



CURRICULUM
for
**Bachelor's Degree in International Sales and
Marketing**

Part II: Institutional Part

Commencement 21 August 2017

Valid for admissions from 20 January 2017



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This curriculum is part of the national curriculum and they must be used together. The national part of the curriculum is the same for all academies that offer this programme, while this part of the curriculum (the institutional part) is specific to Business Academy Aarhus.



1. Overview of elective elements on the programme

Semester	Subject elements (national and local including electives)	ECTS
1 st semester	National subject element 1: The company's strategic basis (business model)	10
1 st semester	National subject element 2: The customer as the starting point	20
2 nd semester	National subject element 3: Industry and competitors	5
2 nd semester	National subject element 4: Sales management and the sales development of the company	10
2 nd semester	Local subject element a: Academic immersion is offered within the following areas: <ul style="list-style-type: none"> • Strategic marketing and advertising • Project management • Purchasing and negotiation 	10
2 nd semester	Local subject element b: Elective subject element offered within: <ul style="list-style-type: none"> • Speciality module • International summer school • Advanced financial management and financing (AU BSS) 	5
3 rd semester	Internship	15
3 rd semester	Bachelor Project	15

2. Local subject elements

On this programme, there are local subject elements which are weighted 15 ECTS of which 15 ECTS are electives. However, for students admitted as of 20 January 2017 there will be 5 ECTS electives in the form of elective elements. Students may also follow electives at other academies provided that they pay for their own transportation, overnight accommodation, etc. The electives must be approved by Business Academy Aarhus before the students start the electives.

2.1 Local subject element a: Immersion line

Content

The immersion line is an elective element and offered within the following subject areas:

- Strategic marketing and advertising
- Project management
- Purchasing and negotiation



However, students admitted on 20 January 2017 will be offered the immersion line: Project management.

Learning objectives for immersion line

Each of the immersion lines are described with their learning objectives for knowledge, skills and competencies in the curriculum's part III - Immersion lines.

ECTS weight

The subject element immersion line is weighted 10 ECTS credits.

2.2 Elective subject element b

For elective subject element b, the students choose between:

- Speciality module
- International summer schools
- Advanced financial management and financing (AU BSS)

Speciality module

Content

The speciality module is an elective, in which the students immerse themselves in a topic of their choice chosen from one of the Academy's elective elements which can be found in the curriculum part IV - elective element's catalogue. The students work in pairs with the chosen topic, and a teacher is appointed to a study group consisting of 8-10 students, their primary role is supervision.

A start-up seminar will be held where the supervisor assists the students in structuring the chosen topic and in determining which parts of the relevant disciplines will contribute to their academic immersion. The students must also set objectives for the specific knowledge, skills and competencies to be acquired by the other students in the study group.

The work with the speciality module will end in a series of seminars where participants (in pairs) will present to the rest of the study group. The presentation must be based on the completed report, and exemplify interesting problem statements within the subject element.

It is possible to take a speciality module abroad, where the form can vary. Speciality modules abroad that are developed by Business Academy Aarhus are described separately. In addition, credit modules for Danish universities may be offered where the form can vary. Credit modules developed by Business Academy Aarhus are described separately under advanced financial management and financing (AU BSS).

Learning objectives for the speciality module

The course must put the programme's subject areas into perspective and has the following learning objectives for knowledge, skills and competencies:



Knowledge

The student will gain knowledge about:

- understanding and reflecting on the theory, method and practice within the chosen topic
- collecting relevant and scientifically sound literature and extracting the essence thereof

Skills

The student will get the skills to:

- be able to evaluate new theoretical topics and justify and choose appropriate solutions
- be able to communicate academic problems and solutions to peers and non-specialists
- compare theories as well as discuss theoretical problem statements

Competencies

The student will learn to:

- handle complex and development-orientated situations within academic relationships
- independently participate in academic cooperation in a professional manner
- identify their own learning needs and structure their own learning in different learning environments.

ECTS weight

The speciality module is weighted 5 ECTS credits.

2.3 International summer schools

Content

Elective subject element b with international summer schools is an international summer school stay which corresponds to the regular speciality module.

The purpose of an international summer school is to acquire the skills to engage in multicultural teams in an academic context. The subjects in each summer school vary, though each school includes innovation, and the student must solve a large assignment in cooperation with local students.

The summer schools have different destinations, most recently in Tanzania, Malaysia and Aarhus. The final choice of summer school must happen no later than the 1 March 2018. Students who choose the option 'elective subject element with international summer schools' as an elective



subject element on the 2nd semester, will be informed on the final options and conditions before 1 March 2018.

Learning objectives for elective subject element with international summer schools

Will be updated prior to the next international summer schools.

ECTS weight

The subject element international summer schools is weighted 5 ECTS credits.

