



Correction sheet for the institutional curriculum 2018 for Bachelor in International Sales and Marketing

Bachelor in International Sales and Marketing
Corrected 8 January 2019.

Commencement

This correction sheet for the institutional part of the curriculum 2018 comes into effect from 15 August 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 2018

Pertaining to section 3.6. Institutional subject element a – immersive line 2nd semester, 10 ECTS

Original formulation:

3.6. Institutional subject element a – immersive line 2nd semester, 10 ECTS

Learning objectives for the exam

The learning objectives for each of the offered lines on the 2nd semester can be found in the curriculum part III: Immersion line.

The exam form and organisation including any formal requirements

A 30-minute individual oral exam is held with 30 minutes individual preparation time. The students are examined in the immersion line's learning objectives. The examination time is distributed evenly between the examination of the written group report and an academic question which is drawn before the exam. The preparation time is used for the preparation for the exam's academic question.

Prerequisites for the exam – active attendance and submission requirements

It is a prerequisite that the students have handed-in a written group report to take the oral exam.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the learning objectives which can be found in the curriculum's part III. The exam is assessed with an internal co-examiner and a mark is awarded according to the 7-point scale.

Changed to:

3.6. Institutional subject element a – immersive line 2nd semester, 10 ECTS

Learning objectives for the exam

The learning objectives for each of the offered lines on the 2nd semester can be found in the curriculum part III: Immersion line.

The exam form and organisation including any formal requirements

The exam is an individual oral exam on the basis of a group report.

Formal requirements for the group project

The group report must be 5 pages corresponding to a maximum of 10,500 keystrokes, excluding appendices.

The group report must be prepared in groups with 5-6 students. Group projects must not be individualised.

The oral exam

The individual oral exam lasts 30 minutes, including the assessment, and will be conducted as follows:

- The students present the group's solution: 5-7 minutes
- Discussion with the examiner and co-examiner of both the group's solution as well as the individual's perspectives, based on the project and the learning objectives: 18-20 minutes
- Assessment: about 5 minutes

Prerequisites for the exam – active attendance and submission requirements

It is a prerequisite to take the oral examination that the students have participated in the group work and handed-in the written group report.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the learning objectives which can be found in the curriculum's part III. The exam has an internal co-examiner and an individual mark is given according to the 7-point scale based on an overall assessment of the student's written and oral performance.

Approval

This correction sheet has been adopted and approved by Business Academy Aarhus on 8 January 2019.

Dorthe Bohlbro, Head of Programme.