

**CURRICULUM**  
for the  
**Marketing Management programme**

Part III: The electives' catalogue

Commencement 1 March 2021



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

## 1. The electives' catalogue

On the programme the electives are weighted 20 ECTS in the 3rd semester. Elective elements, learning objectives and the criteria for assessment for autumn 2021 are described in this electives' catalogue.

If there are less than 10 registered for an elective course, the Academy can choose not to offer the elective subject. With fewer than 15 students, the number of lessons can be reduced.

The Academy also reserves the right to cap the number of participants in an elective programme element as well as restrict the number of classes within a given elective subject. Therefore, we cannot guarantee that each student will get their 1st priority.

The following 7.5 ECTS electives are offered:

1. Business economics
2. Operational advertising
3. Procurement
4. Search engine optimisation (SEO)
5. Social Media and Content Marketing (SoMe)

The following 5 ECTS electives are offered:

1. Entrepreneurship
2. Google Ads
3. International Summer Schools

Students may also follow electives at other institutions provided that they pay for their own transportation, overnight accommodation, etc.

### Summer school

It is also possible to choose a summer school as an elective. The selected summer school must be approved by the programme's head of department before you leave so that prior credit approval can be obtained. Upon approval of the prior credit approval, the programme element is considered completed if it is passed according to the rules of the programme.

The International Office can be contacted for further information.

## 2. Elective exams

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 to 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.

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

## **2.1. 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 a written exam or a combination of this, the exam will not be passed, and one exam attempt will have been used.

### **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.

### **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 an (illness) 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 one examination attempt. The student must pay the cost of the doctor's certificate. Requirements for the doctor's certificate can be found on Study Update '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. Electives worth 7.5 ECTS on the programme**

#### **3.1. Business economics (7.5 ECTS)**

##### **Content**

- The basis of and the extended understanding of cost structures, cost estimates and choices between various alternatives including alternative expenses
- The basis of and extended understanding of investment decisions with associated sensitivity analysis/break-even analysis before and after tax
- The basis of and extended understanding of financing forms and types including leasing and criteria for comparison and choices both before and after tax
- The basis of the understanding of optimisation problems.

##### **Learning objectives**

###### **Knowledge**

The student will gain knowledge about:

- drawing up of common expenses and profitability calculations for the short and long term
- the classic cost accounting systems as well as activity-based cost systems (Activity Based Costing)
- correlations between efforts of production factors and the production of goods and services (LP model)
- investments in connection with the choice between several investment opportunities, both from a before and after tax point of view
- economically optimal service life and replacement time in connection with investments
- the establishment of the investment calculations, as a basis for the selection of alternative courses of action with a longer time horizon
- the significance of the form of financing for the choice of the proposed solution
- how the company's supplementary reports can be used as a management tool

- the use of the budget as a management tool with help from financial control.
- how to do a simple price optimisation
- how price differentiation opportunities affect the price on the domestic and export markets.

### Skills

The student will get the skills to:

- use Excel as a tool for versatile economic analyses
- use central expense concepts that are related to decision making
- analyse how the ‘descriptions’ (the drivers) for an activity based cost allocation system (Activity Based Costing) can be determined
- optimise marketing mix efforts based on cost and marketing matters (LP)
- conduct sensitivity analyses in connection with investment considerations
- make capital requirement calculations and payment flows as the basis for establishing investment calculations for both the fixed and the current assets
- perform calculations on a variety of loans and creditors’ effective interest rates, before and after tax
- justify the choice of financing form including the use of equity and borrowed capital in connection with investments in the fixed and current assets
- present and disseminate economic solutions
- use the balanced scorecard as a management tool.
- perform calculations with simple price optimisation problems
- do price optimisation calculations using different competition forms
- do price optimisation calculations with a possibility of exporting at a fixed price
- do price optimisation calculations with a possibility of exporting with a declining pricing context

### Competencies

The student will learn to:

- independently develop smaller analyses in Excel spreadsheet models
- independently assess the economic implications of planned marketing activities
- independently establish profitability through the use of a business area
- prepare budget/accounts based on the Activity Based Costing system (ABC)
- independently identify and analyse investment and financing opportunities qualitatively and economically in comparison to concrete planning tasks
- independently find the optimal price under different competition forms and on various markets (domestic and export markets)

### **The exam form and organisation including any formal requirements**

The exam is a written 4-hour individual exam. Written aids are permitted. Internet usage is not allowed.

### **Criteria for assessment and co-examiner**

The assessment criteria for the elective element are the same as the learning objectives for the elective programme element. The exam is assessed according to the 7-point scale and has an internal co-examiner.

