
Curriculum 2014

**Bachelor's Degree Programme in International Sales and
Marketing**

Institutional part

International handel og markedsføring

Version 1.1
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1. The scope of the curriculum

1.1. Commencement of the curriculum

The institutional part of the curriculum is valid for students starting after 1 August 2014.

1.2. Transitional scheme

This curriculum replaces earlier versions of the curriculum with effect from August 2014.

1.3. Time placement in the programme

Overall structure and course of the study:

Programme elements		1st year of study	2nd year of study
Core areas	A Company's Sales Base (30 ECTS)	30 ECTS	
	Business Development in an International Perspective (20 ECTS)	20 ECTS	
Elective programme elements		10 ECTS	
Internship			15 ECTS
Bachelor project			15 ECTS
Total ECTS	(50 ECTS)	60 ECTS	30 ECTS

2. Elective elements

The purpose of the elective elements is to offer students the opportunity of an individual study profile through academic immersion. The electives can be planned by the individual institution offering the programme. Students may also follow electives at other institutions provided that they pay for their own transportation, overnight accommodation, etc.

2.1. Content and learning objectives for elective elements

Weight: 10 ECTS

Placement: 2nd semester

Content

The student must choose and concentrate on an elective element from the Academy's catalogue of elective subjects of offer.

Students work individually with their chosen subject in study groups.

Lecturers are attached to the study groups and act here primarily as supervisors.

At the starting-up seminar, the supervisor assists the participants of the study group in structuring the elective subject and in pinpointing the parts of the relevant professional disciplines which can contribute to their understanding. They also word objectives for the learning outcome specified for the knowledge, skills and competencies which the participants in the study group are to acquire.

At the mid-term seminar, the individual participants in the study group present their thesis statements, reflections on method, work plans and preliminary results.

Work on the elective element is completed in a joint seminar where, based on a report, the participants in the study groups present and exemplify interesting problems within the element and the best solutions in theory and practice.

It is possible to take the elective element abroad in which case the form of the elective may vary. Elective elements abroad developed by Business Academy Aarhus are described separately. Furthermore, the academy offers credit modules for Danish universities. For these modules, the form may vary as well. Credit modules developed by Business Academy Aarhus are described separately.

Weight

The elective element is weighted at 10 ECTS credits. Credit modules may, however, be awarded additional ECTS credits depending on the requirements set by the credit-awarding educational institution for the supplement.

Learning objectives

This section puts the core areas of the programme into perspective. The learning objectives are prepared in cooperation with the individual study group and students as they depend on the chosen course.

Placement

The elective element is placed in the 2nd semester. Modules described separately may, however, take place until mid-August.

Assessment criteria

The learning goals will be tested in an examination. The exam is assessed according to the 7-point scale.

2.2. Elective element at international summer schools

Weight: 5 + 5 ECTS

Placement: 2nd semester

Content

An elective element at an international summer school is a combination where summer schools offered by the Academy give 5 ECTS and another 5 ECTS are obtained from a course that corresponds to the other elective elements but with only a weight of 5 ECTS (see section 2.1 on elective elements)

The purpose of an international summer school is to acquire competencies to take part in multi-cultural teams on matters of an academic nature. The academic subjects vary from school to school; however, innovation is common to all of them, and a major assignment must be solved in collaboration with the local students.

Summer school is offered at different locations, most recently in Tanzania, the USA and Malaysia. The deadline for the choice of a summer school is 1 March 2015. Students who choose "elective element with international summer schools" as their elective element in the 2nd semester will be informed about their options and the conditions before 1 March 2015.

Learning objectives for the summer school part (for the rest of the elective element, see section 2.1 above)

Knowledge and understanding

The student will gain knowledge about:

- Another culture
- How the country in question functions – politically, culturally and economically
- Economic issues in the country in question
- A specific industry or subject area

Skills

The student will get the skills to:

- Work across disciplines and cultures
- Apply a project-orientated approach in a multi-cultural environment
- Manage English business language

Competencies

The student will learn to:

- Work across cultures under foreign and challenging conditions
- Present and sell ideas
- Engage in international work
- Work with people who are different – professionally and culturally
- Take part in new and unfamiliar situations

Assessment criteria for the total course

The exam form depends on the individual summer school. The student is examined and awarded an individual mark according to the 7-point scale. The remaining part of the elective element will take the form of a seminar, and the student will be awarded an individual mark according to the 7-point scale. An average is obtained by comparing the two marks. The final mark must be at least 02 in order to pass. No rounding-up is allowed.

