

**CURRICULUM**  
for the  
**Bachelor's Degree Programme in Innovation and  
Entrepreneurship**

Revised 3 July 2018

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This national part of the curriculum for the Bachelor's Degree Programme in Innovation and Entrepreneurship has been issued pursuant to section 18(1) of the Ministerial Order on Technical and Commercial Academy Profession Programmes and Professional Bachelor Programmes (*Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser*). This curriculum is supplemented by the institution-specific part of the curriculum, which is laid down by the individual institutions offering the programme.

The curriculum has been prepared by the educational network for the Bachelor's Degree Programme in Innovation and Entrepreneurship and approved by the boards of all the institutions offering the programme – or by the president upon authorisation – after consulting the institutions' education committees and the chairmanship of the external examiners for the programme.

## 1. Intended learning outcomes

The objective of the programme is to provide the students with the ability to perform a wide range of innovative, entrepreneurial and development-oriented tasks in their own business or in an already existing business.

### Knowledge

The graduate has:

- development-based knowledge of the subject area and profession's practices and applied theory and methodology in relation to innovation and entrepreneurship
- development-based knowledge of management theories and methodology and their application in practice
- knowledge of relevant models for assessing growth and development opportunities and their application in practice
- the ability to understand and reflect on different types of innovative and entrepreneurial environments and their potential.

### Skills

The graduate can:

- evaluate practice-oriented and theoretical issues as well as developing sustainable and scalable business concepts in new and existing businesses
- apply and evaluate a wide range of management tools in different development stages and in relation to various target groups in a new or existing business
- communicate practice-oriented and academic issues, processes and solutions to partners and users.

### Competencies

The graduate can:

- act as an entrepreneur by being able to identify, develop and execute business opportunities in new and existing businesses and organisations
- independently enter into specialised and interdisciplinary collaboration, including controlling and completing a development and innovation process, and, as part of this process, assume responsibility within the framework of professional ethics with curiosity, creativity, collaboration/a collaborative spirit/collaborativeness?, proactivity and critical thinking
- lead and act professionally in complex and development-oriented situations as well as developing and utilising personal and organisational networks
- identify personal learning needs as well as the learning needs of others in order to develop and maintain relevant competencies related to the profession.

## **2. The programme contains four national programme elements**

### **2.1. Innovation**

#### Contents

This programme element includes ideation, creative and innovative processes and concept development regarding the development of sustainable products, concepts, processes etc. in new or existing businesses.

#### **Learning objectives for Innovation**

##### Knowledge

The student must have:

- development-based knowledge of various types and perceptions of innovation and the ability to reflect on their relevance
- knowledge and understanding of practices and applied theory and methodology in relation to the development of sustainable business models, designs, products/concepts and processes, from problem identification to ideation and finally validation and implementation
- knowledge of the different approaches and methods for generating and applying knowledge and insights, including collecting, processing, analysing and validating data, and the ability to reflect on the applicability thereof.

##### Skills

The student must be able to:

- apply the methods and tools of the subject area and master the skills related to working with innovation, including methods for testing ideas, concepts, products etc. as well as creative and innovative processes
- evaluate practice-oriented and theoretical issues relating to innovation as well as choosing and explaining relevant solution models in relation to the relevance and sustainability of personal and peer ideas, concepts, processes and products
- communicate practice-oriented and academic issues, innovative processes and products to stakeholders.

##### Competencies

The student must be able to:

- develop and drive innovation processes in practice, from problem identification to ideation and finally to the validation and implementation of a sustainable product, design, concept or process in new or existing businesses and organisations
- independently enter into specialised and interdisciplinary collaboration within the field of innovation and assume responsibility within the framework of professional ethics
- identify personal learning needs and develop own knowledge, skills and competencies within the field of innovation.

## **ECTS credits**

The Innovation programme element is worth 10 ECTS credits.

## **2.2. Entrepreneurship**

### Contents

This programme element covers both entrepreneurship and intrapreneurship, including testing and validation of concept and business models in relation to product development, marketing and go-to-market.

### **Learning objectives for Entrepreneurship**

#### Knowledge

The student must have:

- development-based knowledge of the subject area's practices and applied theory and methodology, including various approaches to entrepreneurship and intrapreneurship, and the ability to reflect on their relevance and applicability
- knowledge of and the ability to reflect on different approaches to the importance of the outside world for entrepreneurship
- knowledge of the challenges of and tools for starting and running a business as well as the ability to reflect on these.

#### Skills

The student must be able to:

- use intrapreneurial and entrepreneurial methods and tools and reflect on their relevance and applicability in relation to the development, establishment and operation of sustainable concepts
- evaluate practice-oriented and theoretical issues relating to intrapreneurship and entrepreneurship as well as choosing and explaining relevant solution models
- communicate practice-oriented and academic issues relating to intrapreneurship and entrepreneurship and solutions to partners and stakeholders.

#### Competencies

The student must be able to:

- handle complex and development-oriented situations related to starting new projects, organisations and businesses
- identify personal learning needs and develop own knowledge, skills and competencies within the field of intrapreneurship and entrepreneurship.

## **ECTS credits**

The Entrepreneurship programme element is worth 10 ECTS credits.

## **2.3. Business Development**

### Contents

This programme element covers business and market understanding as well as business development, including strategic analyses of customers and competitors in relation to both the establishment, operation, development and scaling of their own or an existing business. The focus is on identifying and analysing growth opportunities as well as on evaluating financial, social and environmental impacts of the development activities.

