



Curriculum for Automotive Techonology

Dania Academy

Valid from 01.08.2022



Curriculum for the Academy Profession Degree Programme in Automotive Technology at Dania Academy

Approved by the Rector on behalf of the Board.


Anders Graae Rasmussen

August 1st, 2022

Change log:

Version	Date	Performed by	Description
Version 1	June 2018	Mette Petersen	New curriculum in accordance with new law (80B)
Version 2	July 2019	Mette Petersen	Correction of description of 1st external exam
Version 3	June 2020	Mette Petersen	Adjustment of local subjects
Version 4	July 2021	Mette Petersen	Adjustment of local subjects and exam descriptions
Version 5	June 2022	Mette Petersen	Update on exam on the 3 rd semester

Subject to any printing errors and changes

TABLE OF CONTENTS

1. Introduction	5
1.1. Purpose and professional aim	5
1.2. Overview of the programme's subject elements.....	5
1.3. Timing of the programme's subject elements	6
PART 1 – The national part.....	7
2. The programme's goals for learning outcomes.....	7
3. The programme includes 6 national subject elements.....	7
3.1. Technology.....	7
3.2. Auto technical analysis	8
3.3. Method, analysis and use of data.....	9
3.4. Marketing and sales, service and communication.....	10
3.5. Organisation, management and business administration.....	11
3.6. Quality, safety and the environment.....	12
3.7. The number of exams in the national subject elements	13
4. Internship.....	13
5. Requirements for the final exam project	13
6. Rules on credit.....	14
PART 2 – Institutional part.....	15
7. The programme contains 2 local subject elements, including electives	15
7.1. Mandatory local subject – Job and Career, 5 ECTS	15
7.2. Mandatory local subject – Business Lab, 10 ECTS	15
7.3. Electives – Automotive marketing tools and technologies, 10 ECTS	16
7.4. Electives – Automotive Trading and Import, 5 ECTS	17
7.5. Electives – Self-chosen subject, 5 ECTS	17
7.6. Electives – Sustainability Marketing, 5 ECTS	18
7.7. Examinations.....	19
7.7.1 Overview of exams.....	19
7.7.2 Description of exams.....	21
7.7.3 Make-up examination, exemption, cheating, complaints and special examination conditions	39
7.8. Study activity criteria.....	39
7.8.1 Commencement of studies exam.....	39
7.9. The study activity model.....	40
7.9.1 Teaching and working methods	41
7.10. Parts of the programme that can be completed abroad	42
7.11. Rules on credit – the institutional part	42
7.12. Credit between the higher education institutions	42

7.13. Leave of absence	42
7.14. Exemptions	43
7.15. Foreign languages.....	43
7.16. Current legislation	43
8. <i>Commencement and transitional schemes</i>	43

1. Introduction

The curriculum for the Academy Profession Degree Programme in Automotive Technology consists of two parts:

Part 1 - The national part

Part 2 - The institutional part

The national part of the curriculum for the Academy Profession Degree Programme in Automotive Technology has been released in accordance with § 21, section 1 in the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes.

The national part of the curriculum has been developed by the educational network for the Academy Profession Degree Programme in Automotive Technology and approved by all the institutions that offer the programme. The institution-specific part has been approved by Dania Academy.

The curriculum and significant changes to it have been submitted to the chairmanship of external examiners and the educational committee.

Dania Academy may choose to grant exemptions from the rules and regulations established by the institution or institutions if justified by exceptional circumstances.

1.1. Purpose and professional aim

The purpose of the programme is to qualify the graduate to work independently with and carry out work tasks within the automotive industry and related industries. The graduate acquires the latest knowledge, understanding and competence for working with problems and solutions within automotive technology, including technical analysis and optimisation of automotive systems, as well as for the establishment and operation of auto-related companies such as organisational theory, management and marketing.

This programme gives the graduate the right to use the title Automotive Technologist.

1.2. Overview of the programme's subject elements

	Weight	ECTS		ECTS		ECTS
Subject areas			National subject elements		Local subject elements and electives	
Technology and auto technical analysis		25	Technology Auto technical analysis	15 10		
The company's operation and development		35	Quality, safety and the environment Organisation, management and business economics Marketing and sales, service and communication Method, analysis and use of data	5 12 10 8		
					Job and Career	5
					Business Lab	10

					Automotive marketing tools and technologies	10
					XR communication	5
					Automotive Trading and Import	5
					Self-chosen subject	5
					Sustainability Marketing	5
				60		30
Internship		15				
Final Exam Project		15				
Prescribed number of ECTS		120				

1.3. Timing of the programme's subject elements

Programme elements	1st semester	2nd semester	3rd semester	4th semester	ECTS
Technology	15 ECTS				15
Auto technical analysis		10 ECTS			10
Organisation, management and business economics	7 ECTS	5 ECTS			12
Marketing and sales, service and communication	5 ECTS	5 ECTS			10
Method, analysis and use of data	3 ECTS	5 ECTS			8
Quality, safety and the environment		5 ECTS			5
Local subjects			30 ECTS		30
Internship				15 ECTS	15
Final Exam Project				15 ECTS	15
ECTS in total	30	30	30	30	120

PART 1 – The national part

2. The programme's goals for learning outcomes

Knowledge

The student will gain knowledge about:

- the practice and centrally applied theory and methods associated with automotive technology and the profession of automotive technology
- and an understanding of theory and method in automotive technology in connection with the profession of automotive technology.

Skills

The student will get the skills to:

- apply key methods and tools within automotive technology and be able to apply the skills related to the profession of automotive technology
- assess the real-life problems as well as outline and choose solutions within automotive technology and the profession of automotive technology
- disseminate real-life issues and possible solutions within automotive technology and the profession of automotive technology to business partners and users.

Competencies

The student will learn to:

- manage development-orientated situations within automotive technology and the profession of automotive technology
- participate in academic and interdisciplinary collaboration in relation to automotive technology and the profession of automotive technology in a professional manner
- in a structured context, acquire new knowledge, skills and competencies in relation to automotive technology and the profession of automotive technology

3. The programme includes 6 national subject elements

3.1. Technology

Content

The national subject element contains knowledge, skills and competencies including traditional and the latest technology in vehicle mechanics and electronics. The subject area also includes security systems (active and passive), materials science and diagnostics as well as optimisation of auto technical systems.

Generally, students acquire a systemic understanding of technologies, their correlation, optimisation, testing as well as documentation of potential solutions, including IT-based solutions.

Learning objectives for Technology

Knowledge

The student will gain knowledge about:

- the industries and the subjects practice as well as centrally applied theories and methodology within vehicle mechanics and electronics, including traditional petrol and diesel technologies, basic knowledge about motors, drive lines, undercarriages, security systems, as well as emissions and the environment

- the industries and the subjects practice as well as centrally applied theories and methodology within the latest vehicle technologies, including hybrid, electric and battery technologies
- and an understanding of the industry's application of theory and method, vehicle mechanics and electronic systems, including traditional petrol, diesel and the latest hybrid, electric and battery technologies, and basic knowledge of motors, drive lines and undercarriages as well as emissions and the environment
- and an understanding of the industry's application of theory and methodology in relation to the latest hybrid, electric and battery technologies

Skills

The student will get the skills to:

- apply the subject's key methods and tools, as well as be able to apply the skills related to employment in the industry within the vehicle's technologies including European norms and other relevant standards
- to document and evaluate the real-life issues as well as outline and choose solutions, including assessing the difference between emissions and environmental impact within the different technologies
- communicate the real-life issues and possible solutions to business partners and users.

Competencies

The student will learn to:

- manage development-orientated situations within automotive technology
- participate in professional academic and interdisciplinary collaboration in relation to finding a solution for technological issues in a professional manner
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within the field of vehicles' latest technological developments.

ECTS weight

Technology is worth 15 ECTS credits.

3.2. Auto technical analysis

Content

The national subject element deals with auto technical analysis and diagnosis techniques, as well as the use of technical data and data capture from the vehicle control systems. In addition, this national subject element contains data communication relating to online-diagnosis and repair and focuses on the use and selection of diverse IT-based solutions, including general coding as well as an understanding of how this could be used and included in the solutions. The subject area works generally with diagnosis, technical communication, collection and the use of knowledge in relation to both new and experience-based diagnosis and analysis. The subject area also includes work with relevant technical calculations within the subject area for the understanding of the data which is obtained from the various analyses.

Learning objectives for Auto Technical Analysis

Knowledge

The student will gain knowledge about:

- the industry and the subject area's practice and centrally applied theory and methodology within central auto technical analysis as well as diagnostic techniques and tools, including technical mathematics
- and an understanding of the industry's use of theory and method in the field of auto technical analysis, including the relationships between types of errors and possible causes, also including IT-based solutions.