3. Rules for the completion of an internship

The internship is generally considered equivalent to a regular full-time job (37 hours per week) and should reflect the requirements on work performance, commitment and flexibility that graduates should expect to face in their first jobs or as entrepreneurs.

As a starting point, the student is responsible for finding a relevant internship. The Business Academy offers guidance in finding an internship

During the company internship, the student has a tutor from the programme and a contact person from the company. Together the company and the student must establish the goals for the student's learning outcome during the internship; this subsequently provides the guidelines for the company's planning of the student's work. The goals for and content of the internship must be approved by the tutor.

It is expected that the learning objectives for the company internship show some progression compared to the internship the student completed during the Marketing Management programme or any other previous education.

Should a student wish to take the internship in their own company, they can be granted an exemption if the following conditions are fulfilled:

- the company must be registered (has a CVR number)
- the company must be part of an incubator/business environment
- the student must have an external mentor during the time of the internship.

The exam is described in the joint national part of the curriculum.

4. Methods of teaching and working

4.1. Targeted learning

The programme consists of three semesters which together give the BA student the targeted competency profile.

At the same time, each semester forms a complete, self-contained teaching period with its own assessment. This makes it possible for a student to substitute a semester with a documented equivalent course and assessment from another Danish or foreign institution.

The educational elements are intended to give the students professional and methodical competencies allowing them to tackle relevant problems in practice within the profession on a well-founded theoretical background.

In addition, the student will learn to identify and cover their own learning needs and to put themselves in a position to enter into personal and complex cross-cultural relations while being flexible, goal-orientated and decisive, both in relation to customers and commercial partners and to colleagues and managers – in and outside of Denmark.

The compulsory educational elements reflect the profession's core functions in practice. Furthermore, during the elective course element, the students work in study groups on a topic of relevance to the profession, and define a set of professional, compulsory programme elements which can be used for greater understanding.

The first two semesters are completed with a semester project defined in cooperation with relevant external clients.

The purpose of the company internship is to give the student the possibility to test the outcome of the learning objectives of the first two semesters on practical problems of the profession. The internship must therefore take place in a company and job function of relevance to the profession.

The bachelor exam project also takes place in a company (often the internship company) and in a function of relevance to the profession, and the students must document their overall learning outcome in practice when solving a specific problem of relevance to the profession.

The elective subject, together with the company internship and the bachelor project, gives students the possibility of individualising their overall competency profiles.

4.2. Practice-orientated learning

Participation in quality and development work and involvement in company and knowledge networks with customers and research institutions ensures that our lecturers gain insight into and knowledge about the latest business trends. Their experiences are systematically included in the teaching.

Through the compulsory tasks, semester projects, the company internship and the bachelor project, students become acquainted with practice, which allows them to combine theory and practice.

4.3. Learning method and structure

1st and 2nd semester

The programme requires levels of knowledge, skills and competencies equivalent to a graduate in Marketing Management.

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The teaching in the first two semesters of the course is built around compulsory course elements which relate to the core topics *The Background for a Company's Sales, Theory of Science and Methods, Business Development with an International Perspective* and the elective subject.

The academic approach to the compulsory programme elements draws upon traditional academic disciplines for the profession, but the core areas and the compulsory programme elements also guide the learning process.

This ensures a holistic and interdisciplinary approach to complex practical problems characteristic of the profession. The teaching takes its starting point in these problems based on empirical methods, cases and best practice from the businesses the programme cooperates with.

Importance is also attached to the programme lecturers' practical professional experience and participation in knowledge-sharing networks in both practice and research environments within the academic field of the profession.

The teaching is implemented through the application of dialogue-based classes, presentations, cases, seminars, individual and group coaching, projects and company internships.

During the course, the latest knowledge and results from national and international research, trials and developmental work from the disciplines connected to the profession will be utilised.

IT is used as a tool, educational method and for information gathering.

Pedagogical Platform

The instruction of the programme is based on the Business Academy's pedagogical platform.