## **3.2. Operational advertising - 7.5 ECTS**

### **Content**

With the elective Operational advertising, you have the opportunity to acquire practical experience and gain a deeper understanding of what working for and with an advertising agency entails. The vision is that this elective will help to prepare you as the project manager/consultant of the future, who agilely excels in the crossfire between an advertising agency and a company.

You will work from the agency's perspective and acquire the competencies within the different phases of campaign planning and the result of your work will be a presentation on a specific integrated campaign for a customer.

### **Learning objectives**

#### **Knowledge and understanding**

The student will gain knowledge and understanding about:

- different types of agencies and internal agency roles in an agency
- an agencies business model, settlement of accounts mechanisms and time management
- an agency's workflows and the campaign process
- the different types of briefings, their form and content
- how to pitch your campaign proposal
- brand understanding, including how to make it stand out
- target audience understanding, including disclosure of information
- market understanding, including categories
- creative concept development – methods and critical appraisal
- messages and copywriting
- the integrated campaign, including campaign flows
- brand building, including storytelling and ambient marketing

#### **Skills**

The student will get the skills to:

- analyse, evaluate and select the right agency for future cooperation
- prepare, conduct and manage customer meetings, in preparation to receive a campaign briefing, as well as pitch a ready-made campaign presentation

- collect and apply target audience disclosure of information
- use and design campaign planning
- analyse and evaluate the basis of a unique campaign strategy
- apply and assess concept development techniques
- design and evaluate messages and promotional texts
- assess and select the right media, as well as design campaign flows
- draw up concrete design proposals for selected media

### Competencies

The student will learn to:

- effectively be able to participate and manage a campaign process
- be able to participate in the preparation of campaigns
- be able to participate in the development of effective tactical campaigns
- be able to handle the planning and implementation of an integrated campaign.

### **The exam form and organisation including any formal requirements**

The exam in Operational advertising consists of a continuous assessment activity as well as an individual, oral exam, which examines the learning objectives for the elective.

#### *The continuous assessment assignment:*

The continuous assessment activity consists of a case proposal prepared in groups of 4-6 students, based on a communicative issue for a selected company. The case proposal must be prepared as a presentation (Power Point, PDF or the like) with maximum 50 presentation slides (excluding appendices). The case proposal must be handed in on time and be credible.

The student must also participate in an oral group presentation of the case proposal for the lecturers and possibly the company.

#### *Individual oral exam:*

The individual oral examination will be based on a video case, which will be drawn by the student at the exam. The duration of the exam will be 30 minutes including assessment, and there is no preparation time.

### **Criteria for assessment and co-examiner**

The assessment criteria for the exam are the same as the learning objectives for the elective element - Operational Advertising. The result from the continuous assessment activity is part of the continuous assessment and is weighted 30% of the total mark. The individual, oral exam counts 70% of the total mark. One single mark is given for the elective operational advertising (continuous assessment activity and oral examination). The exam is assessed according to the 7-point scale and has an internal co-examiner.



### **Completion of the exam**

The student has one attempt to complete the continuous assessment activity. With undocumented absence for the presentation, or not handing in the case proposal or handing in a case proposal without credible content, the student will get -3 (a fail). If the student has a documented absence (illness, paternity/maternity or other leave) a new exam attempt will be provided.

If the exam is not passed, the student must take a re-exam. The re-exam consists of a new individual oral examination in the same form as described above.

### **3.3. Procurement – 7.5 ECTS**

#### **Content**

The purpose of this subject is that the student obtains the competencies to undertake core functions related to procurement across industries.

#### **Learning objectives**

##### **Knowledge**

The student will gain knowledge and understanding about:

- a purchasing agent's roles and tasks in both manufacturing and retail companies
- requirements' specifications for products to be purchased
- procurement strategies
- supplier selection
- supplier collaboration
- negotiation
- financial aspects of procurement
- operational and strategic procurement in both manufacturing and retail enterprises

##### **Skills**

The student will get the skills to:

- use key methods to analyse purchasing in both production and retail companies
- analyse and define selection criteria for products which need to be purchased
- analyse and outline selection criteria for supplier selection
- map the supplier market
- choose a procurement strategy
- make reasoned supplier selections
- prepare, conduct and evaluate a negotiation
- analyse the economic impact of a purchase
- apply the selected analyses to solve issues and tasks related to procurement in both manufacturing and retail companies

## Competencies

The student will learn to:

- manage operational and strategic development-orientated procurement tasks in both manufacturing and retail companies
- be critical of the use and implementation of solutions in practice
- engage in academic and cross-party cooperation with suppliers and other stakeholders

### **The exam form and organisation including any formal requirements**

The exam is an individual oral exam with a 30-minute individual oral examination and 30 minutes of preparation. On the exam day, the student will draw a case with associated questions. The student will then have 30 minutes preparation time to read the case and to prepare for an oral defence of questions from the case study. The student starts the examination by presenting his/her answers and reflections on the case's questions.