Skills

The student will get the skills to:

- apply the subject area's central methods and tools and can apply the skills related to employment within the profession in relation to various auto technological analyses and diagnostic tools and central IT-based solutions for among things, documentation
- evaluate the real-life issues as well as outline and choose solutions in relation to the auto technical analysis and diagnosis techniques to advise customers
- communicate the real-life issues and possible solutions in relation to auto technical analysis to business partners and users.

Competencies

The student will learn to:

- manage development-based situations in relation to auto technical analyses, including needs identification, diagnostics, data management
- test technologies in relation to the needs and demands
- participate in academic and interdisciplinary collaboration in relation to auto technical analysis in a professional manner
- in a structured context, acquire new knowledge, skills and competencies in auto technical analyses within the profession.

ECTS weight

Auto technical analysis is worth 10 ECTS credits.

3.3. Method, analysis and use of data

Content

The national subject element contains an introduction to the basic elements of data analysis and method, including how data analysis can be used to achieve greater knowledge in both the technical and the commercial areas. The subject provides the methodological basis for the preparation of reports and tasks on the programme. The national subject element provides basic statistical concepts, statistical description of data and simple statistical calculations, IT tools, such as spreadsheets, and technical methods that can support data collection, processing and analysis. The subject element also contains basic concepts in the field of Big Data. The subject element will also contain the basic legal and ethical aspects for the handling of data, including personal data.

Learning objectives for Method, analysis and use of data

Knowledge

The student will gain knowledge about:

- the industry and the subject's practice and centrally applied theory and method within the learning of methods and data analysis, including sources, procedures, data collection, as well as legal and ethical aspects
- and an understanding of the industry's use of theory and method, including central digital data sources and standard procedures in the auto industry
- and an understanding of qualitative and quantitative methods, including knowledge of the use, collection and processing of information for use in the development of digital business models for example.

Skills

The student will get the skills to:

- apply the central methodologies and tools of the subject area and the skills associated with employment within the profession in relation to method and data analysis, including the collection and processing of data and information
- evaluate the real-life issues as well as outline and choose solutions based on method and data analysis, including evaluating relevant KPIs for the clearing and categorisation of collected data
- disseminate real-life issues and possible solutions such as simple analyses and results of collected data for partners and users
- prepare a structured well-founded report with analysis and recommendations as well as compliance with formalities.

Competencies

The student will learn to:

- deal with development-orientated situations in relation to method and data analysis, including planning and implementing data analysis to ensure a valid data basis
- participate in academic and interdisciplinary collaboration in relation to method and data analysis in a professional manner
- in a structured context, acquire new knowledge, skills and competencies in relation to method and data analysis.

ECTS weight

Method, analysis and use of data is worth 8 ECTS credits.

3.4. Marketing and sales, service and communication

Content

The national subject element deals with marketing and sales, service and communication. The subject element includes communication, sales and negotiation techniques as well as advisory and consultative functions in relation to the auto industry, as well as work with written communication. The subject element contains sales theory and theory of personal communication and dissemination as well as negotiation in relation to sales and purchasing. The subject also contains conditions within service design/management, including the existing legal framework, as well as how different business models can be applied in relation to the market and competitive situation.

Learning objectives for Marketing and sales, service and communication

Knowledge

The student will gain knowledge about:

- and an understanding of industry practices and centrally applied theory and method in marketing and sales, service, consultancy and communication, including business models
- and an understanding of the industry's use of theory and method in marketing and sales, service, consultancy and communication, including relevant legal matters.

Skills

The student will get the skills to:

- use the key methods and tools within marketing and sales, service, consultancy and communication and can apply the skills related to employment within the profession in relation to the subject areas
- evaluate the real-life issues as well as outline and choose solutions in relation to sales, service, consultancy and communication.

- disseminate real-life issues, including technical specifications and documentation, as well as specify solutions in relation to marketing and sales, service, consultancy and communication to partners and customers.

Competencies

The student will learn to:

- with a customer-centric focus, manage marketing, sales and service tasks adapted to the company
- manage development-orientated situations in relation to marketing and sales, service, consultancy and communication
- participate in academic and interdisciplinary collaboration within the subject in a professional manner
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within the field of marketing and sales, service and communication.

ECTS weight

Marketing and sales, service and communication is worth 10 ECTS credits.

3.5. Organisation, management and business administration

Content

The national subject element deals with organisational understanding, management and financial considerations connected to the operation and development of a company in the field of automotive technology. The subject element deals with various organisational structures and forms, cultures and strategies as well as with management, and an understanding of management tasks, management roles and the importance of management. The concepts of motivation, satisfaction, well-being, employee participation and involvement, including the individuals' behaviour in organisations, will be included in the subject. The subject element contains the principles governing the organisation of project work as well as work associated with organisational change, adaptation and management during changes. Business Economics, including economic governance, investment, financial analysis and ratios and their use, is also included in this subject.

Learning objectives for Organisation, management and business economics

Knowledge

The student will gain knowledge about:

- the profession's practice and centrally applied theory and methods associated with organisation, management and business economics.
- and an understanding of the industry's application of theory and method in the field of organisation, management and business economics, including relevant legal aspects associated with it.

Skills

The student will get the skills to:

- apply the profession's key methods and tools within organisation, management and business economics and be able to apply the skills related to employment within the profession
- assess the real-life problems as well as outline and choose solutions within organisation, management and business economics
- disseminate real-life issues and possible solutions within organisation, management and business economics to business partners and users.

Competencies

The student will learn to:

- manage development-orientated situations in the field of organisation, management and business economics
- participate in academic and interdisciplinary collaboration in relation to organisation, management and business economics in a professional manner
- in a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within the field of organisation, management and business economics.

ECTS weight

Organisation, management and business economics is worth 12 ECTS credits.

3.6. Quality, safety and the environment

Content

The subject element contains quality, environmental and safety management, certificates and the corresponding workflows, as well as documentation. The subject element also contains quality systems and process and documentation requirements, as well as quality, environmental and safety standards in the auto industry. In addition, the subject element contains standards, for example in relation to the repairs and claims statements.

Learning objectives for Quality, safety and the environment

Knowledge

The student will gain knowledge about:

- the industry and the subject's practice and centrally applied theory and methods within quality, safety and the environment, including work environment and legal environmental requirements
- the practice, centrally applied theory and methods, and will also understand the industry's use of theory and method in quality, safety and the environment, including claim statements.

Skills

The student will get the skills to:

- apply key methods and tools in the field of quality, safety and the environment, and can apply the skills related to employment within the profession in relation to the quality, safety and the environment, including being able to follow specified procedures to ensure compliance with the quality, safety or environmental requirements
- evaluate the real-life issues, including the complexity of a task in relation to the quality system's requirements and damage repairs in concrete systems and contexts, as well as outline and select solutions
- communicate the real-life issues and possible solutions in relation to quality, safety and the environment to business partners and users.

Competencies

The student will learn to:

- manage development-orientated situations in relation to quality, safety and the environment
- participate in academic and interdisciplinary collaboration in relation to quality, safety and the environment, including the development of procedures in a professional manner
- in a structured context, acquire new knowledge, skills and competencies within the understanding of new quality systems and requirements, as well as environmental and safety requirements in relation to the profession.

ECTS weight

Quality, environment and safety is worth 5 ECTS credits.

3.7. The number of exams in the national subject elements

There are 2 exams in the national subject elements, which in total represent 60 ECTS. In addition, there is one exam in the final exam project. For the number of exams in the internship, please refer to the section below.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national subject elements described in this curriculum can be tested together with subject elements set in the institutional part of the curriculum.

4. Internship

Learning objectives for the internship

Knowledge

The student will gain knowledge about:

- the internship company and practices within the company as well as in the relevant industry, and centrally applied theory and methods
- and understand the practical and applied theory and method as well as be able to understand the internship's practice and use of theory and method.

Skills

The student will get the skills to:

- organise and plan work assignments in the profession
- use the central technological and analytical methods and tools, which are used in the internship company and can apply the skills that relate to employment in the profession as an automotive technologist
- evaluate the real-life issues related to the company and compare and select solution options in the role as an automotive technologist
- communicate the internship company's real-life issues and possible solutions to partners and customers.

Competencies

The student will learn to:

- manage development-orientated situations in relation to the auto industry, and especially in relation to the internship company
- participate in academic and interdisciplinary collaboration in relation to internship in a professional manner
- in a structured context, acquire new knowledge, skills and competencies in relation to the auto industry and their internship

ECTS weight

The internship is worth 15 ECTS credits.

5. Requirements for the final exam project

The learning objectives for the final exam project are identical to the programme's learning objectives listed above under 1.

The final exam project must also demonstrate the student's understanding of practices and centrally applied theory and methods in relation to a practice-orientated problem statement. The problem statement must be based on a specific task within the programme's area. The problem statement that must be central to the programme and profession, is formulated by the student, possibly in collaboration with a private or public company. The institution must approve the problem statement.