2.4 Advanced financial management and financing (AU BSS)

Content

Advanced financial management and financing is offered in collaboration with Aarhus University. The purpose of the subject element is to acquire the competencies necessary to apply for admission to the MSc in Business Economics at Aarhus University. The subject element does not provide admission to MSc in Business Economics; it merely qualifies you to apply for the programme.

The subject element works with the following key problem statements:

Financial management (2 ECTS):

Use of management accounting models in companies
Managing costs throughout the value chain
Management accounting models in decentralised organisations
The budget as a management tool
Capital budgeting methods
Financial control

Financing (3 ECTS):

Appraisal
Risk measurement
Portfolio theory
Expansion through investment, stock expansion and/or mergers
Options and futures

Learning outcomes financial management

Knowledge

The student will gain knowledge and understanding about:

- basic concepts, definitions and models within management accounting models
- motivational aspects and ethical aspects in management accounting models
- the interaction between budgets and company objectives



Skills

The student will get the skills to:

- evaluate, describe and argue for the use of different model types in cost optimisation
- evaluate, describe and argue about the different problems concerning sub-optimisation in decentralised units with the management accounting models.
- contribute to the building of budgeting models
- calculate, use and disseminate selected capital key concepts and concepts

Competencies

The student will learn to:

- manage complex financial issues in a company as well as any operational economic planning problems, which the students could encounter in their future career.

Learning objectives for financing

Knowledge

The student will gain knowledge and understanding about:

- the basic concepts, definitions and models (including within model prerequisites)

Skills

The student will get the skills to:

- appraise companies, and take account of their capital structure and the future growth – both constant growth and temporary high growth.
- calculate the rate of return demands from the company's shareholders by using their models
- calculate the risk a portfolio investor will be subjected to by investing in a given company, and assess how this risk affects the company's capital cost.
- use and communicate the CAPM for financial calculations
- analyse the effect of emission costs for capital expansion and the effect on appraisal with mergers
- use the options theory to determine companies' investment planning and carry out risk management.

Competencies

The student will learn to:

- manage complex financial studies in a company
- manage solving problems within financing, which the students could encounter in a future career.



ECTS weight

The subject element advanced financial management and financing (AU BSS) has a weight of 5 ECTS credits.

3. Exams on the programme

When starting on a programme element, semester, etc., the students will automatically be registered for the relevant exams. Registration for an exam means that one exam attempt has been used. This does not apply for students who are unable to attend the examination due to a documented illness or maternity/paternity leave.

It is always the responsibility of the student to ensure that they have internet access during the exam and that their computer is functional.

For exams where products are uploaded on Wiseflow/Canvas prior to the exam, you confirm with your upload that you are responsible for the work, and with group projects, you confirm your participation in the project.

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	1/3 Internal	7-point scale
	National subject element 4: Sales management and the sales development of the company	10	2/3 Internal	Must be passed (overall)
2nd semester	Local subject element a: Immersion line	10	Internal	7-point scale
2nd semester	Local subject element b: <ul style="list-style-type: none"> • Speciality module • International summer school 	5	Internal	7-point scale



	<ul style="list-style-type: none"> Advanced financial management and financing (AU BSS) 			
3rd semester	Internship exam	15		7-point scale
3rd semester	Final bachelor project	15		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.

3.2 Completion of the exams

In general, the following applies for all programmes in relation to when an exam has been completed or an exam attempt has been used. If there are deviations for a specific exam, they will appear in the individual exam descriptions below.

Pass / fail exams

If a student has not achieved the mark 02 or higher for an oral or written exam or a combination of this, the exam will not be passed and one exam attempt will have been used.

If the entire examination project was prepared by one student and not passed, the student can choose to work further on the existing project or prepare a new project, unless otherwise indicated.

In the event of one student, as part of a group project, not achieving the mark 02 or above, the student can rewrite their section of the joint project, provided the exam is individualised. The student can also choose to write a new project alone, where the rules for the scope and guidelines for individually produced projects apply.

Project not handed in/written answers

If a student does not hand-in their exam project or a written report, one exam attempt will have been used.

The student can choose to work further on their existing project or prepare a new project, unless otherwise indicated.

Not participated in the exam/oral examination

If a student hands in their exam project or written answers, but doesn't participate in the oral exam, one exam attempt will have been used.

A new oral exam will be scheduled as soon as possible and the student will be examined in the previously handed in project.

Sickness and re-examinations

The specific time limits appear in each exam description.



Information about the time and place of sick/re-exams can be found on Study Update. This may be the same as the next regular exam. The student is responsible for finding out when the sick and re-exams take place.

Sick exams

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If it is an exam that is scheduled in the programme's last examination period, the student will be given the opportunity to retake the exam in the same examination period or as soon as possible after.

The illness must be documented by a doctor's certificate. The Academy must receive the doctor's certificate no later than three working days after the examination. Students who become acutely ill during an exam must prove that they have been ill on that day.

