Curriculum 2016-2018

Bachelor in Innovation and Entrepreneurship

Professionsbachelor i innovation og entrepreneurship

September 2016

Table of Contents – Joint National Curriculum

1. Scope of the curriculum

1.1. Commencement of the curriculum

This curriculum is valid for students starting in September 2016, and this joint national part applies to the following institutions:

Business Academy Aarhus
www.baaa.dk

Lillebaelt Academy
www.eal.dk

Cph Business
www.chpbusiness.dk

Business Academy Midtvest
www.eamv.dk

Zealand Institute of Business and Technology
www.easj.dk

1.2. Transitional scheme

This joint national part of the curriculum is valid from 1 September 2016 and applies to present and future students registering for this programme, and for exams taking place on the mentioned date or later.

The joint national part of the curriculum from September 2015 is not valid from 31 August 2016.

However, any examinations begun before 1 September 2015 must be completed according to this joint national part of the curriculum by 30 June 2017.

2. Admission to the programme

2.1. Programme requirements

Admission is in accordance with Ministerial Order no. 85 of 26 January 2016 on the admission to business academy programmes and academy profession bachelor programmes. The Ministerial Order is available at retsinfo.dk. (in Danish only)

2.2. Professional criteria for admission

Completion of an Academy Profession Degree or the equivalent fulfils the formal requirements for the Bachelor of Innovation and Entrepreneurship programme.

Admission to the programme strives to cover as wide a composition of graduates from the various AP degree programmes as possible. The aim of the programme is for students to work with innovation and entrepreneurship in interdisciplinary environments.

Applicants are assessed and given points according to the following criteria:
- Average of marks from the qualifying programme
- Motivation (as expressed in the application and possible contingent interview)
- Relevant work experience

3. Core elements of the programme

The programme comprises the following core elements:

The programme comprises the following core elements:
1. Innovation and development (25 ECTS)
2. Management and network (10 ECTS)
3. Corporate management (10 ECTS)

45 ECTS in total.

3.1. Content and learning objectives for the core elements: innovation and development

Weight: 25 ECTS

Content
The aim of this core element is to develop the students' entrepreneurial mind-set so that they are able to manage the creative and the unpredictable and become goal-orientated and structured in their work. In this connection, the student will gain insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others.

This core element must furthermore give the students skills and competencies for identifying possibilities as well as creating and developing business ideas firmly based in methodology in order to start up sustainable companies or activities in existing companies and organisations. This is in order to be able to initiate sustainable companies or activities in existing companies and organisations.

Learning objectives

Knowledge and understanding
The student will gain knowledge about:
- development of the theory and methodology within the discipline Innovation and Entrepreneurship:

- the significance of innovation and entrepreneurship as elements of the development of the individual, the company and society, and be able to reflect on this
- the development of the practices within creative and innovative processes and learn how to apply them
- the sources of innovation, and be able to reflect on this
- insight into the processes, from conception to sustainable project, business area or company and be able to demonstrate this
- the development of methods for identifying and evaluating opportunities
- the development of practices related to growth in already established companies and reflect upon the tools and methods for analysis, evaluation and development of strategic business and growth possibilities
- the primary paradigms of the theory of science in relation to innovation and entrepreneurship, and be able to reflect upon this

Skills
The student will get the skills to:
- be able to apply central theories and methods as well as master relevant skills related to innovation, development and growth
- be able to analyse and assess how innovation and entrepreneurship impact the development of society, companies and individuals
- be able to analyse, assess and apply creative and innovative relevant processes
- be able to assess, substantiate and choose relevant channels from concept to sustainable project, business area or company
- be able to identify, analyse and assess potential possibilities within innovation and entrepreneurship as well as communicate these to potential partners
- be able to assess, substantiate and choose and manage strategic growth possibilities for newly started and already established companies and communicate these choices to potential partners
- be able to assess and solve specific issues within innovation and entrepreneurship from a scientific and methodological perspective