The pedagogical platform for Business Academy Aarhus consists of three elements:

1. Understanding the value of learning
2. Educational ideal
3. Principles for organisation and structure of study programmes

How these elements are related can be seen from the following figure:

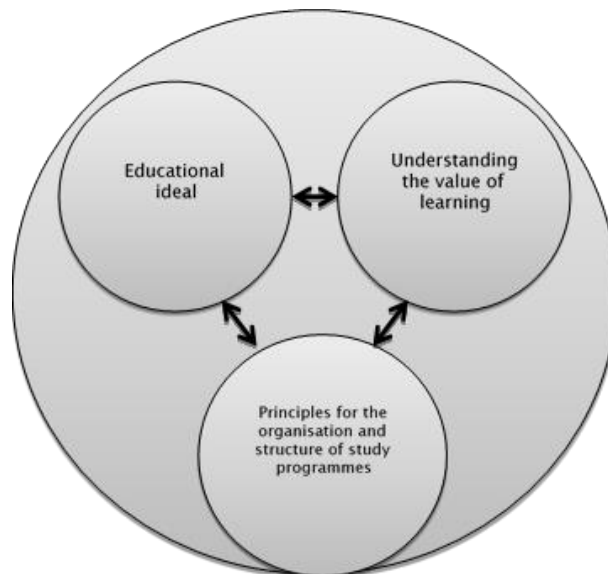


Figure 1: The constituents of the pedagogical platform

Understanding the Value of Learning

The programmes and instruction of the Business Academy build on an understanding of the nature of learning and the background for learning processes – an understanding which in practice is transformed into a wide number of study activities meant to enhance the students' learning.

Business Academy Aarhus's interpretation of learning is based on an understanding of learning as an individual activity as well as a social activity. Learning occurs when the student by him/herself acquires new knowledge, skills and competencies which can be used when working on assignments and challenges in a future working life.

Learning occurs when the student develops new meaning in the gap between theory and practice. Our most important task is to connect the programmes' objectives for knowledge, skills and competencies to the practice which the student will face in a future working life or profession.

Learning is also a social activity where the student enters into dialogue with other students, lecturers and representatives from the companies. This way the student will discover new meaningful connections linking the acquired knowledge to future practice.

Educational Ideal

For all programmes at Business Academy Aarhus, the learning objectives can be found in the curricula for the programmes. The learning objectives describe the knowledge, skills and competencies the graduates must have.

Furthermore, the students must obtain competencies that will enable swift integration into the business sector they aspire to join. The graduates must be able to create value for their company and be able to understand and cooperate with people with different professional and cultural backgrounds. In other words, the students must develop a personal profile which contains the professional competency described in the curricula as well as the ability to apply the professional competency in relation to the practice and profession which the programme and the student aspire to.

The Business Academy's educational ideal therefore means that we emphasise the graduates' ability to work in an application-orientated and a practice-orientated manner. Furthermore, it is essential that the graduates are dynamic, have good communicative and interpersonal skills, and that they know how to think innovatively and reflectively.

Principles for the Organisation and Structure of Study Programmes

When planning instruction at the Academy, our starting point is pedagogy based on:

- Experience-based learning: discover – reflect – decide – act
- Practice-orientation and relevance: we include the students' experience and apply it in new situations
- Co-responsibility for own learning: the students learn best when they can see the purpose of the new knowledge
- Consideration for different learning styles: the students have different ways of acquiring knowledge.

Based on this, we achieve a professional learning situation which gives students the best starting point for an effective and exciting development.

Instruction at the Academy is a dynamic, interactive process where the main emphasis is on the active participation of the student. The students take responsibility for their own learning and students as well as lecturers contribute constructively to the learning process.

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The instruction includes a combination of classroom teaching, project work in groups and individual work – often involving interdisciplinary problems and always involving an application-orientated background.

To ensure the optimum professional learning and personal development for each student, the teaching consists of varied pedagogy with the main emphasis on dialogue, discussion and projects. Variation is ensured through the interplay of classroom teaching, teamwork, interdisciplinary cases, theme-based work, guest lectures, company visits and project work.

The different learning methods will provide the student with professional knowledge and also develop the student's ability to work independently and to cooperate with others.