If the illness is not documented according to the above rules, the student will have used an examination attempt. The student must pay the cost of the doctor's certificate. Requirements for the doctor's certificate can be found on the website under 'Worth knowing about exams'.

Re-examination

With a failed exam, or failure to appear for an exam, the student is automatically registered for the re-examination, provided that the student has an exam attempt left. The student is registered to take the exam the next time it is scheduled. The re-examination may be the same as the next regular exam.

The programme may grant an exemption from the automatic registration to an exam provided this is justified by exceptional circumstances, including documented disabilities.

3.3 The company's strategic basis and the customer as the starting point, 1st semester

– 30 ECTS

Learning objectives for the exam

The learning objectives are identical with the learning objectives for the national subject elements on the 1st semester

(see the national curriculum):

- The company's strategic basis (business models) (10 ECTS)
- The customer as the starting point (5 ECTS)

The exam form and organisation including any formal requirements

Based on a case, which is handed-in 24 hours earlier, a 5-hour individual written exam will be held where the student can be examined in all academic elements from the 1st semester.

All aids and assistance can be used on day 1. The Internet may also be used on day 2, though not mobile telephones or Instant Messaging.



The students may not work together on either day 1 or day 2. Due to plagiarism control, be aware that any jointly produced material or any material that has previously been assessed may not be used in this exam.

Prerequisites for the exam – active attendance and submission requirements

Compulsory task 1 and 2 on the 1st 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: the company's strategic basis and the customer as the starting point. The learning objectives are specified in the national part of the curriculum.

The exam is assessed with an external co-examiner, a mark is given according to the 7-point scale, and the mark is applied to your diploma.

Sick/re-exams

Concrete dates will always be listed in the activity calendar for your programme available on Study Update.

3.4 2nd semester exam – 15 ECTS

The second semester consists of two sub-exams, which cover two national subject elements:

- Industry and competitors (5 ECTS)
- Sales management and the sales development of the company (10 ECTS)

The sub-exams are:

- a written 2-hour sub-exam in the subject element industry and competitors which is weighted 1/3
- a 30-minute oral sub-exam in subject element sales management and the sales development of the company which is weighted 2/3

3.4.1 Sub-exam a - Industry and competitors, 2nd semester – 5 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, industry and competitors (see the national curriculum).

The exam form and organisation including any formal requirements

Based on a case, which is handed-in 24 hours earlier, a 2-hour individual written exam will be held where the student will be examined in the learning objectives for the national subject element industry and competitors.

All aids and assistance can be used on day 1. The Internet may also be used on day 2, though not mobile telephones or Instant Messaging.



The students may not work together on either day 1 or day 2. Due to plagiarism control, be aware that any jointly produced material or any material that has previously been assessed may not be used in this exam.

Prerequisites for the exam – active attendance and submission requirements

Compulsory task 3 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 learning objectives for the national subject elements: industry and competitors. The learning objectives are specified in the national part of the curriculum.

The sub-exam is assessed with an internal co-examiner and a mark is awarded according to the 7-point scale. The marks for both sub-exams as one weighted mark will be added to your diploma. Only the weighted mark is included in the calculation of an overall average.

Completion when requirements listed above are not met

Exam failed

Both sub-exams must be passed overall but not necessarily individually. If the students do not receive an overall mark of 02, only the sub-exam that has not been passed must be taken again.

3.4.2 Sub-exam b - 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

A 30-minute oral exam will be held where the students are examined in the learning objectives in the national subject element - sales management and the sales development of the company. 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 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 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 sub-exam is assessed with an internal co-examiner and a mark is awarded according to the 7-point scale. The marks for both sub-exams as one weighted mark will be added to your diploma. Only the weighted mark is included in the calculation of an overall average.

Completion when requirements listed above are not met

Exam failed

Both sub-exams must be passed overall but not necessarily individually. If the students do not receive an overall mark of 02, only the sub-exam that has not been passed must be taken again.

3.5 Local subject element a – immersion 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.

3.6 Local subject element b – 2 semester 5 ECTS

For the local subject element b, the students choose between:

- Speciality module
- International summer schools
- Advanced financial management and financing (AU BSS)

3.6.1 Local subject element b – speciality module.

Learning objectives for the speciality module.

The learning objectives can be seen in section 2.2 elective subject element b-speciality module. In addition to the overall learning objectives, students will, as part of their work with the speciality module, develop their own learning objectives.



The exam form and organisation including any formal requirements

The students must write their speciality module in groups of two. However, students that enrolled on the programme on 20 January 2017 must write it individually.

A kick-off meeting will be held for students, and students are able to apply for supervision with their supervisor during the process. The work with the speciality module will end with a joint seminar where participants (in their study groups) give a presentation to the rest of the students. The presentation must be based on a report, and exemplify interesting problem statements within the programme element. Following the presentation, the issues and solutions presented are discussed.

