

CURRICULUM
for
Marketing Management programme

Part II: Institutional Part
Commencement 20.08.19



Content

1. Overview of elective elements on the programme.....	4
2. Institutional subject elements.....	4
3. Exams on the programme	4
3.1. Overview of examinations and their timing.....	5
3.2. Completion of the exams.....	5
Pass / fail exams.....	6
Project not handed in/written answers	6
Not participated in the exam/oral examination.....	6
Sickness and re-examinations	6
3.3. 1st Internal exam, 1st semester - 30 ECTS	7
Learning objectives for the exam.....	7
The exam form and organisation including any formal requirements	7
Prerequisites for the exam – active attendance and submission requirements	8
Criteria for assessment and co-examiner	8
3.4. 1st External exam, 2nd semester - 30 ECTS	9
Learning objectives for the exam.....	9
The exam form and organisation including any formal requirements	9
Prerequisites for the exam – active attendance and submission requirements	10
Criteria for assessment and co-examiner	10
3.5. 2nd Internal exam, 3rd semester - 10 ECTS	10
Learning objectives for the exam.....	10
The exam form and organisation including any formal requirements	10
Prerequisites for the exam – active attendance and submission requirements	11
Criteria for assessment and co-examiner	11
3.6. The elective exams, 3rd semester - 20 ECTS.....	12
Learning objectives for the exam.....	12
The exam form and organisation including any formal requirements	12
Prerequisites for the exam – active attendance and submission requirements	12
Criteria for assessment and co-examiner	12
3.7. Internship exam, 4th semester - 15 ECTS.....	12



Learning objectives for the exam.....	12
The exam form and organisation including any formal requirements.....	12
Prerequisites for the exam – active attendance and submission requirements	13
Criteria for assessment and co-examiner	13
3.8. Final exam project, 4th semester - 15 ECTS.....	13
Learning objectives for the exam.....	13
The exam form and organisation including any formal requirements.....	13
Prerequisites for the exam – active attendance and submission requirements	15
Criteria for assessment and co-examiner	15
Sick/re-exams.....	15
4. Rules for the completion of an internship.....	15
5. The programme parts that can be completed abroad	16
5.1. The programme parts and rules for prior credit approval	16
5.2. Exams abroad in the 3rd semester.....	16
Rules for examinations abroad.....	17
6. Requirements for written assignments and projects	17
6.1. What effect do spelling and writing skills have on the assessment?.....	17
7. The use of aids and assistance.....	17
8. Special exam conditions.....	18
9. Cheating including the use of own and others' work (plagiarism).....	18
9.1. Cheating and disruptive behaviour during exams	18
9.2. The process of clarification of exam cheating, including plagiarism.....	19
10. Complaints regarding exams and the appeals of decisions.....	21
10.1. Complaints regarding exams	21
10.2. Complaints about the basis of the examination etc., exam procedure and assessment ...	21
10.3. Appeals and legal issues	23
10.4. Complaints concerning legal matters.....	24
11. Indication of applied teaching and work methods	24
12. Rules for credit for subject elements.....	24
12.1. Credit for subjects covered by the curriculum's institutional part	24
12.2. Prior credit approval	25



13.	Rules for the student's duty to participate in the programme.....	25
14.	Criteria for the evaluation of study activity	25
15.	Requirements concerning a foreign language.....	27
16.	Rules of exemption	27
17.	Commencement and transitional schemes	27
17.1.	Transitional scheme	27
18.	Legal basis.....	27

This curriculum must be used in combination with the national part of the curriculum (called the national part). 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

Overview of programme's subject elements, including internships and the final exam project, as well as the subject's timing:

Semester	Subject elements (national and institutional including electives)	ECTS
1st semester	National subject element 1: Business understanding and products	10
1st semester	National subject element 2: Market understanding	10
1st semester	National subject element 3: Market analysis	10
2nd semester	National subject element 4: The marketing plan – strategy and tactics	20
2nd semester	National subject element 5: The marketing plan - implementation	10
3rd semester	National subject element 6: Internationalisation	10
3rd semester	Institutional subject element: Elective elements – see the electives' catalogue	20
4th semester	Internship	15
4th semester	Final exam project	15

2. Institutional subject elements

On this programme there are 20 ECTS institutional subject elements, of which all 20 ECTS credits are elective elements.