5. Guidelines for differentiated instruction

The teaching is planned according to the students' qualifications

6. Requirements for foreign language skills

The programme's teaching materials, the teaching, projects and exams are done in English. The student is therefore required to have gained competences in written and spoken English equivalent to graduates from the Marketing Management Programme.

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

7. Internationalisation

7.1. Studying abroad

The programme is short: only two semesters of teaching and one semester with an internship and a bachelor project. Therefore, there is no international semester planned for this programme. However, the 2nd semester is organised so that it can be taken abroad.

Business Academy Aarhus must approve studies abroad before departure to allow for credit to be granted. The internship may likewise take place abroad.

The elective element in the 2nd semester of the programme may also be taken as a summer school stay abroad. There is a separate programme for summer schools and extra-curricular activities which ensures that a total of 10 ECTS is obtained for the activity. For further information, please contact the International Office.

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

Bachelor project

Generally, a supervisor will be assigned by the student's home school, and the report must be submitted and evaluated in an exam as described in the section on external exams.

7.2. Rules for examinations abroad

For the description of rules for conducting examinations abroad, please refer to baaa.dk (under "For students"). This also describes the costs involved if the examination is held abroad.

7.3. Agreements with foreign educational institutions

The Academy works with foreign educational institutions. Please contact the International Office for further information on ERASMUS partners and other partners.

8. Examinations in the programme

The following is an overview of examinations in the bachelor degree programme. Requirements to take the individual exams, including formalities and the use of aids, can be found in the exam descriptions. The exam periods will be announced in the semester plan.

The student takes six exams in the programme elements:

1. A company's sales base
2. Method and theory
3. Business development in an international perspective
4. Elective element exam
5. Internship exam
6. Bachelor project

The student is examined in several of the programme elements in the same exam. Each exam will appear on the diploma with one overall mark. See the table below for an overview of the time placement of the exams.

It is always the student's responsibility to ensure internet access for the exam situation, and to ensure that their computer is in working order. Students must bring their own USB-stick.

8.1. Overview of examinations and their timing

Semester	Subject/exam	90 ECTS/ programme elements	Internal/external assessment	Assessment
1st semester	1st external (The background for a company's sales)	25 ECTS "The customer as the starting point", "Industry and competitors" and "Innovation"	External	7-point scale
1st semester	1st internal (Method and theory)	5 ECTS Method and theory	Internal	7-point scale
2nd semester	2nd external (Business development in an international perspective)	20 ECTS "Developing the sales base", "The tactical and operational sales performance" and "Implementation and follow-up"	External	7-point scale
2nd semester	2nd internal (Elective element exam)	10 ECTS Elective element	Internal	7-point scale
3rd semester	3rd internal (Internship exam)	15 ECTS Internship	Internal	7-point scale
3rd semester	3rd external (Bachelor project exam)	15 ECTS Bachelor project	External	7-point scale

Information concerning times, dates and locations for the exams is found on Fronter

In the following is a description of each exam with:

- Exam form and organisation
- Prerequisites for the exam - participation requirements and submission

At the beginning of a programme component, semester, etc. the student is automatically registered for the appropriate exams. Registration for the exam means that one exam attempt is used. This does not apply for students who are unable to attend the examination due to a documented illness or maternity/paternity leave.

8.2. The background for a company's sales/The customer as the starting point, Industry and competitors/1st semester (1st external)

1 st external, The background for a company's sales, The customer as the starting point and Industry and competitors	25 ECTS	External
Time placement: At the end of the 1st semester		
<p>Exam form and organisation: A 6-hour written exam (without preparation time) within the core area <i>The background for a company's sales</i>. One mark is awarded according to the 7-point scale.</p> <p>The learning objectives are identical to the learning objectives for the following programme elements in the 1st semester:</p> <ul style="list-style-type: none"> • The customer as the starting point • Industry and competitors • Innovation 		
<p>Assessment criteria: The assessment criteria are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives appear in the joint curriculum.</p> <p>One mark is awarded according to the 7-point scale. The mark is added on the diploma.</p>		
<p>Admission requirements: The following compulsory learning activities must have been approved: CA0, CA1, CA2, CA3, CA4 and the 1st semester project. See description later on.</p>		
Consequences of failing the exam: Re-examination		