Exams for the final exam project

The final exam project completes the programme once all the preceding exams have been passed.

ECTS weight

The final exam project is worth 15 ECTS credits.

Examination form

The examination consists of a project report and an oral defence. The exam has an external co-examiner, and one overall individual mark for the project and oral exam will be given according to the 7-point scale.

6. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform the Academy of any completed programme elements from another Danish or foreign higher education programme or any jobs which are likely to qualify for credit transfer.

The institution approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

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 the institution permission to obtain any required information after the completion of their studies.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

PART 2 – Institutional part

7. The programme contains 2 local subject elements, including electives

In addition to the national subject elements the programme includes local subject elements amounting to 30 ECTS credits. The local subject elements offer the student the opportunity to qualify their academic and professional competencies through elective elements, specialisation and from the perspective of topics broadly related to the area of the programme.

Each year, a number of local course elements are offered in the programme, partly in the form of electives. The institution is not required to provide teaching in all electives offered, but teaching will be provided for an appropriate number of electives, subject to a qualified assessment of both academic merits and any capacity constraints.

7.1. Mandatory local subject – Job and Career, 5 ECTS

Content

The subject element deals with the development of an individual work identity as well as an understanding of the diversity of services and the opportunities offered by the sector.

Learning objectives for Job and Career

Knowledge

The student will gain knowledge about:

- Job and Career, including job identity, job match, career identity, business & interpersonal communication.

Skills

The student will get the skills to:

- understand and be aware of their own work identity; develop their personal work identity so that it reflects in profile and image; engage in different communicative situations in a relevant work practice.

Competencies

The student will learn to:

- understand and be aware of their own work identity; set and target their job identity in relation to industry and businesses to ensure a good job match; communicate their work identity, relate it to and integrate it into relevant work networks.

ECTS weight

The subject element Job and Career is worth 5 ECTS credits.

7.2. Mandatory local subject – Business Lab, 10 ECTS

Content

Developing your strategic thinking skills isn't enough to get you promoted. To advance in your career, you need to demonstrate them. The course focuses on business development, and it will give you the ability to develop and realise visions, ideas, and concepts. Through practical project management, you will acquire

theories and tools to apply in your work for real organisations. The course will enable you to further qualify your work, develop yourself, and develop your direction and career path.

Topics

- Various methods of business plan developments
- Strategic thinking

Various methods of entrepreneurial and intrapreneurial development.

Learning objectives for Business Lab

Knowledge

The student will gain knowledge about:

- organisational design, development as well as the psychology behind making choices
- business model design, prototyping, marketing and branding, entrepreneurship and regenerative approaches to entrepreneurship and business.

Skills

The student will get the skills to:

- design, facilitate, and lead processes in diverse groups from conception to realisation
- craft a business plan for a specific business venture and choose relevant Key Performance Indicators
- investigate, read, and understand patterns, trends and tendencies.

Competencies

The student will learn to:

- create multiple layers of value for customers and stakeholders both short term and long term
- communicate and align a team around strategic goals
- strategically develop businesses on a commercial level for start-ups, initiatives within existing organisations, or enterprising projects.

ECTS weight

The subject element Business Lab is worth 10 ECTS credits.

7.3. Electives – Automotive marketing tools and technologies, 10 ECTS

Content

The purpose of this course is for the student to gain a deeper understanding of the changes emerging technology brings in the Automotive Industry. The course will also investigate the trends that influences and changes the Automotive Industry. The purpose of the elective is also to adapt the company's advertising and marketing to the industry's digital development by using new technologies, including the use of drones, 3D scanning and video editing.

Learning Objectives of Automotive marketing tools and technologies

Knowledge

The student will gain knowledge about:

- drone technology incl. the understanding of its electrical components
- new technologies in advertising and marketing in the automotive industry
- recording technologies and methods incl. video editing programs
- the current market trends and consumer behaviour.

Skills

The student will get the skills to:

- assess and explain the individual components in the drone as well as perform and understand electrical measurements
- use and manoeuvre a drone for use in advertising and marketing in the automotive industry
- use 3D scanning programs incl. video editing.

Competencies

The student will learn to:

- develop, plan and lead processes for diagnosing faults and defects in electronic components
- assess which technology is most relevant in the given situation and plan and perform recordings and convey output in an auto-technological context
- keep up to date with developments in the area.

ECTS weight

The subject element Automotive marketing tools and technology is weighted 10 ECTS credits.

7.4. Electives – Automotive Trading and Import, 5 ECTS

Content

The purpose of this course is for the student to have a deeper understanding of automotive trading and import.

- market value/buying value
- import procedure and regulations from EU/non-EU
- auction
- purchase and sales technique.

Learning Objectives of Automotive Trading and Import

Knowledge

The student will gain knowledge about:

- current regulations and taxes connected to import
- procurement-, sales-, and marketing strategies and methods
- trade agreements and trade organisations and their impact on import.

Skills

The student will get the skills to:

- value the market and make profit from trading
- apply methods and strategies in relation to import
- identify potential markets for import and apply relevant methods for processing them

Competencies

The student will learn to:

- manage sales, trade and import
- contribute to the development of strategies and action plans for trade and import in the automotive industry
- with a professional approach, be able to handle planning functions in relation to international trade and practices

ECTS weight

The subject element Automotive Trading and Import is worth 5 ECTS credits.

7.5. Electives – Self-chosen subject, 5 ECTS

Content:

The purpose is to give the student the opportunity to immerse themselves in a limited problem. Gain experience and / or acquire skills in an environment relevant to work of an automotive technologist, in addition to what has already been established in the curriculum.

What with the programme's broad-based background and various future prospects, the purpose of this subject is to give the student an opportunity to specialise within an area of their own choosing. Self-chosen subjects can be completed in four different ways:

- As a literature review
- As an internship or a study visit
- As an empirical study (e.g. method testing, training in data collection or data handling, or other small, delimited projects, possibly in relation to the final exam project)

Learning objectives for self-chosen subject**Knowledge**

The student will gain knowledge about:

- To be described in an individual plan for the student's learning outcomes

Skills

The student will get the skills to:

- To be described in an individual plan for the student's learning outcomes

Competencies

The student will learn to:

- To be described in an individual plan for the student's learning outcomes

Requirements: For the approval of a self-chosen subject as an immersion study, the following must be available:

- A short project description with a clear indication of the purpose (max. 3 pages)
- A time plan (1 ECTS credit corresponds to 27.5 hours of student work efforts)
- A description of goals for learning outcomes in terms of knowledge, skills and competencies
- A description of the form of reporting to document that the purpose of the self-chosen subject has been fulfilled
- The self-chosen subject must be approved by a self-chosen supervisor and the programme coordinator.

ECTS weight

The subject element Self-chosen subject is worth 5 ECTS credits.

7.6. Electives – Sustainability Marketing, 5 ECTS

Content

The aim of the elective is to provide students with an understanding of why and how companies can work towards a more sustainable business understanding. The elective also focuses on business-driven social responsibility and on giving the students the necessary insight and tools to translate CSR / sustainability from thought to action.

Subjects

- Key concepts in sustainability

- Reporting practices for SMEs
- Implementation of the Global Goals in an SME
- Sustainability marketing in theory and practice.

Learning objectives for Sustainability Marketing

Knowledge

The student will gain knowledge about:

- Corporate Social Responsibility (CSR) and sustainability
- Underlying economic theories
- How elements of CSR / sustainability can create value in a company, in relation to business development, strategy and the branding process
- Sustainability as a driving force behind innovation and as a way to understand the new market conditions for society and the market.
- How sustainability marketing can be used as a business model

Skills

The student will get the skills to:

- Identify CSR and sustainability elements in a company
- Inspire others to work practically with CSR and sustainability
- Analyse the effect that Sustainability Marketing has on competition in the industry
- Analyse the economic consequences of establishing a distinctive green profile
- Analyse the effect that intensified focus on Sustainability Marketing has on the supply chain.

Competencies

The student will learn to:

- Assess a company's ability to use Sustainability Marketing as a competitive parameter
- Participate in innovative development of new concepts related to the company's sustainability profile.

ECTS weight

The subject element Sustainability Marketing is worth 5 ECTS credits.

7.7. Examinations

When starting a subject element, semester etc., the student is at the same time signed up for the ordinary examination. The educational institution establishes, for each examination, a deadline for when a cancellation of the examination can take place. The education institution can in the curriculum establish that compulsory attendance and handing in assignments and projects etc. are a precondition for participation in an examination. The institution may establish that a cancellation cannot take place neither for the entire education nor part of education in this curriculum.