For an overview of the elective elements for the Marketing Management programme, please refer to the electives' catalogue, part 3. In order to offer relevant electives, the electives' catalogue, part 3, is regularly updated with the latest electives. The updated electives' catalogue will be available on www.baaa.dk as soon as it is ready.

In the electives' catalogue, you can see the actual electives with their content and learning objectives.

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

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 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.

3.1. Overview of examinations and their timing

Time	Subject/exam	ECTS	Internal/external assessment	Assessment
1st semester	1 st Internal exam* - Business understanding and products - Market understanding - Market analysis	30	Internal	7-point scale
2nd semester	1 st External exam* - The marketing plan – strategy and tactics - The marketing plan - implementation	30	External	7-point scale
3rd semester	2 nd Internal exam* - Internationalisation	10	Internal	7-point scale
3rd semester	The elective exams (see the electives' catalogue)	20	Internal	7-point scale
4th semester	Internship exam	15	Internal	7-point scale
4th semester	Final exam project	15	External	7-point scale

*The exam consists of continuous assessment activities – see the separate description of this exam below

Information concerning times, dates and locations for the exams can be found on Study Update

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

The student has 3 attempts to pass each exam. Continuous assessment activities are not exams and are therefore not subject to the 3-attempt rule.

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.

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

Information about the time and place of illness/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 (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 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. 1st Internal exam, 1st semester - 30 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives of the three national subject elements 'business understanding', 'market understanding' and 'market analysis'. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam consists partly of two continuous assessment activities and partly of one individual oral exam.

Continuous assessment:

After the first two programme elements there is a continuous assessment activity (A), and again after the 3rd programme element there is another continuous assessment activity (B) for the 1st semester.

Continuous assessment activity A:

The continuous assessment activity A consists of a written report, prepared in groups of 5-6 students with a maximum of 16,800 keystrokes including spaces (8 pages including graphs, but excluding the front page, table of contents and appendices), as well as an oral group presentation of the report which lasts about 10 minutes, followed by an individual dialogue based on the written report, which also lasts 10 minutes.

Continuous assessment activity B:

The continuous assessment activity B consists of a written report, prepared in groups of 5-6 students, with no more than 21,000 keystrokes including spaces (10 pages including graphs, but excluding the front page, table of contents and appendices), as well as 2 group dialogues about both market analysis and project management.

The group dialogue about the market analysis part will last about 35 minutes. The group will start with a presentation of about 10-15 min, after which there will be a dialogue based on the report concerning market analysis, this will last about 20 minutes. All group members must be active during the dialogue.

The group dialogue about the project management will last about 25 minutes. The group will start with a presentation of about 10-15 min, after which there will be a dialogue based on the report concerning project management, this will last about 10 minutes. All group members must be active during the dialogue.

Both presentations will be held on the same day.

The results from the two continuous assessment activities are part of the continuous assessment and are each weighted 15% (30% in total) of the mark. The 1st internal exam is weighted 70% of the mark. The results of the continuous assessment activities will be shown on the diploma.

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

The oral examination:

The exam consists of a written interdisciplinary decision proposal which must be presented individually, as well as an oral exam in a randomly drawn case, and questions about the syllabus.

The interdisciplinary decision proposal which must be prepared by a group of 3-4 people over a period of 48 hours. The decision proposal is prepared on the basis of a question which is handed out and a selected company and market. The handed-in decision proposal must be no more than 3 pages excluding the front page, bibliography and any appendices. The number of appendices must be kept to a minimum.

At the oral examination, the student draws a small case with associated questions. After 30 minutes of preparation, the student is examined for 25 minutes (including deliberation) in the decision proposal and case with related questions.

The course of the oral examination is as follows:

- Presentation of the group's decision proposal, with personal reflections (5 minutes)
- Examination of the case and questions (15-20 minutes)

Information about the time and place of exams can be found on Study Update

Prerequisites for the exam – active attendance and submission requirements

In order for the student to take the oral exam, the contents of the written report must be credible. The assignment must meet formal requirements and be timely and properly submitted

It is a prerequisite for taking the oral exam that students confirm their 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 continuous assessment activities will be evaluated separately.

The assessment criteria for the 1st internal exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives are specified in the national curriculum.

The mark for the individual oral exam is given as one overall mark for the oral presentation of the decision proposal and the exam in the drawn case.