Competencies
The student will learn to:
- be able to identify his/her own learning needs and keep abreast of the development of the subject and continuously develop own knowledge, innovative and entrepreneurial skills and competencies
- be able to handle complex and development-orientated situations in connection with the identification, critical assessment and development of possibilities
- independently be able to engage in academic and interdisciplinary collaboration and take responsibility for developing and managing innovative processes
- independently and/or in collaboration with others be able to manage the process of starting own activities or development projects
- independently and/or in collaboration with others be able to manage the process for development and growth in a newly started or an already established company

- be able to develop science-based projects, development plans and market studies based on complex and development-orientated issues

3.2. Content and learning objectives for the core elements: management and network

Weight: 10 ECTS

Content

The purpose of this core element is to provide the students with the necessary tools to convert ideas and opportunities into specific projects, and with insight into their own strengths and weaknesses, to be able to establish partnerships and networks that can make it possible to realise their ideas and opportunities. Moreover, the students should be able to manage change processes in companies with growth potential.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:

- theories and methods regarding organisational establishment, networking, project management and change management
- the significance of corporate culture and values for the development of companies and projects
- and be able to reflect upon practice in relation to organisational establishment, professional networking, project management and change management
- a theoretical perspective and be able to reflect upon various theories, concepts and methods in relation to solving specific challenges within project management, networking and change management

Skills

The student will get the skills to:

- be able to plan and manage a project based on relevant theory and project models
- be able to prepare the relevant organisation of a company
- be able to apply relevant network models and methods in connection with constructing and maintaining a professional network
- be able to manage the company's communication in relation to the establishment and development of the company
- be able to participate in managing change processes

Competencies

The student will learn to:

- be able to independently establish, develop and handle networks professionally on a strategic, tactical and operational level
- be able to collaborate and assume responsibility for organising and managing a company and its projects

- be able to handle the operational and management challenges in connection with growth based on key theories, concepts and methods that relate to change management
- be able to identify his/her own learning needs and develop learning objectives, reasoning abilities, skills and competencies in relation to establishing and carrying out projects.

3.3. Content and learning objectives for the core elements: corporate management

Weight: 10 ECTS

Content
The purpose of this core element is to establish a common base in the areas of IT/technology, sales/marketing and economics in order to be able to communicate professionally and commit oneself to the business aspects of the start-up and operation of companies and development projects with an innovative and entrepreneurial character. Moreover, the aim is to gain insight into personal strengths and weaknesses in relation to creating the best solutions in collaboration with others, including being able to learn from peers while contributing with your own skills to allow you to participate in joint project work focused on establishing and developing existing companies.

Learning objectives

Knowledge and understanding
The student will gain knowledge about:
- the key management areas for business start-ups
- making a sales and marketing plan
- key models and central methods within sales and the building-up of customer relations
- and understand the key models and methods of analysis and management of company finances
- developments and trends within IT and technology
- and understanding the importance of IT and technology for the start-up company and for the development of existing companies
- the various types of visualisation of products and concepts
- the legal aspects concerning product development and company start-ups

Skills
The student will get the skills to:
- consider and contribute to the implementation of the company's sales and marketing activities
- consider the use of IT and technology in connection with the start-up of companies and development projects

- be able to analyse and assess the economic aspects of business ideas and development projects
- be able to perform basic visualisation in connection with communicating business ideas
- be able to communicate their own professionalism to fellow students and business partners
- relate to the operation of the new company within the areas of IT technology, finance, as well as sales and marketing.

Competencies
The student will learn to:
- be able to collaborate with others with different professional backgrounds on the establishment of a company and its development projects
- be able to reflect on the opportunities and challenges in connection with the establishment, the operation and the development, as well as taking decisions regarding personal contributions to the process and identifying their own learning needs

4. Compulsory programme elements

The compulsory educational elements of the programme are:
1. Creative and innovative processes (5 ECTS)
2. Business proposition (5 ECTS)
3. Science of theory and methodology (5 ECTS)
4. Project management and network (5 ECTS)
5. Corporate Management (10 ECTS)
6. Growth (10 ECTS)
7. Change management (5 ECTS)

45 ECTS in total.

4.1. Content and learning objectives: creative and innovative processes

Weight: 5 ECTS

Content
The aim is to develop the students' entrepreneurial mind-set in order to be able to manage the creative and the unpredictable and to be goal-orientated and structured in their work. In this connection, the student will gain insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others.