The course of the oral examination is as follows:

- 30 minutes of preparation
- 30 minutes examination:
  - Approx. 5-10 min: presentation of answers and reflections on the case's questions
  - Approx. 15-20 min. per student: examination based on the case
  - Approx. 5 min. per student: assessment.

Examination time is 30 minutes, including assessment.

All aids are permitted during preparation. During the examination, only handwritten notes made during preparation can be used.

### **Criteria for assessment and co-examiner**

The assessment criteria for the exam are the same as the learning objectives for the elective element - Procurement. The exam is assessed according to the 7-point scale and has an internal co-examiner.

### **Completion of the exam**

If the exam is not passed, the student must take a re-exam. The re-exam has the same exam form as the ordinary exam.

## **3.4. Search engine optimisation (SEO) - 7.5 ECTS**

### **Content**

If you want to work with online marketing, this elective will give you a good start. Part 1 is technical, whilst Part 2 is creative. The elective has a data approach, but there is room for both number geeks and creative souls. Search engine optimisation is a great revenue source for many companies. Employees who can aid in search engines visibility are therefore very popular in the business world. With this elective, you will be prepared to manage and develop websites so that you can make money for the company.

You will learn the technical basis needed to perform on Google and you learn link building, where you need to get other websites to link to your page. This part is based on knowledge of good content and PR. For Part 2, there is plenty of room for creative work. The student must be able to analyse the aspects of search engine optimisation and then develop strategies for execution.

The elective is practical and therefore implies that you have a website that you can use in teaching.

## Learning objectives

### Knowledge and understanding

The student will gain knowledge and understanding about:

- key concepts in search engine optimisation
- key primary and secondary data collection methods in relation to working with SEO
- User Signals, link building and technical insights into what it takes to get a good ranking on Google.

### Skills

The student will get the skills to:

- use digital marketing concepts, models and theories in order to assess the potential for sales via organic search traffic
- use the key methods and tools related to the practice of the area
- set up KPIs for the company's digital strategy
- use web statistics and process data, and on that background conclude on the consequences of the marketing efforts
- create link building with several different approaches.

### Competencies

The student will learn to:

- independently analyse, plan and carry out tasks in connection with digital marketing
- manage the development of the digital strategy on the basis of the company's situation and with the involvement of relevant stakeholders.

## The exam form and organisation including any formal requirements

The exam is a 30 minute individual oral exam (including assessment) with 30 minutes preparation time. On the exam day, the student will draw a case with associated questions. The student will then have 30 minutes preparation time to read the case and to prepare for an oral defence of questions from the case study. The student will then be examined in the subject's learning objectives based on the case. Therefore, during the exam, questions can be asked concerning all the elective's learning objectives.

All aids are permitted during preparation. However, communication with others during preparation is not permitted.

### **Criteria for assessment and co-examiner**

The assessment criteria for the exam are the same as the learning objectives for the elective element - SEO. One mark is given on the basis of the oral examination. The exam is assessed according to the 7-point scale and has an internal co-examiner.

### **Completion of the exam**

If the exam is not passed, the student must take a re-exam. The re-exam has the same exam form as the ordinary exam.

## **3.5. Social media and Content Marketing – 7.5 ECTS**

### **Content**

In this elective element, you will get a basic understanding of concepts and tools in the field of social media and content marketing, so that you can professionally plan and create content for the most common social media platforms. You'll get insight into how to create social content for a desired audience, as well as how to analyse and evaluate the impact. The subject will prepare you to work professionally with social media, including being able to spot trends and tendencies in social media, use the internet culture of audiences, community building, and creating good content.

The subject is based on a basic understanding of concepts, methods and tools in social media and content marketing, so that students can prepare content and manage the planning of social media platforms. This includes analysing and evaluating the content impact, planning social media activities and creating social content.

