult to accomplish the study programme without being participating in the major part of the activities of the study programme.

Attendency is compulsory according to the descriptions for compulsory assignments and projects etc. To be able to achieve the learning goals/outcome of the study programme there is compulsory attendance to certain study elements in the form of eg: submitting/presentation of assignments, projects etc.; and compulsory attendance in the form of physical presence.

Before the student may attend an exam/register for an exam, the semester activities with compulsory attendance (compulsory activities) must be approved. The institution may unregister students from the study programme, if they are not active in their study with reference to Executive Orders.

Criteria for study activity are:

Passed exams.

1st semester exams must be passed before the end of 2nd semester.
2nd semester exams must be passed before the end of 3rd semester.
The bachelor project must be passed 2 years from study start, at the latest.

12 English-language teaching and teaching materials

The international dimension of the study programme and the aim to include new theories and empirical methods within the field means that much teaching material, cases, teaching, written projects and presentations etc will be in English. The student is therefore required to have gained written and spoken English skills equivalent to graduates in the AP programme in Marketing Management.
The language of the exams which will lead to a diploma will be in Danish for Danish classes and in English for international classes. However, the assignment given may be in English for all classes.

13 Rules of dispensation

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

14 Parallel study programme at foreign educational institutions

The student may choose to follow a bachelor study as E-learning parallel to his/her study programme as bachelor in International Sales and Marketing. The study programme means that the student via E-larning modules must attend courses and pass exams within finance, HRM, Marketing and Cultural Understanding.

Admission is conditioned by the student to

- have graduated in the AP programme in Marketing Management or a similar study programme.
- follow the bachelor study programme in International Sales and Marketing
- have English skills at a level equivalent to IELTS of 6.5
- be approved by IBA's lecturers or study programme management.

15 Enforcement, title, duration and diploma

This curriculum will apply for students who begin their studies as of 30 August 2017.

Title, duration and diploma
Graduates from the programme have the right to use the Danish title of 'Professionsbachelor i international handel og markedsføring'. The English title is Bachelor of International Sales and Marketing (re. Qualifications Framework 6)

The programme is a full-time, independent graduate study to the Academy Profession Degree Programme in International Sales and Marketing (AP in Marketing Management) and it is rated at 90 ECTS-credits. 60 ECTS-credits are equivalent to the work of a full-time student for one year (§10 in Executive Order no. 247 of 15 March 2017 on technical and commercial Business Academy Programmes and Professional Bachelor's Programmes.

Study programmes that have a standard duration of up to 120 ECTS-credits must be completed within the number of years corresponding to twice the standard duration of the study programme. Other study programmes must be completed within the number of years corresponding to the standard duration plus 2 years. Thus, this study programme must be completed no later than 3½ years after the student is enrolled in the programme.
In exceptional circumstances, the academy can grant an exemption from the 3½ years.

Diploma
The academy issues a diploma when the student has graduated in the AP in Marketing.

16 Reference to legal basis

The curriculum is based on the following acts and regulations:

- Danish Act no. 986 of 18 August 2017: Executive Order on Business Academies Programmes and Professional Bachelor's Programmes
- Executive Order no. 247 of 15 March 2017 on technical and mercantile Business Academies Programmes and Professional Bachelor's Programmes
- Order no. 107 of 27 January 2017: Executive Order on Admission to Academy Profession Degree Programmes and Professional Bachelor Programmes.

  The programme is an independent graduate study to the Academy Profession Degree Programme in International Sales and Marketing (AP in Marketing Management) and the admission requirements are a graduated AP programme in Marketing Management or a similar study programme.
- Executive Order no. 1500 of 2 December 2016: Executive Order on Tests and Examinations in Business-oriented Educational Programmes
- Executive Order no. 114 of 3 February 2015: Executive Order on Grading Scale and Other Forms of Assessment
- Executive Order no. 1047 of 30 June 2016: Executive Order on Business Academies Programmes and Professional Bachelor's Programmes and Executive Order no. 903 of 27 June 2016 regarding §4
- Executive Order no. 1031 of 3 November 2009: on the Professional Bachelor's Degree Programme in International Sales and Marketing – updated
- Executive order no 597 of 8 March 2015: Executive order on Talent Initiatives in higher educational programmes.