Learning objectives

Knowledge and understanding

The student will gain knowledge about:
- the theory and methodology within the discipline: innovation and entrepreneurship
- the ability to reflect on the importance of innovation and entrepreneurship as elements in the development of the individual, the company and society
- development-orientated practice of the creative and innovative processes and their application
- and insight into processes from concept to sustainable company

Skills
The student will get the skills to:
- be able to apply key theories and methods from the profession
- be able to analyse and assess how innovation and entrepreneurship impact the development of society, companies and individuals
- be able to identify issues within certain areas, gather professional learning objectives and initiate creative processes based on the issues
- analyse, assess and apply creative and innovatively relevant processes
- be able to perform basic prototyping in connection with communicating business ideas

Competencies
The student will learn to:
- be able to handle complex and development-orientated situations in connection with idea development, idea screening and assessment
- independently be able to engage in professional collaboration across disciplines and take responsibility for the development and management of creative processes

4.2. Content and learning objectives: business proposition

Weight: 5 ECTS

Content
The aim is to develop the students' entrepreneurial mind-set in order to be able to manage the creative and the unpredictable and to be goal-orientated and structured in their work. In this connection, the student will gain insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others. The aim of the element is moreover for the student to be able to master the skills necessary for identifying and taking advantage of possibilities and to prepare an innovation plan.

Learning objectives

Knowledge and understanding
The student will gain knowledge about:
- innovation sources
- insight into processes from concept to sustainable company

- development based knowledge of methods for identifying and evaluating opportunities
- an understanding of the ability to reflect on various business opportunities
- the content and nuances of various types of business plans and business models

Skills
The student will get the skills to:
- be able to identify, analyse, assess and communicate opportunities with potential within innovation and entrepreneurship
- be able to assess, substantiate and choose relevant channels from concept to sustainable project, business area or company
- be able to assess and communicate various business opportunities to stakeholders
- be able to justify the choice of model for the business model as well as master the skills needed to prepare it
- be able to prepare an innovation plan

Competencies
The student will learn to:
- be able to handle complex and development-orientated situations in connection with the identification, critical assessment and development of possibilities
- independently be able to engage in academic and interdisciplinary collaboration and take responsibility for developing and managing innovative processes
- independently and/or in collaboration with others be able to manage the process of starting own activities or development projects

4.3. Content and learning objectives: science of theory and methodology

Weight: 5 ECTS

Content
The objective is to qualify the student to be able to analyse, understand and assess the applicability of paradigms, theories, methods and techniques in relation to innovation and entrepreneurship. Furthermore, the objective is to understand, analyse and apply basic aspects regarding scientific work methods, including information searching and gathering and the assessment thereof, aimed at communicating the analysed information within innovation and entrepreneurship on an academically scientific level.

Learning objectives

Knowledge and understanding
The student will gain knowledge about:
- the primary paradigms and theories in the theory of science and how they impact innovation and entrepreneurship

- the methodological implications of the theory of science and about methodological approaches that support the generation of reliable and valid learning objectives

Skills
The student will get the skills to:
- be critical of the theory of science and be able to discuss what knowledge is, how it can be generated and how it interacts with innovative and entrepreneurial practice
- be able to reflect on and discuss the theory of science in connection with the production of data and knowledge
- be able to work with professional innovative and entrepreneurial issues in a scientific and methodological perspective in connection with writing projects and reports
- be able to produce, gather and prepare data and to be critical to existing or new empirical data, including familiarity with scales of measurement and the ability to evaluate the timeliness, validity, reliability and generalisability of data
- be able to prepare scientifically based projects including the ability to clearly communicate the choice of research design, research results and solutions proposals, etc. in context

Competencies
The student will learn to:
- be able to transform theoretical choices and methods into valuable innovation processes
- be able to reflect on the significance of various theoretical approaches and to design and prepare value-added reports about innovation and entrepreneurship

4.4. Content and learning objectives: project management and network

Weight: 5 ECTS

Content
The purpose of this element is to provide students with the tools necessary for converting ideas and possibilities into specific projects and companies. This includes establishing and using networks with relevant stakeholders.