### **Learning objectives**

#### **Knowledge**

The student will gain knowledge about:

- key concepts and terminology within the social media world
- a number of common and less common social media platforms
- the production of social content for different types of platforms
- and get an understanding of content marketing
- the production of multimodal content for use on social media

#### **Skills**

The student will get the skills to:

- create profiles and channels on different social media
- use and operate channels on a variety of social media
- be part of the creative process of creating content for social media
- outline, plan and execute the creation of content for various social media sites
- create content for the various social media in the form of text, graphics and video
- analyse and assess the impact of content on social media
- assess the potential for the use of social media on behalf of companies

## Competencies

The student will learn to:

- participate in interdisciplinary teams associated with the company's work with digital marketing
- independently analyse, plan and carry out tasks in connection with social media
- manage the development of social media strategy and content marketing in a company, based on the company's situation
- use web statistics to organise and optimise social media efforts for companies

## **The exam form and organisation including any formal requirements**

The exam is a 30-minute individual oral exam based on a business case that is provided to the student. At the oral examination, the student has 5 minutes to present the answer to the case assignment based on a disposition which has been handed-in. This is followed by 25 minutes of examination (incl. assessment).

## **Prerequisites to take the exam**

It is a prerequisite to go to the exam that the student has had the case proposal and the disposition for the case presentation approved, this must be based on a social media and content marketing issue. The case proposal must be prepared in groups of 4 students and presented in a video of max. 10 minutes. The case proposal must comply with the formalities and must be handed-in on time and properly submitted (see Study Update).

The case is provided in WISEflow, and the student subsequently has 48 hours to answer the case questions and prepare a disposition for the case presentation (max. 1 page). The answers and the disposition must be uploaded to WISEflow prior to the oral exam. The date for handing in will be informed on Study Update.

The case proposal and the disposition must be approved by the lecturer. If the case is not approved, or if the student did not take part in the video presentation, the student cannot do the oral examination, and will have used an exam attempt.

## **Criteria for assessment and co-examiner**

The assessment criteria for the exam are the same as the learning objectives for the elective element - Social media and Content Marketing. One mark is given on the basis of the oral examination. The exam is assessed according to the 7-point scale and has an internal co-examiner.

## **Completion of the exam**

If the exam is not passed, the student must do a re-exam. The re-exam has the same exam form as the ordinary exam. If the student has had the case proposal approved for the regular exam, no new case must be submitted. If the student has not handed-in/not had the case proposal approved, the student must prepare a new case (individual hand-in). Information about this will come from the lecturer.

## 4. Electives worth 5 ECTS on the programme

### 4.1. Entrepreneurship - 5 ECTS

#### Content

Do you dream of starting your own business or do you want to be the innovative employee in an existing company? In this subject, you will focus on developing ideas and commercialising them. You will work in company groups, which together you must develop, validate and pitch a company idea and a relevant business plan. You may already have an idea but otherwise you will be introduced to tools that enable you to develop ideas based on your knowledge of marketing and economics.

#### Learning objectives

##### Knowledge and understanding

The student will gain knowledge about:

- innovation and the use of innovation in practice
- development of ideas as the basis for the establishment of a company
- the establishment process for a new company
- company models and business planning
- how to start your own company
- how to create a company and manage processes in the company
- Hvordan man skaffer risikovillig kapital til finansiering af virksomhedens første difficult phases
- how to pitch their ideas to investors and partners
- the importance of entrepreneurship and intrapreneurship and the self-employed culture nationally and internationally
- what it takes to do an internship in their own company.

##### Skills

The student will get the skills to:

- work with innovation
- explain the characteristics of entrepreneurship today
- create ideas and evaluate the ideas' commercial sustainability
- identify and determine financing needs and opportunities
- develop and validate a company idea and business plan
- pitch/sell an idea to an investor or partner through training and participation in idea competitions
- start a company from an idea.

##### Competencies

The student will learn to:

- understand and act on innovation

- develop, present and evaluate a business idea
- based on company idea, prepare, present and evaluate a business plan
- start a company

### **The exam form and organisation including any formal requirements**

The exam is an individual oral exam which is based on a written assignment.

#### *Formal requirements for the written assignment*

The assignment is a business plan which is prepared in groups of max 3 students. The business plan must be max 15 pages (31 500 characters) excluding appendices and the content must be credible. The business plan must handed-in approximately 7 days before the oral exam. The hand-in date will be available on Study Update.

#### *The individual oral exam*

The business plan must be presented and defended at an individual, oral exam. The exam time is 30 minutes per student, including assessment. For the exam, the student must prepare a presentation of max 10 minutes. This is followed by an examination of the student for about 20 minutes (including assessment).

### **Prerequisites for the exam**

In order to take the exam, it is a prerequisite that the student has handed in the idea/business proposal for the company, which is a part of the exam and assessment criteria. The business proposal must comply with the formalities and must be timely and properly submitted (see Study Update).

If the idea/business proposal for the company is handed-in late or does not fulfil all other requirements, the student is not allowed to take the oral exam and will have used one exam attempt.