All students involved are expected to have read the reports in connection with their study group's work and to participate actively in the discussion. There will be 45 minutes allocated for each group (á 2 students) at the seminars. The 45 minutes may include: presentation, questions, discussion points, small cases/tasks etc. The students manage their own time.

If there is an odd number or a student needs to take a re-exam, the student must form a 3-person group or write the report alone. The speciality module report must be at least:

- With 1 student: 10 standard pages
- With 2 students: 15 standard pages
- With 3 students: 20 standard pages

The following times have been allocated for presentations at the seminar series:

- With 1 student: 30 min.
- With 2 students: 45 min.
- With 3 students: 60 min.

Prerequisites for the exam – active attendance and submission requirements

It is a prerequisite for taking the oral exam that students confirm their co-responsibility for the preparation of the project with their signature, this is done when the project is uploaded in Wiseflow.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the defined learning objectives which can be found in the curriculum's part IV: Speciality module – Elective elements

After the final seminar, the supervisor will individually notify the students about what their sub-mark is for the speciality module. The written part is weighted 50% and the presentation, as well as participation in the discussion at the final seminar are weighted 50%.

The exam is assessed with an internal co-examiner and one overall mark is awarded according to the 7-point scale.

3.6.2 Local subject element b – International Summer School

Business Academy Aarhus offers a range of summer schools. The learning objectives for the summer schools are described under each individual summer school activity, just as it is specified whether the summer school can replace the local subject element.



3.6.3 Local subject element b - Advanced financial management and financing (AU BSS)

Learning objectives for advanced financial management and financing (AU BSS).

Learning objectives can be found in section 2.4 for advanced financial management and financing (AU BSS).

The exam form and organisation including any formal requirements

There is a 3-hour written exam, where all aids and assistance are allowed except using the Internet, mobiles or Instant Messaging.

Prerequisites for the exam – active attendance and submission requirements

There are no prerequisites applicable prior to this exam.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the defined learning objectives which can be found in section 2.4.

The exam is assessed with an internal co-examiner and one overall mark is awarded according to the 7-point scale.

3.7 Internship exam, 3rd semester - 15 ECTS

Learning objectives for the exam

The learning objectives are identical to the learning objectives for the internship on your programme and can be found in the national curriculum.

The exam form and organisation including any formal requirements

At the end of the internship, there is an oral exam (30 minutes) which is based on a written report of 10 standard pages regarding an academic problem from the internship company, as well as the learning objectives. The report must be prepared individually.

Prerequisites for the exam – active attendance and submission requirements

In order to be able to hand-in the internship report and participate in the oral exam, the students must have completed 10 full weeks of their internship.

It is a prerequisite for taking the oral exam that students confirm their co-responsibility for the preparation of the project with their signature. This happens when you upload your report to Wiseflow.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the learning objectives which can be found in the national part of the curriculum.

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



3.8 Bachelor exam, 3rd semester - 15 ECTS

Learning objectives for the exam

The learning objectives are identical to the learning objectives (knowledge, skills and competencies) for the Bachelor project, which can be found in the national part of the curriculum.

The exam form and organisation including any formal requirements

The final exam project can be prepared individually or in a group of 2-3 students together. For a group hand-in, the student can choose whether they want to have a group examination or an individual examination.

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 Bachelor project's formal requirements are detailed in a separate document, available on Study Update.

Based on the written report, the student has an individual oral exam of 45 minutes' duration, including assessment. If two students write together, the exam takes place as a group exam. Duration 1 hour and 15 minutes with assessment.

Further requirements for the Bachelor's project can be found in the national part of the curriculum.

Prerequisites for the exam – active attendance and submission requirements

All other exams on the programme must be passed before the student can do the bachelor exam.

It is a prerequisite for taking the oral exam that students confirm their co-responsibility for the preparation of the project with their signature. This happens when you upload your report to Wiseflow.

Criteria for assessment and co-examiner

The assessment criteria for the exam are identical to the learning objectives which can be found in the national part of the curriculum.

The exam is assessed with an external co-examiner and one mark is given according to the 7-point scale for the Bachelor project, the written report is weighted 2/3, and the oral examination is weighted 1/3. The mark is shown on the diploma.

Pass / fail exams

If a student is given less than the mark 02 for the Bachelor project, it is a fail and one exam attempt will have been used.

It does not matter whether the student produced the exam alone or in groups, a fail means that a new project with a new thesis statement must be prepared.



Project not handed in/written answers

If a student does not hand-in their exam project or a written report, one exam attempt will have been used.

The student may not work further on the existing project, but must prepare a new project with a new thesis statement.