Learning objectives

Knowledge and understanding
The student will gain knowledge about:
- the understanding of theories and methods on the establishment of organisations, networks and project management
- and be able to reflect on practice in relation to the establishment of organisations, professional networks and project management

Skills
The student will get the skills to:
- be able to plan and manage a project based on relevant theory and project models
- be able to prepare the relevant organisation of a company
- be able to apply relevant network models and network methods in connection with creating and maintaining professional networks

Competencies
The student will learn to:
- be able to collaborate and assume responsibility for organising and managing a company and its projects
- be able to independently establish, develop and handle networks professionally on a strategic, tactical and operational level

4.5. Content and learning objectives: corporate management

Weight: 10 ECTS

Content and learning objectives
The learning objectives for the compulsory educational element corporate management are the same as for the core element corporate management (see 3.3). Therefore, the same learning objectives from the core area will be tested in the exam pertaining to the educational component.

4.6. Content and learning objectives: growth

Weight: 10 ECTS

Objective: The aim is to develop the students' entrepreneurial mind-set in order to be able to manage the creative and the unpredictable and to be goal-orientated and structured in their work. In this connection, the student will gain insight into his/her own strengths and weaknesses in relation to creating the best solutions in collaboration with others. The purpose of the educational element is furthermore to enable the student to identify, assess and deal with strategic growth opportunities for a newly started as well as an established company. Taking the company's development stage as a point of departure, the student must be able to assess, justify, select and implement the structure needed to support growth.

Learning objectives:
Knowledge
The student will gain knowledge about:

- development-based practice for growth in new and already established companies
- methods for identifying, analysing, evaluating and developing concrete business and growth possibilities
- cost benefit analyses and various financing alternatives
- the possibilities for counselling and sparring in connection with the identification of growth opportunities

Skills
The student will get the skills to:

- identify, analyse, assess and communicate opportunities with potential within innovation and entrepreneurship
- identify, analyse and assess the company's organisational situation and come up with concrete proposals for organisational development which supports the growth potential
- assess, select, communicate and manage growth opportunities for new and established companies
- identify and assess the specific risks associated with the identified growth opportunities
- prepare financial impact calculations and on that basis, assess the sustainability of identified growth opportunities
- assess, justify and select various financing opportunities and offers
- argue for the choice and composition of the advisory board and board
- be able to reflect on the advisory board's and the board's roll and composition during various stages of the company's development

Competencies
The student will learn to:

- handle complex and development-orientated situations in connection with identification, critical assessment and strategic application of growth opportunities and the execution of these
- independently and/or in collaboration with others be able to manage the process for growth in a newly started or an already established company

4.7. Content and learning objectives: change management

Weight: 5 ECTS

Content
The aim of this element is to provide the student with the necessary tools for handling the transition from start-up to growth company, and to be able to perform innovative projects in already existing companies.

Learning objectives

Knowledge and understanding
The student will gain knowledge about:
- various theories and methods regarding organisation development and managing change processes
- the significance of corporate culture and values for change processes and intervention opportunities
- and be able to reflect on theories, concepts and methods in connection with change management

Skills
The student will get the skills to:
- be able to manage the company's communication in relation to the establishment and development of the company
- be able to participate in managing change processes

Competencies
The student will learn to:
- be able to handle management challenges in connection with growth based on key theories, concepts and methods tied to change management

4.8. Number of exams for compulsory programme elements

The seven compulsory educational elements are examined in two final exams. See the overview of the programme's examinations in the section 'overview of examinations.'

An overview of the connection between ECTS and the core elements, the compulsory programme elements and examinations is illustrated in the table below:

	Compulsory programme elements							
	Creative and innovative processes	Business proposition	Science of theory and methodology	Project management and network	Corporate management	Growth	Change management	Total ECTS
Core elements								
Innovation and Development 25 ECTS	5 ECTS	5 ECTS	5 ECTS			10 ECTS		25

Management and network **10 ECTS**			5 ECTS			5 ECTS	**10**
Corporate management **10 ECTS**				10 ECTS			**10**
45 ECTS in total.							**45**
Exam	Examination - 30 ECTS				**Examination – 15 ECTS**		

4.8.1 Assessment criteria

The programme elements creative and innovative processes, business proposition, science of theory and methodology, project management and corporate management are all covered in the same examination. The examination is assessed according to the 7-point scale and constitutes 30 ECTS.