8.3. Theory of science/1st semester (1st internal)

1st internal, Theory of science	5 ECTS	internal
Time placement: At the end of the 1st semester		
<p>Exam form and organisation: A 4-hour individual written exam assessed according to the 7-point scale.</p> <p>The learning objectives are identical to the learning objectives for the following programme elements in the 1st semester:</p> <ul style="list-style-type: none"> • Theory of science <p>Active participation as a prerequisite to take the exam: The exam carries certain compulsory activities with active participation. These activities appear from this curriculum and from separate descriptions on Fronter.</p>		

<p>Assessment criteria: The assessment criteria for the exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives appear from the joint curriculum.</p> <p>One mark is awarded according to the 7-point scale. The mark is added on the diploma.</p>
<p>Admission requirements: The following compulsory learning activities must have been approved: CA0, CA1, CA2, CA3, CA4 and the 1st semester project. See description later on.</p>
<p>Consequences of failing the exam: Re-examination</p>

8.4. Business development in an international perspective/Developing the sales base, The tactical and operational sales performance and Implementation and follow-up/2nd semester (2nd external)

2nd external, Business development in an international perspective, Developing the sales base, The tactical and operational sales performance and Implementation and follow-up	20 ECTS	external
<p>Time placement: In the 2nd semester after the compulsory programme and before the elective element.</p>		
<p>Exam form and organisation: 30-minute oral examination based on the core area <i>Business development in an international perspective</i>. Assessment according to the 7-point scale.</p> <p>The learning objectives are identical to the learning objectives for the following programme elements in the 2nd semester:</p> <ul style="list-style-type: none"> • Developing the sales base • The tactical and operational sales performance • Implementation and follow-up <p>The oral examination is based on the 2nd semester project: <i>Business development in an international perspective</i>. Only the oral performance is assessed.</p>		
<p>Assessment criteria: The assessment criteria for the exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives appear from the joint national curriculum.</p> <p>One single mark is awarded according to the 7-point scale. The mark is added on the diploma.</p>		
<p>Admission requirements basis: The following compulsory learning activities must be approved: CA5, CA6 and CA7. See descriptions later on in the material.</p>		

Consequences of failing the exam: Re-examination

8.5. Elective element/ 2nd semester (2nd internal)

2nd internal, Elective element	10 ECTS	internal
<p>Time placement: At the end of the 2nd semester</p>		
<p>Exam form and organisation: A midway seminar will be held in the middle of the semester. At the midway seminar, the participants in the study group present their project descriptions and preliminary results to each other. Each student has 30 minutes at their disposal. The project description must be submitted two days before the midway seminar. See detailed description given separately. The work on the elective element is completed with a joint seminar where, based on a report, the participants in the study groups present and exemplify, to each other, interesting problems within the educational element and the best solutions in theory and practice. After the presentation, the presented problems and solutions are discussed. It is expected that all seminar participants have read all the reports from the study group and contribute actively to the discussion. The students at the seminar will each have 45 minutes at their disposal. These 45 minutes can contain the following: presentation, questions and discussion points, small cases/assignments, etc. The students will organise the time themselves.</p> <p>The overall assessment and the elective element includes:</p> <ul style="list-style-type: none"> • Midway seminar – weight 25 % • Final seminar – weight 75 % <p>After the mid-way seminar, the participants of the study group are awarded a temporary and individual mark. After the final seminar, the individual and the overall mark for the elective element is communicated individually to the students. The written work linked to the midway and the final seminars is given a 50% weight in the overall assessment. The presentation and participation in the discussions at the midway and the final seminars are also given a 50% weight. For elective elements abroad and credit modules, the examination will be held in accordance with the separate description of the element/module.</p>		
<p>Assessment criteria: The assessment criteria for the exam are identical to the learning objectives for the elective programme element mentioned above. The learning objectives appear from the joint national curriculum and the learning objectives defined for the individual students.</p> <p>One single mark is awarded according to the 7-point scale. The mark is added on the diploma.</p>		
<p>Admission requirements basis: No specific requirements.</p>		
<p>Consequences of failing the exam: Re-examination (new project description and new report. The student may use the same subject area. New oral exam).</p>		