Reference is also made to *the Ministerial Order on Examinations on Professionally Oriented Higher Education Programmes*, *the Ministerial Order on the Grading Scale and Other Forms of Assessment of Study Programmes under the Ministry of Higher Education and Science* as well as **Dania Academy's examination rules** at: <https://eadania.com/media/3992/exam-regulations-dania-academy-2020.pdf>

7.7.1 Overview of exams

Placement	Examination	Subject elements	ECTS	Evaluation	Grading scale	Weighting
1 st semester	Commencement of studies exam	The purpose of this exam is to establish that the student has in fact started on the programme. <i>The exam does NOT appear on the diploma.</i>	-	Internal	Approved/ Not approved	
1 st semester	1 st internal exam	This exam must document that the student has achieved the learning objectives set for the 1 st semester	30	Internal	7-grade scale	1
2 nd semester	1 st external exam	This exam must document that the student has achieved the learning objectives set for the 2 nd semester	30	External	7 – point scale	1
3 rd semester	Business Lab	Prøven indeholder læringsmål fra det lokale uddannelseselementer på 3. semester, Business Lab.	10	Intern	7-trin skala	1
	Job and Career	Prøven indeholder læringsmål fra det lokale uddannelseselementer på 3. semester, Job and Career.	5	Intern	7-trin skala	1
	Automotive Marketing Tools and Technology	Prøven indeholder læringsmål fra valgfag på 3. semester, Automotive marketing tools and Technology.	10	Intern	7-trin skala	1
	Automotive Trading and Import	Prøven indeholder læringsmål fra valgfag på 3. semester, Automotive Trading and Import.	5	Intern	7-trin skala	1
	Self-chosen subject	Prøven indeholder læringsmål fra valgfag på 3. semester, Selvvalgt valgfag.	5	Internal	7-grade scale	1
	Sustainability Marketing	Prøven indeholder læringsmål fra valgfag på 3. semester, Sustainability Marketing.	5	Intern	7-trinskala	1
4 th semester	Internship exam	This exam must document that the student has achieved the learning objectives for the internship	15	External	7 – point scale	1
	Final exam project	The final exam project, together with the internship exam and the other exams on the programme, must document that the learning objectives for the programme have been achieved. The final exam project completes the programme	15	External	7 – point scale	1

		once all the preceding exams have been passed.				
--	--	--	--	--	--	--

7.7.2 Description of exams

1st internal exam

Placement	1 st semester
Learning objectives being tested and the related subject elements	<p>Learning objectives from the national part of the curriculum with a focus on all learning objectives for the subject element <i>Technology</i> and the following:</p> <p>Learning objectives for method, analysis and use of data</p> <p>Knowledge</p> <p>The student will gain knowledge about:</p> <ul style="list-style-type: none"> the practice of the profession and the subject area and centrally applied theory and method within methodology and data analysis, including sources, procedures, data collection, as well as legal and ethical aspects an understanding of the industry's use of theory and method, including central digital data sources and standard procedures in the auto industry and an understanding of qualitative and quantitative methods, including the use, collection and processing of information for the development of digital business models for example. <p>Skills</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> disseminate real-life issues and possible solutions such as simple analyses and results of collected data for partners and users and prepare a structured well-founded report with analysis and recommendations as well as compliance with formalities. <p>Competencies</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> in a structured context, acquire new knowledge, skills and competencies in relation to method and data analysis. <p>Learning objectives for Marketing and (sales, service) and communication (sales and service are included in the exam in the 2nd semester)</p> <p>Knowledge</p> <p>The student will gain knowledge about:</p> <ul style="list-style-type: none"> the practice of the industry and centrally applied theory and method within marketing (<i>and sales, service, consulting</i>) and communication, including business models the industry's use of theory and method in marketing (<i>and sales, service, consultancy</i>) and communication, including relevant legal matters. <p>Skills</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> apply key methods and tools within marketing (<i>and sales, service, consultancy</i>) and communication as well as the skills related to employment within the profession in relation to the subject areas evaluate the real-life issues as well as outline and choose solutions in relation to marketing (<i>sales, service, consultancy</i>) and communication

	<ul style="list-style-type: none"> disseminate real-life issues, including technical specifications and documentation, as well as specify solutions in relation to marketing (and sales, service, consultancy) and communication to partners and customers. <p>Competencies The student will learn to:</p> <ul style="list-style-type: none"> manage customer-orientated marketing, (sales and service tasks) manage development-orientated situations in relation to marketing (and sales, service, consultancy) and communication in a structured context, acquire new knowledge, skills, and competencies in relation to the profession within the field of marketing (and sales, service) and communication. <p>Learning objectives for Organisation, management and business economics</p> <p>Knowledge The student will gain knowledge about:</p> <ul style="list-style-type: none"> the practice of the industry and the subject area and centrally applied theory and method within organisation, management and business economics <p>Skills The student will learn to:</p> <ul style="list-style-type: none"> apply key methods and tools of the profession in organisation, management and business economics as well as the skills related to employment within the profession <p>Competencies The student will learn to: in a structured context, acquire new knowledge, skills, and competencies in relation to the profession within the field of organisation, management and business economics.</p>
ECTS in total	30 ECTS
Prerequisites	<p>The student must have taken active part in the studies as described in section 7.8 and 7.9.</p> <p>In order to take the oral part of the exam project, the content of the written assignment must meet formal requirements and be submitted correctly and on time. To take the oral exam, the student must confirm paper submission by way of signature. This is done practically speaking by uploading the assignment in WISEflow.</p> <p>If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.</p>
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	Oral, group exam based on a project. The project contains product types that document the student's achievement of the competence goal, including the work with and reflection on selected and essential knowledge and skills goals. The oral part of the

	exam takes place at a specified time at a specified physical address and under supervision.
Contents related extent (formalities)	<p>The 1st internal exam consists of a written assignment of 43,200-48,000 keystrokes (including spaces, footnotes, figures and tables, but excluding cover, table of contents, list of sources and appendices), prepared in groups of 2-4 students appointed by the teacher, and an oral group examination.</p> <p>The purpose of the project is to test the students' ability to work methodically and theoretically. The project is based on the creation of one's own company incl. business idea and business plan for the first year. The problem statement is governing for the project, which means that it will not be possible to uncover all learning objectives at the same time. The project must include both primary and secondary data.</p> <p><u>Oral group exam in group semester project</u> For 2 students: 30 minutes For 3 students: 40 minutes For 4 students: 50 minutes</p> <ul style="list-style-type: none"> • The oral part of the exam begins with a presentation of the communication product prepared by the group as well as a presentation based on the project (max. 10-15 minutes) • After the presentation, the examiners ask in-depth questions about the presentation and the written report, as well as general questions in relation to the learning objectives for the relevant subject elements (approx. 15-25 min.) • It is the responsibility of the group to ensure that all group members participate actively in the entire exam • Deliberation and grading: approx. 5-10 minutes
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three exam attempts, and the project must be passed. The student received one aggregate grade for the written and the oral part of the semester project. The written part of the exam is assessed for the group as a whole. A differentiated independent grade for the written part of the semester project requires that student's individual contribution appears expressly from the paper. The oral part is evaluated on the basis of the individual performance at the exam.</p> <p>If the exam is not passed, one exam attempt will have been used. Students must continue working with the existing project in order to improve the product. In the event of "fail", the student / students will be advised on what to improve in a new assignment and a new oral examination.</p>
Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following in the evaluation of the written product:</p> <ul style="list-style-type: none"> • Has the problem statement been accounted for? • Relevant selection, application and combination of knowledge and methods from relevant subject elements • Academic insight and immersion by mastering relevant academic goals in relevant subjects and by familiarizing oneself with relevant new academic areas • Use of relevant material • Academic content and presentation • Formal requirements, including citation <p>At the oral exam emphasis is on:</p>

	<ul style="list-style-type: none"> • The oral presentation of the project and its main conclusions • Academic insight and immersion in the academic dialogue and combination of knowledge from relevant subject elements • The examinee's ability to make methodological and interdisciplinary considerations in connection with projects and choice of relevant subjects, including argumentation for the choice of one subject <p>The students receive one grade based on an overall assessment of the written assignment and the oral presentation.</p>
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	All aids are allowed, except for answering the theoretical question drawn at the exam.
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

1st external exam

Placement	2 nd semester
Learning objectives being tested and the related subject elements	<p>Learning objectives from the national part of the curriculum with a focus on all learning objectives from:</p> <ul style="list-style-type: none"> • Auto technical analysis • Quality, safety and environment <p>In addition, the following learning objectives are tested:</p> <p>Learning objectives for method, analysis and use of data</p> <p>Skills</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> • apply the subject's central methodologies and tools and the skills associated with employment within the profession in relation to method and data analysis, including the collection and processing of data and information • evaluate the real-life issues as well as outline and choose solutions in relation to method and data analysis, including evaluating relevant KPIs for the clearing and categorisation of collected data <p>Competencies</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> • deal with development-orientated situations in relation to method and data analysis, including planning and implementing a data analysis to ensure a valid data basis • participate in academic and interdisciplinary collaboration in relation to method and data analysis in a professional manner <p>Learning objectives for (Marketing and) sales, service (and communication) (<i>marketing and communication are tested in the 1st semester</i>)</p> <p>Knowledge</p> <p>The student will gain knowledge about:</p> <ul style="list-style-type: none"> • the practice of the industry and centrally applied theory and method within (marketing and) sales, service, consulting (and communication), including business models