4. Rules for the completion of an internship

During the internship, the student will have a supervisor from the programme and a contact person in the company. Together, the internship company and the student determine the learning objectives to be attained by the student during the internship period, these must be based on the learning objectives found in the national part of the curriculum and which will subsequently provide the basis for the company's planning of the student's work. The learning objectives for each student must be approved by the Academy.

The internship period must be at least 10 weeks á 37 hours to allow students to take the exam. The internship is concluded with an exam based on a written report. See section 3.5, for a description of the exam.

The internship is a regular full-time job (37 hours per week) and should reflect the requirements for work performance, commitment and flexibility that graduates could expect to meet in their first jobs.

5. The programme parts that can be completed abroad

5.1 The programme parts and rules for prior credit approval

The programme is modular, which means that it is possible for a student to take the 2nd semester abroad, just as it is possible for foreign students to study one semester in our programme. An internship can also take place abroad.

It is also possible to take elective subject element b on the programme's 2nd semester as a summer school stay abroad.

The students can, after applying for a programme's prior credit approval, take each individual programme component abroad.

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

With prior credit approval for study abroad, students are required to document each approved and completed programme component when their exchange programme is completed. In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.



Study abroad in the 2nd semester

To ensure that the student obtains the learning objectives for the programme in connection with a stay at a foreign educational institution, the following procedure applies:

- The student presents the foreign institution and the content of the programme to the international coordinator at the International Sales and Marketing programme.
- The international coordinator presents their recommendation to the head of department, who then approves the programme modules that meet the learning objectives for the semester in question.
- The student sends documentation of programme modules that they have passed, and a credit transfer will be given for the semester in question on their diploma.
- If the student does not pass all the agreed programme modules, credit cannot be granted. In this case the student will have to repeat the semester. An exemption may be granted in special cases.

Study abroad in the 3rd semester

Students who study abroad in the third semester, will have their internship exam as well as their main exam project assessed by Business Academy Aarhus in the same way as students who do not go abroad.

Supervision from the international coordinator and International Office

Business Academy Aarhus has a vast network of collaboration partners abroad. The international coordinator of the International Sales and Marketing programme and International Office can be contacted for further information. It is up to the individual students to find out which subjects are on offer at a foreign university, and they must also arrange all the practical matters in relation to a stay abroad.

Final exam project/Bachelor project

Business Academy Aarhus appoints a supervisor – and the report must be submitted and examined as explained in the national part of the curriculum in the section ‘Requirements for the final exam project/Bachelor project’.

Rules for examinations abroad

For a description of the rules for conducting exams abroad, please refer to the section with useful tips on examinations on baaa.dk. This also describes the costs involved if the examination is held abroad.

6. Requirements for written assignments and projects

For all exams, etc., a standard page is defined as 2100 characters including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. Appendices will not be assessed.



The requirements on the scope of written assignments and the correlation between the number of members of a group and the scope of projects are specified in the description of the individual exams.

Hand-in of written assignments and projects as part of an exam take place in WISEFLOW, unless otherwise stipulated.

To go to exams which have a written part, the contents of the written report must be credible. The assignment must meet formal requirements and be timely and properly submitted

6.1 What effect do spelling and writing skills have on the assessment?

In the assessment of projects and exams, in addition to the academic content, the student's spelling and writing ability is also important (weighted 10 per cent). 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 secretary no later than 4 weeks before the exam.

7. Use of aids and assistance

During exams, all aids and assistance, including electronic devices, are allowed, unless a ministerial order or curriculum for the specific programme specifies restrictions for use.

Any rules for limitations in the use of aids will be apparent from the description of the individual exam.

8. Special exam conditions

The Academy offers special exam conditions for students with physical or mental impairments when students apply for this, and when the Academy considers that it is necessary to equate these students with other students in an exam situation.

Students may therefore, where this is justified by physical or mental disabilities, apply for special exam conditions. Applications must be submitted to the programme four weeks before the exam. Application requirements will be waived in cases of sudden health problems. The application must be accompanied by a medical certificate, a report from a speech, hearing, dyslexic or blind institution or by any other documentation that indicates a medical condition or relevant disability.

Students whose mother tongue is not English can apply for permission to bring dictionaries to the examination where no aids and assistance are not allowed.

Applications for permission to bring any additional assistance must be submitted to the programme four weeks before the exam is held.



9. Cheating including the use of own and others' work (plagiarism)

Projects and other material for examinations must be prepared by the students themselves.

Upon the submission of written answers as well as physical and electronic submissions, the examinee confirms that the assignment/answers have been prepared without wrongful assistance.

9.1 Cheating and disruptive behaviour during exams

Cheating on tests and exams is covered by the Ministerial Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Ministerial Order).

If a student cheats on an exam, the student will be expelled from the exam.