The individual oral exam and the continuous assessment activities are assessed according to the Danish 7-point scale. An overall mark will be given where each continuous assessment activity is weighted 15% of the mark, while the oral exam is weighted 70% of the mark. The oral exam must be passed. The marks are individually noted and weighted on the diploma.

3.4. 1st External exam, 2nd semester - 30 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the two subject elements 'The marketing plan – strategy and tactics' and 'The marketing plan - implementation'. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam consists partly of two continuous assessment activities and partly of one individual written exam.

Continuous assessment:

After each of the 2 programme elements in the 2nd semester there is a continuous assessment activity.

Continuous assessment activity C:

The continuous assessment activity C consists of a written report prepared in groups of 5-6 students with no more than 31,500 keystrokes including spaces (15 pages including graphs but excluding the front page, table of contents and appendices - the appendices must not consist of more than 15 pages) and an individual oral dialogue based on the report – either on the basis of the B2B marketing plan or the B2C marketing plan (this will be decided on the day). The individual dialog lasts 10 minutes per student.

Continuous assessment activity D:

Continuous assessment activity D consists of a written output and an oral group presentation based on an event organised by students in groups of 5-6 students. The written output must be no more than 6,300 keystrokes including spaces (3 pages including graphs but excluding the front page and table of contents - appendices are not allowed). The group presentation will last 20 minutes per group – after the presentation there will be a dialogue about the assignment which lasts 10 minutes. All group members must be active during the presentation.

The results from the two continuous assessment activities are part of the continuous assessment and are each weighted 15% (30% in total) of the mark. The 1st external exam is weighted 70% of the mark. The results of the continuous assessment activities will be shown on the diploma.

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

The written exam:

The written exam consists of an interdisciplinary case examination based on a concrete company.

The interdisciplinary case examination is a 6-hour individual written exam which is carried out after 24 hours of preparation.

The basis for the 24 hours of preparation is a short description of the assignment which include:

- The name of the company, which will be analysed
- The overall problem field, which must be identified
- Some preliminary links to information about the company and/or the relevant market.

On the actual day of the individual written examination, the exam questions and any other additional information will be handed out. The answer must be 24,000 keystrokes which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, bibliography and any appendices.

Prerequisites for the exam – active attendance and submission requirements

No prerequisites

Criteria for assessment and co-examiner

The continuous assessment activities will be evaluated separately.

The assessment criteria for the 1st external exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives are specified in the national curriculum. Marks are awarded according to the 7-point scale.

The individual written exam and the continuous assessment activities are assessed according to the Danish 7-point scale. An overall mark will be given where each continuous assessment activity is weighted 15% of the mark, while the written exam is weighted 70% of the mark. The written exam must be passed. The marks are individually noted and weighted on the diploma.

3.5. 2nd Internal exam, 3rd semester - 10 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical with the learning objectives for the national subject element 'internationalisation'. The learning objectives are specified in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam consists partly of one continuous assessment activity and partly of one individual written exam, which consists of two sub-exams.

Continuous assessment:

After the programme element 'internationalisation' in the 3rd semester, there is a continuous assessment activity.

Continuous assessment activity E:

The continuous assessment activity E consists of a written report prepared in groups of 5-6 students with no more than 42,000 keystrokes including spaces (20 pages including graphs but excluding the front page, table of contents and appendices - the appendices must not consist of more than 15 pages) and a 15 minute individual dialogue based on the report and the programme element's learning objectives.

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

The written exam:

The exam consists of two sub-exams of 2 hours each. The sub-exams are individual interdisciplinary written exams in the compulsory programme element internationalisation in the 3rd semester, split into economics and international marketing respectively.

The individual written examination is based on a case presentation about a specific company in which the student must work with internationalisation. The case presentation will be handed out electronically 24 hours before the written exam (the two sub-exams). The sub-exam in the economic subject will be held first, followed by the sub-exam in international marketing. There will be an hour's break between the two exams.

The case presentation is a scenario for a company/industry, and contains information on:

- Company and product areas
- Various sources

The written exam for the sub-exam in economy must have a scope of no more than 9,600 keystrokes which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, bibliography and appendices. The written exam for the sub-exam in international marketing must have a scope of no more than 14,400 keystrokes which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, bibliography and appendices.