	<ul style="list-style-type: none"> the industry's use of theory and method in marketing(marketing and) sales, service, consulting (and communication), as well as relevant business law matters. <p>Skills The student will learn to:</p> <ul style="list-style-type: none"> apply key methods and tools within (marketing and) sales, service, consultancy (and communication) as well as the skills related to employment within the profession in relation to the subject areas evaluate the real-life issues as well as outline and choose solutions in relation to (marketing sales), service, consultancy (and communication) disseminate real-life issues, including technical specifications and documentation, as well as specify solutions in relation to (marketing and) sales, service, consultancy (and communication) to partners and customers. <p>Competencies The student will learn to:</p> <ul style="list-style-type: none"> manage customer-orientated (marketing), sales and service tasks manage development-orientated situations in relation to (marketing and) sales, service, consultancy (and communication) participate in academic and interdisciplinary collaboration within the subject area in a professional manner in a structured context, acquire new knowledge, skills, and competencies in relation to the profession within the field of (marketing) and sales, service (and communication). <p>Learning objectives for Organisation, management and business economics</p> <p>Knowledge The student will gain knowledge about:</p> <ul style="list-style-type: none"> and an understanding of the industry's application of theory and method in the field of organisation, management and business economics, including relevant legal aspects. <p>Skills The student will learn to:</p> <ul style="list-style-type: none"> evaluate the real-life problems as well as outline and choose solutions within organisation, management and business economics disseminate real-life issues and possible solutions within organisation, management and business economics to business partners and users. <p>Competencies The student will learn to:</p> <ul style="list-style-type: none"> manage development-orientated situations in the field of organisation, management and business economics <p>participate in academic and interdisciplinary collaboration in relation to organisation, management and business economics in a professional manner.</p>
ECTS in total	30 ECTS
Prerequisites	The student must have passed the exams on the 1 st semester and must be active part in the studies as described in 7.8 and 7.9.

	<p>In order to take the oral part of the exam project, the content of the written assignment must meet formal requirements and be submitted correctly and on time. To take the oral exam, the student must confirm paper submission by way of signature. This is done practically speaking by uploading the assignment in WISEflow.</p> <p>If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.</p>
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	Oral, individual exam based on a project. The project contains product types that document the student's achievement of the competence goal, including the work with and reflection on selected and essential knowledge and skills goals. The oral part of the exam takes place at a specified time at a specified physical address and under supervision.
Contents related extent (formalities)	<p>The 1st internal exam consists of a written assignment of 43,200-48,000 keystrokes (including spaces, footnotes, figures and tables, but excluding cover, table of contents, list of sources and appendices), prepared in groups of 2-4 students appointed by the teacher, and an individual examination.</p> <p>The purpose of the project is to test the students' ability to work methodically and theoretically. The project is based on a business-related and contemporary relevant issue and should therefore be prepared either in collaboration with a designated company or organisation. The problem statement is governing for the project, which means that it will not be possible to uncover all learning objectives at the same time. The project must include both primary and secondary data.</p> <p><u>Oral individual exam in the group semester project</u></p> <p>The oral exam takes 30 minutes:</p> <ul style="list-style-type: none"> • The student gives a presentation of the selected elements in the project (max. 10 min.) • The examination is based on the submitted project and more broadly on the learning objectives for the semester (max. 15 min.) • Deliberation and grading (max. 5 minutes)
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three exam attempts, and the project must be passed. The student receives one aggregate grade for the written and the oral part of the semester project. The written part of the exam is assessed for the group as a whole. A differentiated, independent grade for the written part of the semester project requires that student's individual contribution appears expressly from the paper. The oral part is evaluated on the basis of the individual performance at the exam.</p> <p>If the exam is not passed, one exam attempt will have been used. Students must continue working with the existing project in order to improve the product. In the event of "fail", the student / students will be advised on what to improve in a new assignment and a new oral examination.</p>

Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following in the evaluation of the written product:</p> <ul style="list-style-type: none"> • Has the problem statement been accounted for? • Relevant selection, application and combination of knowledge and methods from relevant subject elements • Academic insight and immersion; mastery of relevant academic goals in relevant subjects and familiarisation with relevant new academic areas • Use of relevant materials • Oral and written presentation of academic content • Formal requirements, including citations <p>At the oral exam emphasis is on:</p> <ul style="list-style-type: none"> • The oral presentation of the project and its main conclusions Academic insight and immersion in the academic dialogue and combination of knowledge from relevant subject elements • The examinee's ability to make methodological and interdisciplinary considerations in connection with projects and choice of relevant subjects, including argumentation for the choice of one subject <p>The students receive one grade based on an overall assessment of the written assignment and the oral presentation.</p>
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	<p>When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams.</p> <p>It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.</p>

Business Lab

Placement	End of the 3 rd semester
Learning objectives being tested and the related subject elements	Compulsory local learning objectives.
ECTS in total	10 ECTS
Prerequisites	<p>All exams in the 1st year of study must be passed.</p> <p>In order to take the oral part of the exam project, the content of the written assignment must meet formal requirements and be submitted correctly and on time. To take the oral exam, the student must confirm paper submission by way of signature. This is done practically speaking by uploading the assignment in WISEflow.</p> <p>If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.</p>

Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	Oral group exam based on a group project. The project contains product types that document the student's achievement of the competence goal, including work with and reflection on selected and essential knowledge and skills goals. The oral part of the exam takes place at a specified time at a specified physical address and under supervision.
Contents related extent (formalities)	<p>An overall recommendation is prepared for the company in the form of specific strategic scenario plans that combine these. Based on these, a written submission is prepared that covers roadmap, actions and monitoring.</p> <p>The written submission must include <i>"roadmap", "actions" and "monitoring" sections to complete</i> De Ruijter's Scenario-Based Strategy model.</p> <p><i>Formal requirements for the written submission</i></p> <ul style="list-style-type: none"> • Maximum 12,000 keystrokes • Must include an introduction, "roadmap", "actions", "monitoring" and conclusion • A complete list of sources and references <p>In addition, "activity completion" in Moodle and group Mural will serve as documentation for completed activities. Both elements are a prerequisite for evaluation of the written assignment.</p> <p>45 minutes are set aside for the oral exam, regardless of group size.</p> <ul style="list-style-type: none"> • The oral part of the exam begins with a presentation of the portfolio elements and recommendations (10-15 min.) • After the presentation, the examiners ask in-depth questions about the presentation, the written assignment, as well as the underlying reflections (15-20 min.) • It is the responsibility of the group to ensure that all group members participate actively in the entire exam • Deliberation and grading (5-10 min.)
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three exam attempts, and the entire project must be passed. The student received one aggregate grade for the written and the oral part of the semester project. The written part of the exam is assessed for the group as a whole. A differentiated independent grade for the written part of the semester project requires that student's individual contribution appears expressly from the paper. The oral part is evaluated on the basis of the individual performance at the exam.</p> <p>If the exam is not passed, one exam attempt will have been used. Students must continue working with the existing project in order to improve the product. In the event of "fail", the student / students will be advised on what to improve in a new assignment and a new oral examination.</p>
Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following aspects in the evaluation of the written product:</p> <ul style="list-style-type: none"> • The connection between the task set and the prepared solution

	<ul style="list-style-type: none"> • Relevant selection, application and combination of interdisciplinary knowledge and methods from selected subjects • The student's ability to use the academic concepts as well as tools to prepare solution proposals • The student's ability to familiarise themselves with relevant new academic areas • The student's ability to articulate themselves professionally using relevant technical terms <p>At the oral exam emphasis is on:</p> <ul style="list-style-type: none"> • The oral presentation of the project and its main conclusions, academic insight and immersion in the academic dialogue and combination of knowledge from relevant subject elements • Reflection on the quality of the work completed <p>The students receive one grade based on an overall assessment of the written assignment and the oral presentation.</p>
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

Job and Career

Placement	3 rd semester
Learning objectives being tested and the related subject elements	Compulsory local learning objectives.
ECTS in total	5 ECTS
Prerequisites	<p>All exams in the 1st year of study must be passed.</p> <p>In order to take the oral part of the exam project, the content of the written assignment must meet formal requirements and be submitted correctly and on time. To take the oral exam, the student must confirm paper submission by way of signature. This is done practically speaking by uploading the assignment in WISEflow.</p> <p>If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.</p>
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam

