

Correction sheet for International Sales and Marketing curriculum

Correction sheet for the curriculum part 2, institutional part, with commencement 15.08.2018

Corrected 12 December 2018 by the Head of Programme, Dorthe Bohlbro.

Commencement

This correction sheet for the institutional part of the curriculum from August 2018 applies to all students who were admitted to the programme on 15.08.2018 and applies to all students who are admitted to the programme on the stated date, or later.

Changes to Institutional Part of the curriculum

The changes relate to section 3.1 (overview of the exams and their timing), 3.4 (description of the exam in industry and competitors, 5 ECTS) and 3.5 (description of the exam in sales management and the sales development of the company, 10 ECTS) on the 2nd semester.

The changes relate to the two exams described in section 3.4, industry and competitors, and section 3.5, sales management and the sales development of the company, which have been joined together into one exam called 2nd semester exam as prescribed in the national curriculum á 20.08.2017 section 2.5 concerning the number of exams in the national subject elements.

These changes mean that the two subject elements on the 2nd semester will in the future be covered in one exam worth 15 ECTS, as described below under the changes in 3.1 and 3.4 while section 3.5 has been deleted.

Original formulation:

3.1 Overview of examinations and their timing

With indication of whether internal or external assessment

Time	Subject/exam	ECTS	Internal/external assessment	Assessment
1st semester	National subject element 1 and 2: The company's strategic basis and the customer as the starting point	30	External	7-point scale
2nd semester	National subject element 3: Industry and competitors	5	Internal	7-point scale
	National subject element 4:	10	Internal	7-point scale

	Sales management and the sales development of the company			
2nd semester	Institutional subject element a: Immersion line	10	Internal	7-point scale
2nd semester	Institutional subject element b: <ul style="list-style-type: none"> • Speciality module • International summer school • Advanced financial management and financing (AU BSS) 	5	Internal	7-point scale
3rd semester	Internship exam	15	Internal	7 – point scale
3rd semester	Final bachelor project	15	External	7 – point scale

Information concerning times, dates and locations for the exams can be found on Study Update

All exams are held in English. For all international programmes, all exams are conducted in English.

As well as

3.4 Industry and competitors - 5 ECTS

Learning objectives for the exam

The learning objectives are identical with the learning objectives of the national subject elements on the 2nd semester, industry and competitors (see the national curriculum).

The exam form and organisation including any formal requirements

Based on a case handed-out at 8.00 am on the exam date, there will be a 2-hour individual written exam from 12:30-14:30.

All aids and assistance can be used during the exam except mobile phones and chat functions.

The students are not allowed to work together from the time the case has been handed-out and until the exam is finished. Due to plagiarism control, be aware that any jointly produced material or any material that has previously been used, may not be used in this exam.

Prerequisites for the exam – active attendance and submission requirements

Compulsory task 3 in the 2nd semester must be handed in on time and with credible content, the criteria can be found in the description of the compulsory tasks on Study Update.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the learning objectives for the national subject elements: Industry and competitors. The learning objectives are specified in the national part of the curriculum.

The exam is assessed with an internal co-examiner and a mark is awarded according to the 7-point scale. The mark will appear on your diploma.

3.5 Sales management and the sales development of the company, 2nd semester - 10 ECTS

Learning objectives for the sub-exam

The learning objectives are identical with the learning objectives of the national subject elements on the 2nd semester, Sales management and the sales development of the company (see the national curriculum).

The exam form and organisation including any formal requirements

There will be a 30-minute oral examination. The student will draw two questions and then have 30 min. preparation time and is allowed to use aids and assistance. The students will be examined in the questions without aids and assistance. There are approximately 12 minutes for each question and about 6 minutes for the assessment.

Prerequisites for the exam – active attendance and submission requirements

Compulsory task 4 in the 2nd semester must be handed in on time and with credible content, the criteria can be found in the description of the compulsory tasks on Study Update.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the learning objectives for the national subject elements: Sales management and the sales development of the company. The learning objectives are specified in the national part of the curriculum.

The exam is assessed with an internal co-examiner and a mark is awarded according to the 7-point scale. The mark will appear on your diploma.

Changed to:

3.1 Overview of examinations and their timing

With indication of whether internal or external assessment

Time	Subject/exam	ECTS	Internal/external assessment	Assessment
1st semester	National subject element 1 and 2:	30	External	7-point scale

	The company's strategic basis and the customer as the starting point			
2nd semester	National subject element 3 and 4: Industry and competitors and Sales management and the sales development of the company	15	Internal	7-point scale
2nd semester	Institutional subject element a: Immersion line	10	Internal	7-point scale
2nd semester	Institutional subject element b: <ul style="list-style-type: none"> • Speciality module • International summer school • Advanced financial management and financing (AU BSS) 	5	Internal	7-point scale
3rd semester	Internship exam	15	Internal	7 – point scale
3rd semester	Final bachelor project	15	External	7 – point scale

Information concerning times, dates and locations for the exams can be found on Study Update

All exams are held in English, for all international programmes, all exams are conducted in English.

As well as

3.4 Industry and competitors and sales management and the sales development of the company - 15 ECTS

Learning objectives for the exam

The learning objectives are identical with the learning objectives of the two national subject elements on the 2nd semester (see the national curriculum).

The exam form and organisation including any formal requirements

There will be a 30-minute oral examination. The student will draw two questions and then have 30 min. preparation time and is allowed to use aids and assistance. The students will be examined in

the questions without aids and assistance. There are approximately 12 minutes for each question and about 6 minutes for the assessment.

Prerequisites for the exam – active attendance and submission requirements

Compulsory task 3 and 4 on the 2nd semester must be handed in on time and with credible content, the criteria can be found in the description of the compulsory tasks on Study Update.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the two national subject elements on the 2nd semester: The learning objectives are specified in the national part of the curriculum.

The exam is assessed with an internal co-examiner and a mark is awarded according to the 7-point scale. The mark will appear on your diploma.

3.5 Deleted