Prerequisites for the exam – active attendance and submission requirements

To take the examination, it is a prerequisite that all exams on the 1st and 2nd semester have been passed.

Criteria for assessment and co-examiner

This continuous assessment activity will be evaluated separately.

The assessment criteria for the individual written exam (2 sub-exams) are identical to the learning objectives for the compulsory programme element mentioned above. Marks are awarded according to the 7-point scale.

An overall mark will be given where each continuous assessment activity is weighted 20% of the mark, while the individual written exam is weighted 80% of the mark, each sub-exam is weighted 50%. The marks are individually noted and weighted on the diploma.

The exam has an internal co-examiner.

3.6. The elective exams, 3rd semester - 20 ECTS

Learning objectives for the exam

The learning objectives for the exam are identical to the learning objectives for the chosen elective. See the electives' catalogue, curriculum part 3.

The exam form and organisation including any formal requirements

The exam form and organisation for the selected electives is in the electives' catalogue.

Prerequisites for the exam – active attendance and submission requirements

Any prerequisites to take the exams can be found in the electives' catalogue.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. The criteria for assessment can be found in the electives' catalogue.

3.7. Internship exam, 4th semester - 15 ECTS

Learning objectives for the exam

The learning objectives for the internship exam are identical to the learning objectives stipulated in the national part of the curriculum under internship and are based on the individual learning objectives.

The exam form and organisation including any formal requirements

The exam is an individual, oral examination based on the individual, written internship report.

The formal requirements for the internship report:

The student must prepare an improvement proposal which can create value in the company. The improvement proposal must include an academic area that the student has been involved in during their internship.

There must not be any correlation between the improvement proposal and the main problem areas in the final exam project. The improvement proposal must be action-orientated, and the student's own experience must be included. Relevant theories and models must be used. The assignment must be documented with relevant sources.

The scope of the report must be 3 pages. One standard page is 2,100 keystrokes which includes spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. The appendices will not be assessed.

The oral exam - duration 30 minutes:

- The students present:
 - own reflections on fulfilling the learning objectives of the internship (5 minutes)
 - a description of personal development in the internship (5 minutes)
- discussion of the internship report (15 minutes)
- assessment and giving marks (5 minutes)

If the student is in an internship abroad, the internship exam can be conducted via Skype. See terms for this in section 5.

Prerequisites for the exam – active attendance and submission requirements

The internship report must meet formal requirements, be credible and must be timely and properly submitted.

Criteria for assessment and co-examiner

The exam is assessed according to the 7-point scale and has an internal co-examiner. The internship exam is held with the internship supervisor and an internal co-examiner. The written assignment and the oral internship exam each weigh 50% of the total mark for the exam. Separate marks will not be given.

3.8. Final exam project, 4th semester - 15 ECTS

Learning objectives for the exam

The learning objectives for the final exam project can be found in the national part of the curriculum.

The exam form and organisation including any formal requirements

The exam consists of a written project and an individual oral exam.

The final exam project must document that the students, in a qualified manner, can combine theoretical, methodological and practical elements and can communicate these.

The problem statement that must be central to the marketing profession is formulated by the student in collaboration with a private or public company. Alternatively, the final exam project, can be based on the start-up of one's own company. The Academy must approve the problem statement. There must not be any correlation between the improvement proposal and the main problem areas in the final exam project.

The final exam project can be prepared individually or in a group of 2-3 people.

Formal requirements for the written project:

The scope of the exam is max:

- with 1 student: 100,000 keystrokes
- with 2 students: 150,000 keystrokes
- with 3 students: 200,000 keystrokes

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

The assignment must be handed-in digitally through the administration system WISEflow according to instructions available on Study Update.

The front page must include the following information:

- Final exam project, spring 20xx or autumn 20xx
- Marketing Management Programme at Business Academy Aarhus
- Project title
- The names of all group members and supervisor.

Literature from the entire programme as well as other relevant literature can be used. A bibliography must be included, and every quote, model and/or chart must be referenced.

For reports prepared in a group:

The sections of the report must be divided equally between the group members. The joint part consists of the introduction, thesis statement, conclusion and the broader perspective. Each group member's contribution must be clearly indicated.

All group members are responsible for and will be examined in the entire project.