Form	Oral individual project. The project contains product types that document the student's achievement of the competence goal, including work with and reflection on selected and essential knowledge and skills goals.
Contents related extent (formalities)	Submission of individual CV and own reflections on <i>employability</i> in relation to the development of professional competencies, personal competencies and career competence. The written format of the CV is individual and up to the individual student. The reflections must have a length of max. 2,400 keystrokes.
Evaluation	Internal evaluation according to the 7-grade scale. The student has three exam attempts, and the entire project must be passed. If the exam is not passed, one exam attempt will have been used. Students must continue working with the existing project in order to improve the product. In the event of "fail", the student / students will be advised on what to improve in a new assignment and a new oral examination.
Evaluation criteria	In addition to the learning objectives in the curriculum, emphasis will be placed on the following aspects in the evaluation of the written product: <ul style="list-style-type: none"> • The connection between the task set and the prepared solution • Relevant selection, application and combination of interdisciplinary knowledge and methods from selected subjects • The student's ability to use the academic concepts as well as tools to prepare solution proposals
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

Automotive Marketing Tools and Technology

Placement	3 rd semester
Learning objectives being tested and the related subject elements	Electives
ECTS in total	10 ECTS
Prerequisites	All exams in the 1 st year of study must be passed. If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam

Form	Group exam based on a written project. The project contains product types that document the student's achievement of the competence goal, including work with and reflection on selected and essential knowledge and skills goals.
Contents related extent (formalities)	<p>This written assignment is divided into two parts and prepared in groups. In collaboration with a case company, a specific marketing product is prepared based on new technologies. In connection with the specific marketing product, a description is drawn up which justifies the choices from a theoretical and practical perspective on the specific product in relation to the case company. This description must have a length of 4,800-7,200 keystrokes.</p> <p>The physical product as well as the written description must be submitted in WISEflow. If the specific product is too large to be uploaded directly, a link must be attached.</p>
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three exam attempts, and the entire project must be passed. The student received one aggregate grade for the written and the oral part of the semester project. The written part of the exam is assessed for the group as a whole. A differentiated independent grade for the written part of the semester project requires that student's individual contribution appears expressly from the paper. The oral part is evaluated on the basis of the individual performance at the exam.</p> <p>If the exam is not passed, one exam attempt will have been used. Students must continue working with the existing project in order to improve the product. In the event of "fail", the student / students will be advised on what to improve in a new assignment.</p>
Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following aspects in the evaluation of the written product:</p> <ul style="list-style-type: none"> • The connection between the task set and the prepared solution • Relevant selection, application and combination of interdisciplinary knowledge and methods from selected subjects • The student's ability to use the academic concepts as well as tools to prepare solution proposals • The student's ability to familiarise themselves with relevant new academic areas • The student's ability to articulate themselves professionally using relevant technical terms
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

Automotive Trading and Import

Placement	3 rd semester
Learning objectives being tested and the related subject elements	Electives
ECTS in total	5 ECTS

Prerequisites	<p>All exams in the 1st year of study must be passed.</p> <p>If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.</p>
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	Oral individual exam. The oral part of the exam takes place at a specified time at a specified physical address and under supervision.
Contents related extent (formalities)	<p>The student draws an assignment which includes both practical and theoretical elements and has 1 hour for preparation. The student then gives a presentation at a 20-minute oral individual exam:</p> <ul style="list-style-type: none"> • Presentation (5 minutes) • Dialogue and discussion (10 minutes) • Deliberation and grading (5 minutes)
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three exam attempts, and the entire project must be passed. If the exam is not passed, one exam attempt will have been used.</p>
Evaluation criteria	<ul style="list-style-type: none"> • The oral presentation of the project and its main conclusions, academic insight and immersion in the academic dialogue and combination of knowledge from relevant subject elements
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	<p>When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams.</p> <p>It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.</p>

Self-chosen subject

Placement	3 rd semester
Learning objectives being tested and the related subject elements	<p>The learning objectives for the local subject element "Self-chosen subject" are being tested.</p> <p>Learning objectives are stated in the local part of the curriculum.</p>
ECTS in total	5 ECTS
Prerequisites	<p>The 1st and 2nd semester as well as 2nd internal exam in 3rd semester must be passed. The student must meet the requirement for study activity, including having participated actively in the teaching. Study activity in relation to this local subject element is defined as fulfilling the prerequisites of the following (divided by before, during and after)</p> <p>Before approval</p> <ul style="list-style-type: none"> • A short project description with a clear indication of the purpose (max. 3 pages) • A time plan (1 ECTS credit corresponds to 27.5 hours of student work efforts)

	<ul style="list-style-type: none"> • A description of goals for learning outcomes in terms of knowledge, skills and competencies • A description of the form of reporting to document that the purpose of the self-chosen subject has been fulfilled • The self-chosen subject must be approved by a self-chosen supervisor and the programme coordinator. <p>During the course</p> <ul style="list-style-type: none"> • Weekly status report in the form of a logbook is shared with the supervisor and the education coordinator. <p>After the course</p> <p>The agreed form of reporting is carried out followed by an oral presentation.</p>
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	Individual exam. The exam documents that the student has achieved the competence goal as well as significant knowledge and skills goals. The exam takes place at a specified time at a specified physical address and under supervision.
Contents related extent (formalities)	The purpose is to give the student the opportunity to immerse themselves in a problem with a limited scope. Gain experience and / or acquire skills in an environment relevant to work of an administrative economist, in addition to what has already been established in the curriculum.
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three attempts at the exam.</p> <p>If the student "fails", they may ask their supervisor for help.</p>
Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following aspects in the evaluation of the written product:</p> <ul style="list-style-type: none"> • relevant selection, application and combination of interdisciplinary knowledge and methods from relevant subjects • the ability to independently familiarise themselves with academic and practical material and immerse themselves in it • application of relevant theories and models • the student's ability to articulate themselves professionally using relevant technical terms • reflection on the quality of the recommended improvement as well as their own experience.
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	<p>When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams.</p> <p>It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.</p>

Sustainability Marketing

Placement	3 rd semester
Learning objectives being tested and the related subject elements	Electives
ECTS in total	5 ECTS
Prerequisites	<p>All exams in the 1st year of study must be passed.</p> <p>If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.</p>
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	Group exam based on a written assignment. The assignment contains product types that document the student's achievement of the competence goal, including work with and reflection on selected and essential knowledge and skills goals. This is combined with a Multiple Choice test
Contents related extent (formalities)	<p>The exam in Sustainability Marketing completes with a written group project and an individual multiple-choice test.</p> <p><u>Written project 50%:</u> The assignment is prepared in groups of 2-4 students. The written part makes up a maximum of 19,200 keystrokes (including spaces, foot-notes, figures and tables, but excluding front page, table of contents, list of sources and appendices) corresponding to 8 standard pages.</p> <p><u>Multiple choice 50%:</u> the questions are answered individually immediately after submission of the assignment in WISEflow.</p> <p>One overall grade is given.</p>
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three exam attempts, and the entire project must be passed. If the exam is not passed, one exam attempt will have been used. Students must continue working with the existing project in order to improve the product. In the event of "fail", the student / students will be advised on what to improve in a new assignment and a new oral examination.</p>
Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following aspects in the evaluation of the written product:</p> <ul style="list-style-type: none"> • The connection between the task set and the prepared solution • Relevant selection, application and combination of interdisciplinary knowledge and methods from selected subjects • The student's ability to use the academic concepts as well as tools to prepare solution proposals • The student's ability to familiarise themselves with relevant new academic areas • The student's ability to articulate themselves professionally using relevant technical terms

	<ul style="list-style-type: none"> The student's ability to reflect on the improvement of previously submitted products
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.