The programme elements growth and change management are covered in the same examination. The exam is assessed according to the 7-point scale and constitutes 15 ECTS.

Please see the local institutional part of the curriculum for a description of the exams.

5. Internship

The internship has a weight of 15 ECTS and is completed with an exam, which is assessed according to the Danish 7-point scale. The exam form and organisation are determined by each institution, and are described in the institutional part of the curriculum. The Internship exam may not take place until all the compulsory and elective programme elements exams have been passed.

Content

The purpose of the internship is to put the student into direct contact with real-life situations via one of the following types of internships:

1. Internship in own company
2. Internship in another company, e.g. a development project in a development department or in a start-up company where the conditions and issues are of an entrepreneurial nature so that the student fulfils the learning objectives.

5.1. The internship must fulfil the following requirements:

Internship in own company
- Documentation of an innovation process is required, e.g. via a video log
- Reflection on the innovation process is required, e.g. via a video or images
- Specific external initiatives must be taken, e.g. customer meetings, concluded partnerships, studies of financing options etc.
- Strategies and action plans for the further process must be developed
- The student must have a connection to an entrepreneurial environment or an existing business environment
- The student must find a board or an advisory board that will act as mentor during the internship
- The business plan for the company must include objectives of what should take place during the internship

Internship in another company:
- The innovation needs of the project or company must be documented
- Reflection on the innovation process that has been initiated in the project or company must be documented, e.g. via a video log
- Specific entrepreneurial development contributions from the student must be documented
- Strategies and action plans for the further process must be developed
- The student must have an advisor for the project/in the company

5.2. Learning objectives for the internship

The following learning objectives apply to the internship:

Knowledge and understanding
The student will gain knowledge about:
- relevant theory, method and practice in relation to the company and the industry
- concepts and methods and reflect on their practical application
- and get experience with participating in solving practical work and development issues in the field

Skills
The student will get the skills to:
- be able to use the knowledge gained for the pursuit of innovative and entrepreneurial processes
- be able to evaluate theoretical and practical issues and outline suggestions
- be able to apply and communicate relevant theories for solving issues in a start-up business or for a company with development tasks of an innovative and/or entrepreneurial nature

Competencies
The student will learn to:
- be able to see how his/her own role relates to specific tasks during the internship
- be able to enter into professional as well as interdisciplinary collaboration and networks

In accordance with the above mentioned learning objectives for the internship, the student, together with the company and supervisor from the academy, must set the overall objectives for the student's learning outcomes from the internship.

6. Bachelor project

The Bachelor Project is weighted 15 ECTS

6.1. Requirements for the Bachelor Project

The final bachelor project aims to link the student's knowledge, skills and competencies in relation to the programme's overall objectives and constituent programme elements in a practical and complex problem statement within the student's development field.

The problem statement is defined by the company that the student has established or, alternatively, by an existing innovative/entrepreneurial company where the student works with innovative and entrepreneurial issues.
The main exam project can be written individually or in groups of 2-3 students.

The Bachelor Project must not exceed:
- With 1 student: 100,000 characters
- With 2 students: 150,000 characters
- With 3 students: 200,000 characters

The number of characters includes spaces, footnotes, figures and tables but does not include the front page, table of contents, bibliography and appendices.

The student can choose to replace up to 10% of the written part with one or more visual element or prototype. For more information about the content of these visual elements and prototypes, see the institutional part of the curriculum.

6.2. Spelling and writing ability

Spelling and writing skills are included in the assessment of main exam project. The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be sent to the programme and addressed to the head of the programme no later than four weeks before the exam is due to be held.