If the cheating occurs under aggravated circumstances, the student can be expelled from the programme for a shorter or longer period. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Cheating is for instance:

- Improperly receiving help during an exam
- Improperly giving help to others during an exam
- To pass someone else's work off as your own (plagiarism - see <http://en.stopplagiat.nu/>)
- To use previously assessed work without a reference
- To use assistance which is not allowed for the exam in question

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

If a student exhibits **disruptive behaviour** during an exam, the Academy can expel the student from the exam. In less severe cases, the Academy will only give a warning.

Expulsion can also occur once the exam has been held.

Presumption of cheating, including plagiarism during and after the exam

If during or after an exam, there is a suspicion that an examinee:

- Improperly obtained or provided help
- Has passed somebody else's work off as their own (plagiarism)
- Has used previously assessed work or parts thereof without reference (plagiarism)

this must be reported to the programme's head of department.



9.2 The process of clarification of exam cheating, including plagiarism

Postponement of the exam

If the report of cheating is plagiarism in a written assignment, where this forms the basis of assessment with a subsequent oral examination, the head of the department must postpone the exam if it is not possible to determine whether plagiarism has taken place before the date of the exam.

Format and content of the report

The report must be submitted without undue delay as soon as there is a suspicion that cheating in an exam has occurred. The report must include a written presentation of the case, which includes information that can identify those incriminated, as well as a brief explanation and documentary evidence of the allegation. If one or more of the reported people are repeat offenders, this should be disclosed.

When reporting plagiarism, the plagiarised parts must be marked with a clear reference to the sources that have been plagiarised. The plagiarised text must also be marked in the source text.

Involvement of the examinee – consultation of affected parties

The head of the programme determines whether the consultation with the student happens orally, in writing or a combination thereof.

For an oral consultation, the examinee is summoned to an interview which aims to shed light on the case. The aim here is to present documentation of the suspected cheating to the student and to hear the student's side. The student has the right to have a representative accompany them to this meeting.

For the written consultation of interested parties, the documentation for the suspected cheating is sent to the student in order to request a written statement.

Sanctions for cheating and disruptive behaviour during an exam

If, after having the case explained, the head of department can confirm the suspicion of cheating, and if the action has or could have an impact on the assessment, the examinee must be expelled from the exam by the head of department.

In less severe cases, a warning is given first.

The student may not attend classes or take any examinations during their period of expulsion. With expulsion for cheating under aggravated circumstances, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

Expulsion from an exam for cheating means that the mark will be annulled and that one examination attempt has been used by the student.

The student may not participate in a sick/re-exam but must wait until the programme's next ordinary exam.

The student may not attend classes or take any examinations during their period of expulsion.



Complaints

The decision to expel and that an examination attempt has been used due to cheating is final, and cannot be appealed to a higher administrative authority.

Complaints about legal issues (for example incapacity, consultation of interested parties, appeal guidelines, whether the Ministerial Order of Examinations has been interpreted correctly, etc.) may be submitted to the Ministry of Higher Education and Science. The complaint must be submitted to the Academy and must be addressed to the head of the programme, who must then submit a report that the complainant has the opportunity to comment on, usually within a period of one week. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for complaints to the institution is two weeks from the day the decision was communicated to the complainant, cf. Ministerial Order on Examinations.

10. Complaints regarding exams and the appeals of decisions¹

10.1 Complaints regarding exams

It is recommended that the examinee get guidance from a student and career counsellor for the appeal procedure and for the preparation of a complaint.

The rules for exam complaints can be found in section 10 of the Ministerial Order on Examination Regulations.

In the Ministerial Order of Examinations, complaints are distinguished as either based on the

- the basis of the examination etc., the exam procedure and/or the assessment or
- complaints concerning legal matters.

The two types of complaint are handled differently.

10.2 Complaints about the basis of the examination etc., exam procedure and assessment

An examinee may submit a written and substantiated complaint within a period of two weeks after the exam has been announced in the usual way. Complaints can relate to:

- the basis of the exam, including exam questions, assignments, etc., as well as its relationship to the educational goals and requirements of the programme
- the exam procedure
- the assessment.

A student can complain about all exams, including written, oral and a combination thereof, as well as practical or clinical exams.

1. See Ministerial Order for Examinations chp 10 (in Danish only).



The complaint must be sent to the quality department via the complaint form on www.baaa.dk.

The process after a complaint is received is that the complaint is immediately submitted to the original examiners, i.e. the examiner and co-examiner for the examination. The opinions of the examiners will form the basis of the Academy's decision regarding academic issues. The Academy will usually decide on a deadline of two weeks for the submission of their opinion.

Immediately after the examiners' opinions are made available, the complainant has the opportunity to comment on the decision, usually with a week's deadline.

The Academy's decision is based on the complaint, the examiners' academic opinion and any possible comments the complainant may have regarding the report.

The Academy's decision must be in writing, and can be as follows:

- provision for a new assessment (reassessment) - only for written exams
- provision for a new exam (re-examination)
- that the student's complaint has been dismissed.