Internship exam

Placement	End of 4 th semester
Learning objectives being tested and the related subject elements	The learning objectives for the internship will be tested. They can be found in the national part of the curriculum.
ECTS in total	15 ECTS
Prerequisites	<p>All exams in the 1st, 2nd and 3rd semesters must be passed. In addition, the student must have been actively participating in the studies. Study activity is defined here as:</p> <ul style="list-style-type: none"> participation in mid-term evaluation together with internship supervisor and possibly the internship company. <p>In addition, it is a prerequisite that the student has completed 2/3 of the internship period as a minimum in order to take the oral exam.</p> <p>In order to take the oral part of the internship exam, the content of the written product must meet the formal requirements and be submitted correctly and on time. To take the oral exam, the student must confirm paper submission by way of signature. This is done practically speaking by uploading the assignment in WISEflow.</p> <p>If the prerequisite is not met, the student / students cannot participate in the exam and will have used one exam attempt. This applies to the ordinary exams as well as re-exams.</p>
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	Oral, individual exam based on the internship report. The report documents that the student has achieved the competence goal, including work with and reflection on selected and essential knowledge and skills goals as well as their own learning and development in achieving the competence goal. The oral part of the exam takes place at a specified time at a specified physical address and under supervision.
Contents related extent (formalities)	<p>The exam consists of four parts:</p> <ol style="list-style-type: none"> internship report must be between 11,000-12,000 keystrokes (including spaces, footnotes, figures and tables, but excluding front page, table of contents, list of sources and appendices) a letter of thanks to the company, which is sent by email with the examiner cc

	<p>3. completed electronic evaluation forms from the student and the company. If the company has not filled in the evaluation form, it is the student's responsibility to remind the company in an email with the examiner cc</p> <p>4. an oral presentation.</p> <p>The report must be practice-orientated and contain a detailed description of the subject(s) and issue(s) dealt with during the internship period as well as how the student worked with these in practice. In addition, the report should include reflections on learning objectives and individual objectives for the internship.</p> <p><u>Oral individual exam in the internship report</u> 15-minute presentation to the examiner and 2nd semester students.</p>
Evaluation	<p>Internal evaluation according to the 7-grade scale.</p> <p>The student has three attempts at the exam.</p> <p>If the submitted internship report is not assessed as passed, the supervisor will advise on which areas to improve. If the assessment is due to a lack of reflection in relation to learning goals and individual goals, the student has 1 week to make improvements to the material, after which it is handed in again. If the assessment is due to non-participation in the internship, a new internship will be established.</p>
Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following in the evaluation of the written product:</p> <ul style="list-style-type: none"> • relevant selection, application and combination of interdisciplinary knowledge and methods from relevant subjects in connection with the action-orientated improvement proposal • academic insight and immersion by mastering relevant academic goals in relevant subjects and by familiarizing oneself with relevant new academic areas • relevant theories and models must be used • the student's ability to articulate themselves professionally using relevant technical terms • formal requirements, including citation. <p>At the oral exam emphasis is on:</p> <ul style="list-style-type: none"> • the oral presentation of the project and its main conclusions • academic insight and immersion in the academic dialogue and combination of knowledge from relevant subject elements • reflection on the quality of the recommended improvement as well as their own experience. <p>The students receive one grade based on an overall assessment of the written assignment and the oral presentation. The grade is not published on the day. The grade will be published no later than one week after the presentation.</p>
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.
Registration for exams	<p>When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams.</p> <p>It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.</p>

Exam for the final exam project

Placement	End of 4 th semester
ECTS in total	The final exam project is worth 15 ECTS credits.
Learning objectives being tested and the related subject elements	<p>The final exam project, together with the internship exam and the other exams on the programme, must document that the learning objectives for the programme have been achieved.</p> <p>The final exam project must also demonstrate the student's understanding of practices and centrally applied theory and methods in relation to a practice-orientated problem statement.</p> <p>The learning objectives can be found in the national part of the curriculum.</p>
Prerequisites	The final exam project completes the programme once all the preceding exams have been passed.
Deadline for when prerequisites must have been met	No later than 7 days before the oral exam
Form	<p>Oral, individual exam based on a project. The project documents that the student has achieved the competence goal, including work with and reflection on selected and essential knowledge and skills goals as well as their own learning and development in achieving the competence goal. The oral part of the exam takes place at a specified time at a specified physical address and under supervision.</p> <p>The project can be prepared individually or in groups of 2-3 students.</p>
Contents related extent (formalities)	<p>The purpose of the final exam project is to document that the student's ability to process a complex and practical problem in relation to a specific assignment on a methodological basis. The final exam project completes the education at the end of the 4th semester. The exam includes both a written and an oral part.</p> <p>Exams in the final exam project must document that the education's goals for learning outcomes have been achieved. The project must be based on key issues in the education. The project's problem statement is prepared by the student and, as far as possible, in collaboration with a company. The problem statement must be approved by the Academy.</p> <p>The exam project must have a maximum scope of:</p> <ul style="list-style-type: none"> • for 1 student: Btw. 65,000-75,000 keystrokes • for 2 students: Btw. 75,000-115,000 keystrokes • for 3 students: Btw. 115,000-150,000 keystrokes <p>Keystrokes include spaces, footnotes, figures and tables, but excluding front page, executive summary, table of contents, list of sources and appendices.</p> <p><u>Oral individual exam in the final project</u> Based on the written project, the student is examined at an individual oral examination of 45 minutes' duration, incl. grading.</p>

	<ul style="list-style-type: none"> • The oral part of the exam begins with a presentation of the communication product prepared by the group as well as a presentation based on the project (max. 15 minutes) • After the presentation, the examiners ask more detailed questions about the presentation and the written report, as well as general questions in relation to the learning objectives for the relevant subject elements (approx. 15-20 min.) • Deliberation and grading: approx. 5-10 minutes
Evaluation	<p>External evaluation according to the 7-grade scale.</p> <p>The student has three attempts at the final exam project. The student received one aggregate grade for the written and the oral part of the final project. If the final project is prepared in groups, then the written part of the final project will be assessed as a whole for the whole group. A differentiated independent grade for the written part of the final project requires that student's individual contribution appears expressly from the paper. The oral part is evaluated on the basis of the individual performance at the exam.</p> <p>If the exam is not passed, one exam attempt will have been used. Students must make a new project with a new problem statement. In the event of "fail", the student/students may ask for guidance.</p>
Evaluation criteria	<p>In addition to the learning objectives in the curriculum, emphasis will be placed on the following in the evaluation of the written product:</p> <ul style="list-style-type: none"> • Has the problem statement been accounted for? • Relevant selection, application and combination of knowledge and methods from relevant subject elements • The extent of the collected primary and secondary data sources used in the analysis/analyses as well as the ability to assess the relevance of the collected information • Academic insight and immersion by mastering relevant academic goals in relevant subjects and by familiarizing oneself with relevant new academic areas • Use of relevant material • Academic content and presentation • Formal requirements, including citation <p>At the oral exam emphasis is on:</p> <ul style="list-style-type: none"> • The oral presentation of the project and its main conclusions, academic insight and immersion in the academic dialogue and combination of knowledge from relevant subject elements • The examinee's ability to make methodological and interdisciplinary considerations in connection with projects and choice of relevant subjects, including argumentation for the choice of one subject • Reflection on the quality of the recommended improvement. <p>The students receive one grade based on an overall assessment of the written assignment and the oral presentation.</p>
Writing and spelling skills	Included in the overall assessment
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	No restriction on the use of aids.

Registration for exams	When starting a semester, you will automatically be registered for the tests and exams scheduled for that semester – including the related make-up exams/re-exams. It is not possible to withdraw from an exam, except in exceptional circumstances. See Dania Academy's examination rules.
------------------------	---

7.7.3 Make-up examination, exemption, cheating, complaints and special examination conditions

Dania Academy has established rules and procedures regarding special conditions when conducting examinations. The rules and procedures will appear from **Dania's examination regulations, which the student is expected to have read at the beginning of the 1st semester.**

The examination regulations include, among other things, rules and procedures in the following areas:

- When a student may attend a make-up examination
- When the student must pass the exam
- How the student should relate to physical or psychological disability
- Examinations taken abroad
- Complaints
- Cheating, plagiarism and disruptive behaviour during examinations, etc.

7.8. Study activity criteria

At Dania Academy, we regularly monitor our students' study activity. Study activity is a prerequisite for being eligible for SU and continuing to be enrolled in the program.

Enrolment in the program is terminated for students who:

- Have not passed any tests for a continuous period of at least 1 year.
- Has not passed any study start test within 3 months after study start.
- Has not passed tests of a scope of 45 ECTS points per. academic year.

The institution may dispense with the requirement of 45 ECTS points per year of study if the student is an elite athlete or it is due to illness, maternity or unusual circumstances, including disability.

7.8.1 Commencement of studies exam

1st semester students must attend and pass a commencement of studies exam in order to continue their studies. The purpose of this exam is to establish that the student has in fact started on the education.

The commencement of studies exam is held no later than two months after commencement of study, and the result will be communicated to the student as passed/not passed within two weeks of holding the exam.

If a student fails the commencement of studies exam, they may participate in a re-examination, which will be held 3 months after the beginning of the 1st semester at the latest. The student will be given two attempts to pass the commencement of studies exam. The examination is not subject to the rules in the executive order on examination regulations regarding complaints about examinations.

Should the student fail to pass the 1st semester examination the student will be expelled from the education.

Placement	No later than 2 months after the commencement of studies.
Purpose	To document that the student has actually started their studies.