6.3. Learning objectives

The main exam project must demonstrate that the academic level of the programme has been achieved according to appendix 1 of the Ministerial Order for the Bachelor of Innovation and Entrepreneurship programme: the objective of the programme is to qualify graduates from a wide range of commercial and technical business academy programmes to be able to start – independently or in collaboration with others - new and sustainable businesses and/or new projects, enterprises, etc. in existing companies, based on their various educational standards from their respective business academy programmes combined with the latest knowledge within innovation and entrepreneurship.

Learning outcome includes the knowledge, skills and competencies that the student must acquire in the course of the programme, cf. the prescribed Ministerial Order no. 151 of 15 February 2013.

Knowledge and understanding
The graduate has knowledge about:
- development of the theory and methodology within the discipline: innovation and entrepreneurship
- creative and innovative processes and knows how to implement them – from idea generation to sustainable company
- how to generate growth in already established companies
- the understanding of, as well as the ability to reflect on, the organisational aspects of innovative processes, project management and internal and external communication
- the understanding of, as well as the ability to reflect on, the central areas of management in a newly started company

Skills
The graduate is able to:
- implement central methods and tools as well as master the key skills necessary for the entrepreneur
- analyse, assess and apply creative and innovatively relevant processes
- identify, analyse and evaluate opportunities for the start-up of new businesses and growth in already established businesses
- implement relevant methods and tools in connection with managing projects and start-up companies
- select and implement relevant systems and tools within sales, marketing, finance and IT for managing a start-up company. They must also be able to justify and communicate their chosen systems

Competencies

The graduate is able to:

- remain updated regarding the current status of development within the discipline and continuously work towards developing their own knowledge, innovative and entrepreneurial skills and competencies
- continuously and professionally be able to relate to own learning and developmental needs in connection with developing, operating and expanding their own company
- be able to handle complex and development-orientated situations in connection with identifying, evaluating and developing opportunities for starting new companies or development projects for existing companies
- independently and/or in collaboration with others be able to manage the process for development and growth in an already established company
- be able to independently establish, develop and manage networks according to professional strategies, tactics and operations
- be able to enter into professional collaboration with people from various professional backgrounds regarding the establishment and running of a company

6.4. Assessment Criteria

The examination is external and is assessed according to the 7-point scale.
The examination consists of a project report and an oral defence. A single mark is given. The exam can only be taken after the final intern examination and all other exams of the programme have been passed.

Please see the institutional part of the curriculum for a description of the exams' form and organisation.

7. Overview of exams

Overview of examinations for the entire programme:

Exam	90 ECTS distributed for the exams	Assessment Criteria
1. 1st Semester exam	30	7 – point scale
2. 2nd Semester exam	15	7 – point scale
3. Exam in elective element	15	7 – point scale
4. Internship exam	15	7 – point scale
5. Bachelor project	15	7 – point scale

8. Credit

The institution may approve programme elements, or parts of these, if they have been passed at other educational institutions and when they are equivalent to similar programmes, or parts thereof, in this curriculum. If the element in question has been marked according to the 7-point scale at the examining institution, and is equivalent to an element in this curriculum, the mark will be transferred. In all other cases the mark will be shown as 'passed', and will not be included in the mark average.
The institution may approve that elements that have been passed in another Danish or foreign higher education programmes are substituted for elements included in this curriculum. On approval, the programme element is deemed to be passed if it was passed according to the rules of the programme in question. The assessment will be transferred as 'passed.'
Students are obligated to provide information on earlier passed programme elements that can be assumed to give credit.

8.1. Credit for elective programme elements

Passed elective programme elements are equivalent to the corresponding elements at other educational institutions that offer this programme or other programmes.

8.2. Prior credit approval

Students may apply for prior credit approval. For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies. In connection with applying for prior credit approval, the students give permission that the institution can obtain the necessary information after the student's completion.

Upon approval of the prior credit approval, the programme component is considered completed if it is passed according to the rules of the programme.

8.3. Rules of exemption

The business academies can, in exceptional circumstances, grant dispensation to the regulations of the curriculum set by the institutions. The institutions that offer the BA in Innovation and Entrepreneurship will collaborate on a uniform practice regarding dispensation.

9. Approval

This joint national part of the curriculum has been accepted and approved by the educational network for Innovation and Entrepreneurship on 10 June 2016.