### **Learning objectives for Business Development**

#### Knowledge

The student must have:

- development-based knowledge of the subject area's practices and applied theory and methodology related to business understanding and business development, and the ability to reflect on their relevance and applicability
- knowledge and understanding of trends, markets, customers and competitors in relation to the operation and scaling of their own or an existing business
- a basic understanding of business economics to ensure sustainable business models.

#### Skills

The student must be able to:

- develop and evaluate business models based on external and market conditions in relation to their own professional knowledge
- analyse the possibilities for business development based on an understanding of the professional, social, cultural and financial interests of themselves, customers and other players as well as planning and executing concrete business development initiatives in practice
- communicate practice-oriented and academic issues and solutions related to business development to partners and users.

## Competencies

The student must be able to:

- handle complex and development-oriented processes within business development as well as challenging existing and developing new sustainable business models and combining traditional and innovative models
- independently enter into specialised and interdisciplinary collaboration and assume responsibility within the framework of professional ethics
- identify personal learning needs and develop own knowledge, skills and competencies in relation to business development.

## ECTS credits

The Business Development programme element is worth 10 ECTS credits.

## 2.4. Management

### Contents

This programme element covers management at the individual level, including self-management and personal development, as well as other forms of management, including project management, change management, innovation management and the development and management of teams in new or existing businesses.

### Learning objectives for Management

#### Knowledge

The student must have:

- development-based knowledge of the subject area's practices and applied theory and methodology in relation to management and network structures
- an understanding of the practices, theory and methodology applied in management, including personal, team, project and innovation management, and the ability to reflect on the applicability of these.

#### Skills

The student must be able to:

- apply the methods and tools of the subject area and master the skills related to employment in terms of the management field, including situation analyses in organisations undergoing change
- evaluate practice-oriented and theoretical issues as well as choosing and explaining relevant solution models within team, project, innovation and change management
- establish networks and build relevant relationships

- communicate practice-oriented and academic issues and solutions related to management initiatives and actions in specific contexts to partners and users, as well as building up and participating in relevant relations and networks.

## Competencies

The student must be able to:

- handle complex and development-oriented management tasks and challenges in concrete work situations, including personal management, team management, project management and change management in businesses and organisations
- independently enter into specialised and interdisciplinary collaboration within the field of management and assume responsibility within the framework of professional management ethics
- identify personal learning needs and develop own knowledge, skills and competencies related to the profession in terms of management.

## ECTS credits

The Management programme element is worth 10 ECTS credits.

### 2.5. Number of exams in the national programme elements

There are two exams in the national programme elements as well as an additional exam in the bachelor project. For the number of exams in the internship, see item 3.

For a complete overview of all the exams on the programme, see the institution-specific part of the curriculum, as the national programme elements described in this curriculum may have exams together with programme elements laid down in the institution-specific part of the curriculum.

## 3. Internship

### Learning objectives for student internships

#### Knowledge

The student must:

- be able to understand the concepts and methods for innovation and entrepreneurship, management and business development and have the ability to reflect on their applicability in the host company
- have knowledge of the host company and an understanding of the practices within the company and applied theory and methodology, as well as having the ability to reflect on the host company's practices.



## Skills

The student must be able to:

- apply methods and tools for planning and implementing innovative and entrepreneurial processes
- evaluate theoretical and practical issues and propose and explain solution models
- apply and communicate relevant theories for solving tasks in a start-up or in an organisation with development tasks of an innovative and/or entrepreneurial nature.

## Competencies

The student must be able to:

- act as an entrepreneur and independently engage in complex and development-oriented work processes and functions
- contribute development-based knowledge that can create value for the host company
- participate in and contribute to specialised and interdisciplinary collaboration and networks as well as identifying personal learning needs and developing own knowledge, skills and competencies during the internship.

## ECTS credits

The internship is worth 15 ECTS credits.

## Number of exams

The internship is concluded with one exam.

## 4. Requirements for the bachelor project

The learning objectives for the bachelor project are identical to the intended learning outcomes for the programme listed above in item 1.

The bachelor project must document the student's understanding of and ability to reflect on the profession's practices and application of theory and methodology in relation to a practice-oriented problem statement. The problem statement, which must be central to the programme and the profession, is defined by the student, possibly in collaboration with a private or public business. The institution approves the problem statement.

### Bachelor project exam

The bachelor project concludes the programme in the last semester, when all previous exams have been passed.

## ECTS credits

The bachelor project is worth 15 ECTS credits.

## **Exam type**

The exam is an oral and written exam with external examiners, where a total individual grade is awarded according to the 7-point grading scale for the written project and the oral performance.

## **5. Credit transfer rules**

Passed subject elements are equivalent to corresponding subject elements of other educational institutions offering the programme.

The student is obliged to provide information about completed subject elements from another Danish or foreign higher education institution or employment that may be assumed to grant credit.

In each case, the educational institution approves credit transfer on the basis of completed subject elements and employment that is commensurate with courses, programme elements and internship elements.

The decision is made on the basis of an academic assessment.

In case of pre-approval for a study period in Denmark or abroad, the student is obliged to document the subject elements completed during the approved study period after the end of the study period.

In connection with the pre-approval, the student must consent to the institution obtaining the necessary information after the end of the study period.

In the event of approval according to the above, the subject element is deemed to have been completed if passed in accordance with the rules of the programme.

## **6. Commencement and transitional arrangements**

### **Commencement**

This national part of the curriculum enters into force on 15 August 2018 and applies to all students enrolled on the programme.