### **Criteria for assessment and co-examiner**

The assessment criteria for the exam are the same as the learning objectives for the elective element - entrepreneurship. The assessment is given based on both the business plan and the individual, oral presentation. The exam is assessed according to the 7-point scale and has an internal co-examiner.

### **Completion of the exam**

If the exam is not passed, the student must take a re-exam. The re-exam has the same exam form as the ordinary exam. A new business plan must be handed in. This can either be a revised version of the original business plan for the same company and product, or a new company and/or product. The basis for the re-exam and whether it should be a new or revised business plan depends on an academic assessment and will be communicated to the student by the lecturer.

## 4.2. Google Ads / Search engine advertising (SEA) – 5 ECTS

### Content

Advertising on Google's network is one of the biggest and most important sources of revenue for many companies. Today, this form of advertising is a huge part of most marketing departments. Employees who master Google Ads can often, almost instantly, create revenue that can keep a company running.

With this elective, you will become prepared to manage and develop Google Ad's campaigns so that you can make money for the company. You'll learn to set-up campaigns up for Google's Search Network, display network and Google Shopping. You will get a good understanding of optimisation, data analysis and good business acumen in this subject. You will also become acquainted with Bing Ads and Adwords Editor. The student must be able to analyse the aspects of paid advertising on Google and Bing and then develop strategies for execution.

The course is practically based and therefore allows you, in cooperation with a company, to manage a Google account that you can use during teaching.

### Learning objectives

#### Knowledge and understanding

The student will on a theoretical and practical level get knowledge and understanding about:

- key concepts in paid search engine advertising (SEA)
- key primary and secondary data collection methods in relation to working with SEA
- what it takes to get the maximum effect from SEA on Google

#### Skills

The student will get the skills to:

- use digital marketing concepts, models and theories in order to assess the potential for sales via SEA
- use the key methods and tools related to the practice for this area
- set up KPIs for the company's digital strategy
- use web statistics and process data, and on that background draw conclusions on the consequences of the marketing efforts
- Set up and maintain campaigns.

#### Competencies

The student will learn to:

- independently analyse, plan and carry out tasks in connection with SEA
- manage the development of the digital strategy on the basis of the company's situation

### The exam form and organisation including any formal requirements

The subject is completed with a 30 minute individual oral exam (including assessment) with 30 minutes preparation time.

On the day of the exam, the student draws a case with associated questions. The student will then have 30 minutes preparation to read the case and to prepare for an oral defence of questions from



the case study. The student will then be examined in the subject's learning objectives based on the case. Therefore, during the exam, questions can be asked concerning the entire elective's learning objectives.

### **Criteria for assessment and co-examiner**

The assessment criteria for the exam are the same as the learning objectives for the elective element - Google Ads/SEA. One mark is given on the basis of the oral examination. The exam is assessed according to the 7-point scale and has an internal co-examiner.

### **Completion of the exam**

If the exam is not passed, the student must take a re-exam. The re-exam has the same exam form as the ordinary exam.

## **4.3. International Summer Schools - 5 ECTS**

Placement: During the summer holidays before the start of the 3rd semester

### **Content**

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 stay includes innovation, and the students must solve a big assignment in cooperation with local students. Read more about summer schools on Study Update - Go Abroad.

Students who choose summer school as an elective element in the 3rd semester will be informed of their final options and conditions before 1 March 2021.

### **Learning objectives**

Knowledge and understanding

The student will gain knowledge about:

- a different culture
- how the specific country works - politically, culturally and economically
- economic issues in that country
- a selected industry or specific subject area
- cultural theory and business culture.

Skills

The student will get the skills to:

- work with interdisciplinary and cross-cultural approaches
- do project work in a multicultural environment
- learn English business language
- acquire new theoretical knowledge of cultural theory and business culture.

## Competencies

The student will learn to:

- work cross-culturally in a different and challenging environment
- present and sell ideas
- participate in international work
- work together with different people – both academically and culturally
- be part of situations which they are not accustomed to
- use new knowledge concerning a foreign culture and market.

## **The exam form and organisation including any formal requirements**

The form of the examination depends on the summer school. The students are examined in connection with the summer school.

## **Completion of the exam**

Depends on the summer school.

## **5. The use of aids and assistance**

During exams, all aids, including electronic devices, are allowed, unless a ministerial order or the 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.

## **6. Commencement**

This electives' catalogue comes into force on 1 March 2021 and is valid for students who must choose their elective for the autumn 2021 semester.

At the same time, the electives' catalogue from autumn 2020 is no longer valid.