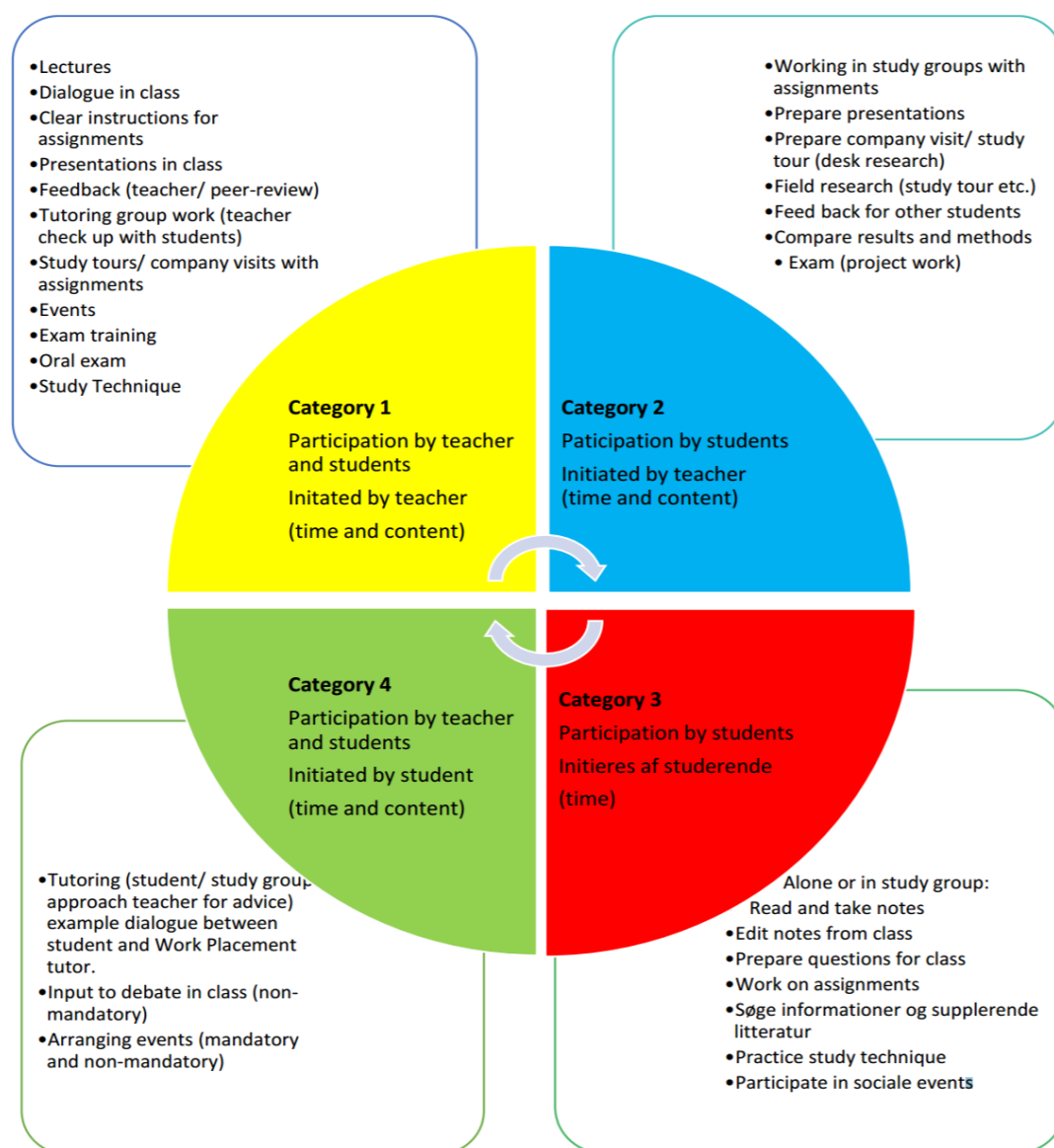
Prerequisites	Enrolment on the study and access to Moodle rooms as well as active participation measured by an absence below 10% from study start until the commencement of studies exam.
Deadline for when prerequisites must have been met	When the commencement of studies exam is held.
Form	The commencement of studies exam is a written individual exam which will take place at a specified time at a specified physical address and under supervision.
Contents related extent (formalities)	<p>The exam consists of a 1-hour basic knowledge test within the framework of the subjects taught since the start of the study and an assessment of the study activity, including presence and completion of assignments handed out.</p> <p>If a student fails the commencement of studies exam in their first attempt, they will be called in for an interview with the institution to assess study motivation prior to their second attempt.</p>
Evaluation	Internal evaluation as pass/fail.
Evaluation criteria	<p>To pass, the student must get at least 50% correct answer in the basic knowledge test.</p> <p>The student has two attempts at the commencement of studies exam.</p>
Spelling and writing skills	There are no special requirements for the students' writing and spelling in this test.
Language	English, see also Academy Dania's examination regulations for exemption options.
Aids	Aids is not allowed
Deadline for cancellation	Compulsory

7.9. The study activity model

When a student starts at Dania Academy, he or she will be introduced to activities and a study programme, which may differ from what he or she has previously been introduced to elsewhere. It is expected that the effort contributed by the student is consistent with that of a fulltime occupation. The programme is practice-based, which means that besides the internship course there will continuously be held meetings with the business/profession during the programme.

Many different types of activities are included in a study. Some of these will be on the student's own initiative, others will be designed by the programme. Some of these the students perform themselves, either alone or in a group of fellow students, others the students will perform together with the education's teaching staff, and others again will be performed together with companies, either during the internship, or in connection with company visits, projects etc.

Teaching at Dania Academy is organised based on the following model for study activity, where the activities are divided into 4 categories:



The study activity model is based on the work that the student has to provide in the study. Each semester corresponds to 825 hours, which in turn equals 30 ECTS. An ECTS therefore corresponds to 27.5 hours of work.

7.9.1 Teaching and working methods

The programme's knowledge base rests on:

- New knowledge about central trends in industries relevant to this programme
- New knowledge obtained through R&D relating to industries relevant to this programme
- New knowledge from research fields relevant to key elements in the programme's purpose and professional aim

The programme's knowledge base is business and profession based as well as development based. It being business and profession based involves that the education is based on new knowledge of central trends within the business or profession the programme is aimed towards.

It being development based involves the education being based on new knowledge from experimental and developmental work that is relevant to the business or the profession, the programme is aimed towards. The focus on the continuous development furthermore involves that the programme is based on new knowledge from research units, relevant to the core areas that are constituent for the purpose and business aim of the programme.

The forms of teaching vary and may include lectures, classroom teaching, dialogue teaching, series of exercises, online / hybrid courses, presentations, cases, seminars, guest lecturers from home and abroad, projects and company stays. The pedagogical form of teaching appears from the individual courses.

7.10. Parts of the programme that can be completed abroad

The programme has been organised so that the student may complete parts of the programme abroad within the prescribed period of study.

The programme has been organised so as to allow the student to take the 3rd semester abroad. Dania Academy must approve the foreign educational institution and the academic content of the study/studies in question. Upon completing their studies abroad, students must document the programme elements completed with the foreign educational institutions. In connection with the preliminary approval, the student must also give the institution permission to obtain the necessary information after completion.

7.11. Rules on credit – the institutional part

The rules on credit in the institutional part follow the rules on credit in the national part, see above.

Credit transfer for programme elements in this programme:

The institution approves programme elements passed in the same study programme at other institutions. The students are obliged to inform the Academy of any completed educational elements from another Danish or foreign higher education programme or any jobs likely to qualify for credit transfer. The institution may approve that programme elements passed at another institution are equivalent to corresponding programme elements or parts thereof in this curriculum. In all other cases, the assessment will be transferred as “passed” and will not form part of the calculation of the student’s average grade. Credit transfer requires that the student submits a written application with the relevant annexes to the educational institution. This also applies to Erasmus students. The decision is based on an academic evaluation.

7.12. Credit between the higher education institutions

Some Academy Profession programmes offer the possibility for credit transfer if you apply for certain undergraduate programmes. It may be both special credit courses, or credit during the ordinary courses, meaning you may start the courses later, for instance the 2nd year of study, or that you may skip some of the subjects during the education.

Read more at:

<https://www.ug.dk/uddannelser/artikleromuddannelser/merit/merit-mellem-de-videregaaende-uddannelser>

or contact the educational guidance counsellor for further relevant information.

7.13. Leave of absence

A student may take leave of absence from the education for personal reasons. Further information on leave of absence, and the rules and regulations that apply can be found in *the Ministerial order on Admission to Academy Profession Degree Programmes and Professional Bachelor Programmes*.

7.14. Exemptions

The institution may choose to make exceptions to the rules and regulations established by the institution or institutions if justified by exceptional circumstances. The institutions cooperate on a uniform exemption practice.

7.15. Foreign languages

The majority of the programme's teaching material is in *English*, and parts may be taught in *English*.

No further knowledge of foreign languages is required other than what is described in the Ministerial order on Admission to and Enrolment on Academy Profession Programmes and Professional Bachelor Programmes.

7.16. Current legislation

<https://ufm.dk/lovstof/gældende-love-og-regler/uddannelser/erhvervsakademiuddannelser>

8. Commencement and transitional schemes

This curriculum is valid from 01.08.2022

This curriculum applies to all students who are enrolled on the programme from the date of commencement.