Should it be determined that a reassessment or re-examination will be offered, the head of department must appoint new examiners. Reassessment can only be offered for written exams where there is material for assessment; this is because the new examiners cannot (re)assess an already held oral examination and the original examiners' notes are personal and may not be disclosed.

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, either accept or reject the offer. The decision is binding and may not be changed, and if the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible.

With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

The examiners will then notify the Academy of the outcome of the re-assessment, including a written justification and the assessment criteria.

Exam shortcomings

If it has been decided that a new assessment will be made or if there is an offer of a re-examination, the decision will be binding for all the examinees whose exams have the same shortcomings as the subject of the complaint.

The complaint must be sent via the complaint form on www.baaa.dk within two weeks (14 calendar days) after the evaluation of the exam in question has been announced. If the deadline falls on a public holiday, the first working day thereafter is the deadline.



A dispensation from the deadline can be granted if there are exceptional circumstances

10.3 Appeals and legal issues

The complainant can appeal the Academy's decision regarding any academic issues to an appeals' board. The appeal board's activities are covered by the Public Administration Act, which includes incapacity and confidentiality.

The appeal must be sent to complaints@baaa.dk.

The deadline for an appeal is two weeks after the student has been informed of the decision. The same requirements as mentioned above under complaints (in writing, with reasons, etc.) also apply to the appeal.

The appeal's board consists of two external examiners appointed by the chair of external examiners, as well as a lecturer eligible to examine, and a student within the same field of study (programme), they are both appointed by the head of department.

The appeal's board makes a decision based on the original material that formed the basis for the Academy's decision and the student's substantiated appeal.

The board deals with the appeal and the resultant decision can be as follows:

- provision for a new assessment by new examiners, though this is only a possibility with written exams
- provision for a new examination (re-examination) by new examiners
- that the student's appeal has been unsuccessful

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination could result in a lower mark. The student must, within a period of two weeks after the decision has been made, accept or reject the offer. This decision is binding and may not be changed.

If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

The reassessment or re-examination must take place as soon as possible.

With a reassessment, the examiners must submit all relevant documents i.e. the exam, the answer/s, the complaint, the original examiners' opinion along with the complainant's remarks as well as the Academy's decision.

Appeals must be decided within two months – for summer exams, within three months – after the appeal has been filed.

The appeal board's decision is final, which means that the case cannot be appealed to a higher administrative authority with regard to the academic part of the complaint.



10.4 Complaints concerning legal matters

Complaints concerning legal issues in the decisions made by the examiners for the reassessment or re-examination or the appeal board's decision must be submitted to Business Academy Aarhus within a period of two weeks from the day the decision is communicated to the complainant.

Complaints concerning legal issues in the decisions taken by the Academy in accordance with a Ministerial Order (for example, incapacity, whether the Ministerial Order of Examinations has been interpreted correctly, etc.) may be submitted to the Academy who must submit a report that the complainant has the opportunity to comment on within a period of normally one week. The Academy then sends the complaint, the report and the complainant's comments (if any) to the Ministry of Higher Education and Science. The deadline for submission of the complaint to the Academy is two weeks (14 calendar days) from the day the decision was communicated to the complainant.

11. Indication of applied teaching and work methods

Teaching at the Business Academy Aarhus is based on our educational platform.

This means that teaching is based on appropriate business practices and connects theory with practice. Problems from different types of companies working within the industries relevant to the programme will be involved.

The teaching will be organised to provide variation. This will be achieved by group teaching, project work, interdisciplinary cases, group work, guest lectures and company visits. Lectures can occur to a limited degree. The different learning styles will, above and beyond the subject matter, also develop the students' ability to work both independently and to collaborate with others.

Teaching can be planned so that foreign languages are included in the teaching material and teaching. Additionally, the teaching will support the development of the student's IT skills.

12. Rules for credit for subject elements

12.1 Credit for subjects covered by the curriculum's institutional part

Indication of any prior credit approval for the credit of programme elements covered by the curriculum's institutional part.

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

12.2 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 Academy can obtain the necessary information after the student's completion.

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

13. Rules for the student's duty to participate in the programme

To ensure the programme's learning objectives and goals can be achieved, and that the teaching methods work, you can see below precisely which programme elements require active attendance along with the respective rules for this active attendance:

- hand-in/presentation of assignments/projects
- compulsory attendance in terms of physical presence

ACTIVE ATTENDANCE on the Bachelor in International Sales and Marketing includes:	
Compulsory attendance at external lectures and company visits. If the student is prevented from meeting due to illness, the student must notify student administration.	
1st SEMESTER	<ul style="list-style-type: none"> • Prepare a written hand-in assignment, in the activity overview they appear as: 00-1 and 00-2, after the subject elements: <ul style="list-style-type: none"> ○ The strategic foundation of the company ○ The customer as the starting point
2nd SEMESTER	<ul style="list-style-type: none"> • Prepare a hand-in assignment, in the activity overview they appear as: 00-3 and 00-4, according to the subject elements: <ul style="list-style-type: none"> ○ Industry and competitors ○ Sales management and the sales development of the company.