The oral exam

Based on the written report, the student has an individual oral exam of 45 minutes' duration, including:

- the student's presentation (10 minutes)
- examination (30 minutes)
- assessment (5 minutes)

Prerequisites for the exam – active attendance and submission requirements

The exam can only be taken after the internship examination and all other exams of the programme have been passed.

In order for the student to take the exam, the contents of the written report must be credible. The assignment must meet formal requirements and be timely and properly submitted

It is a prerequisite for taking the oral exam that students confirm their 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 learning objectives for the final exam project. The learning objectives are specified in the national part of the curriculum.

The students will receive one mark according to the 7-point scale based on a complete assessment of the written and oral presentation. The mark you receive is weighted 2/3 for the written part and the individual oral exam is weighted 1/3. Separate marks will not be given.

Completion of the exam

If the total assessment gives a mark lower than 02, the student must prepare a new project with a new thesis statement, possibly based on the same company, to be able to re-register for the final exam project.

Sick/re-exams

The deadline for the first sick/re-exam will be the start of September.

The deadline for the second illness/re-exam will be at the start of January.

The actual dates will always be available in the exam calendar for your programme on Study Update and in the description of the final exam project.

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 third part of 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 is 10 weeks and concludes with an exam. See also section 3 concerning the description of the programme's exams.

The internship is generally considered equivalent to 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; this means that it is possible for a student to take the 3rd 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 an elective element on the programme's 3rd semester as a summer school at home or abroad.

The students can, after applying for the programme's prior credit approval, take each individual subject element 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 the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

The Academy has a wide network of partners abroad and the Academy's International Office can assist students who wish to take part of their programme abroad. International Office can be contacted for further information, and information about specific opportunities. It should be noted, however, that a lot of work is required by the individual student if they wish to study abroad. It is up to the individual student to investigate available subjects for study abroad at the desired university, etc. The International Office can help with advice etc. but will not do any detailed planning. This is the student's own responsibility.

5.2. Exams abroad in the 3rd semester

Subjects

The student must take their exams at a partner institution abroad.

Proof of passing the exam at the partner institution must be handed to the Academy no later than four weeks after the exam has been completed abroad. This portfolio, including learning reports, is assessed as pass/fail.

Final exam 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’.

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 2,100 keystrokes including spaces and footnotes. This does not include front page, table of contents, bibliography and appendices. The 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.

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 head no later than 4 weeks before the exam.

7. The 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 doctor's certificate, a report from a speech, hearing, dyslexic or blind institution or by any other documentation that indicates a doctor's condition or relevant disability.

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.

Business Academy Aarhus conducts systematic digital plagiarism control.

9.2. The process of clarification of exam cheating, including plagiarism

Postponement of the exam

If the report of cheating is plagiarism etc. 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 should 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 kinds of complaints 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 assessment 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
- the exam procedure
- Assessment.

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

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.

1. See Ministerial Order for Examinations chp 10.

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 complainant, 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 reassessment, 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 assessment 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 complaint (in writing, with reasons, etc.) also apply to the appeal.

The appeals 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 for that programme.

The appeals 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 institutional 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 the application for prior credit approval, the students must give permission to the institution to obtain any required information after the completion of their studies.

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 in the Marketing Management programme 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.	
2nd SEMESTER	<ul style="list-style-type: none"> • Active attendance for the study trip

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

Active attendance and any active attendance requirements which are prerequisites to participate in any exams are indicated in the description of each individual exam.

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 that they have credible content, and have not handed in material that others have copyright to
- 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 the above 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 had 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

Teaching on the programme will be mostly in English, however, parts of the teaching could be in Danish, for example with guest lecturers etc.

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

This part of the institutional curriculum is valid from 20.08.2019 and is valid for students who are enrolled after 20.08.2019.

17.1. Transitional scheme

Students who have been admitted before 20.08.2019 must follow the curriculum from June 2017, after which they must follow this curriculum from 31.01.2021. However, exams which have been started before 31.01.2021, must be completed according to the curriculum that they started with.

18. Legal basis

The following current legislation applies to the programme:

- Ministerial Order no. 153 from 27/02/2018: Ministerial Order for Academies of Professional Higher Education

- Ministerial Order no. 986 from 18/08/2017: Ministerial Order for Academy Profession degree programmes and Bachelor degree programmes (LEP law).
- Ministerial Order no. 1014 from 02/07/2018: 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. 211 from 27/02/2019: 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).