Compulsory activities are apparent from their descriptions on Canvas.

The programme will offer help and guidance as early as possible, if a student does not comply with the obligation to participate.

The obligation to participate and any compulsory attendance which is a prerequisite requirement to take an exam, appears under the description of each exam.

Not handed-in compulsory task

If one or more students don't hand-in a compulsory assignment according to the stated criteria, they can continue working on the existing project. If the lack of an approved hand-in is due to absence, the student will have to prepare and hand-in a separate compulsory task, as defined on Canvas.

The students have three attempts to get approval for their hand-in for each compulsory assignment.



14. Criteria for the evaluation of study activity

Enrolment can be terminated for students who have not been active on a programme for a continuous period of at least one year.

Study activity is therefore defined as follows, *students must have within the last 12 months:*

- participated in the programme's exams
- fulfilled their obligation to participate in any kind of activity, which is included as part of the programme, including group work, joint projects, remote learning, etc. as stipulated in this curriculum
- handed in, as stipulated in this curriculum, the tasks, reports, (learning) portfolios, etc., which are prerequisite requirements for participation in exams, and which have credible content, and have not handed in material that others have produced
- been present for activities with compulsory attendance, as stipulated in this curriculum

Failure to meet one or more criteria in the definition of study activity can lead to the student's enrolment being terminated.

Periods during which the student has not been active due to leave, maternity/paternity leave, adoption, a documented illness or military service do not count. The student may be required to provide documentation for these circumstances.

The programme may grant exemptions from these provisions if there are exceptional circumstances. The exemption application must be sent to the head of department.

Prior to the student's enrolment being brought to an end, the student will be advised of this in writing. In connection with this, the student must be made aware of the rules above. The letter to the student must make it apparent that the student has 14 days to submit an application of exemption and evidence that the lack of activity on the programme should not count.

If the student has not responded within the time limit, their enrolment will be terminated.

If the student requests that their enrolment not be terminated, termination is delayed until the case has been decided by the head of the programme.

The student can complain about the decision to the pro-rector within two weeks of receipt of the decision. The complaint will delay any further action. If the pro-rector upholds the decision, the student may appeal to the Ministry of Higher Education and Science within two weeks of receipt of the decision with respect to any legal issues.

Rules about the exams, which the students according to the Ministerial Order for Examinations should have participated in before the end of the 2nd semester and passed before the end of the 3rd semester, and where the Ministerial Order for this programme has fixed time limits for completion of the programme apply irrespective of any other rules.



Study activity and SU

If you start on a new higher education programme on 1 July 2016 or later and get SU while you are studying, you cannot postpone your programme for more than 6 months (equivalent to 30 ECTS) in proportion to the number of months you have received SU for your programme. If the student postpones their programme for more than 6 months, SU will be stopped.

For students that started on the programme before 1 July 2016, the previous rules apply, i.e. that you can postpone your programme with up to 12 months before your SU will be stopped.

As an educational institution, we continuously check the students' study activity. Read more about the SU rules on su.dk. (in Danish only)

15. Requirements concerning a foreign language

The bulk of the programme's teaching material is in English, and teaching will take place in English, a few exceptions to this could be guest lectures or participation in certain elective elements that are not offered in English.

No additional knowledge of a foreign language is required, other than what is stated in the admission requirements

16. Rules of exemption

If warranted by exceptional circumstances, the Academy may deviate from what has been stated in this curriculum. The various institutions must cooperate in order to have a homogenous dispensation policy.

17. Commencement and transitional schemes

All enrolled students will be transferred to this curriculum on 21.08.2017

At the same time, the institutional part of the curriculum from 10.08.2016 is repealed.

18. Legal basis

The following current legislation applies to the programme:

- Ministerial Order no. 935 from 25/08/2014: Ministerial Order for Academies of Professional Higher Education
- Ministerial Order no. 1147 from 23/10/2014: Ministerial Order for Academy Profession degree programmes and Bachelor degree programmes (LEP law).
- Ministerial Order no. 247 from 15/03/2017: Ministerial Order for technical and commercial business academies and professional bachelor courses



- Ministerial Order no. 1500 from 02/12/2016: Ministerial Order for examinations in higher educational business programmes
- Ministerial Order no. 107 from 27/01/2017: Ministerial Order for admission to business academies and professional bachelor courses
- Ministerial Order no. 114 from 03/02/2015: Ministerial Order for marking scales and other assessment criteria

The applicable laws and ministerial orders are available on www.retsinfo.dk (in Danish only)