8.6. Internship exam, 3rd semester (3rd internal)

3rd internal, Internship exam	15 ECTS	internal
<p>Time placement: In the 3rd semester</p>		
<p>Exam form and organisation: The internship is completed with an oral examination (30 minutes) based on a written report of 10 standard pages containing an academic thesis statement from the internship company and the learning objectives. The report is prepared individually.</p>		
<p>Assessment criteria: The assessment criteria are the learning objectives for the exam, which are the learning objectives (knowledge, skills and competencies) for the internship.</p> <p>One single mark is awarded according to the 7-point scale.</p> <p>The mark is added on the diploma.</p>		
<p>Admission requirements: The student must have completed 10 weeks of the 3-month internship in a company in order to submit the internship report.</p> <p>To take the exam, the content of the written assignment must be credible. The report must comply with the formal requirements and must be timely and properly submitted.</p>		
<p>Consequences of failing the exam: If the overall assessment results in a mark lower than 02, the student will be required to prepare another report in order to re-qualify for the internship exam.</p>		

8.7. Bachelor project/ 3rd semester (3rd external)

3rd external, Bachelor project exam	15 ECTS	external
<p>Time placement: At the end of the 3rd semester</p>		
<p>Exam form and organisation: The exam project can be an individual project or in groups of two to three students. The bachelor project cannot exceed:</p> <p>100,000 characters for one student 150,000 characters for two students 200,000 characters for three students</p> <p>Characters include spaces, footnotes, figures and tables but exclude front page, table of content, bibliography and appendices. The formal requirements for the bachelor project are described in detail in a separate document (to be found on Fronter).</p>		

Based on the written report, the student will be examined individually. The examination is oral and lasts 45 minutes including assessment. If two students write the project together, the examination will be an oral group examination. Duration: 1 h and 15 minutes including assessment.

Assessment criteria:

One single mark is awarded for the bachelor project based on the 7-point scale. The written report counts for 2/3 of the exam and the oral examination counts for 1/3.

The assessment criteria for the exam are identical to the learning objectives (knowledge, skills and competencies) for the bachelor project.

The mark is added on the diploma.

Admission requirements:

All the other exams in the programme must have been passed before the student can qualify for the bachelor exam.

Consequences of failing the exam:

If the overall assessment results in a mark lower than 02, the student will be required to prepare another report in order to re-qualify for the bachelor exam.

8.8. Requirements for written assignments and projects

In all exams etc. a standard page is defined as containing 2,100 characters including spaces and footnotes. The front pages, table of content, bibliography and appendices do not count. Appendices will not be assessed. Requirements in relation to the extent of written exams and the correlation between the number of participants in a group and the project size are described under each individual exam.

All assignment must be submitted digitally on Fronter in Microsoft Word, Excel, PowerPoint or another specified format.

8.9. Requirements for the final BA project

The final bachelor project is evaluated as an external exam which together with the internship exam and any other exams demonstrates that the programme's educational objectives have been achieved. The exam consists of a project and an oral part, and one overall mark is given. The examination can only be taken after the final internship exam and all other exams have been passed.

8.10. What effect do spelling and writing skills have on assessment?

Spelling and writing skills are part of the main exam/bachelor project (weighted 10 %). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

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

8.11. The use of aids and assistance

All written aids can be used. However, the use of the Internet is not allowed during the exam. Students are not allowed to contact others during the exam.

8.12. Special exam conditions

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

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

8.13. Sick and re-examinations

Sick exams

A student who has been prevented from taking an examination due to a documented illness or another unforeseen circumstance will be given the opportunity to take a (sick) exam as soon as possible. If the exam takes place in the final exam period, the student will be given the opportunity to take the exam in the same semester or immediately thereafter.

The sick exam may be the same as the next regular exam. The student is responsible for finding out when the (sick) exam takes place. Information on time and place will be available of Fronter.

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

If the illness is not documented according to the above rules, the student will have used an examination attempt. The student bears the cost of the medical certificate.

Re-examination

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

The student is responsible for finding out when the (sick) exam is to take place. Information about the time and place of re-examinations can be found on Fronter.

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

8.14. The language used for exams

This programme is offered in English, and exams are taken in English.

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

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

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

Business Academy Aarhus carries out plagiarism checks on all assignments. If two or more assignments sound identical, all the assignments in question will be rejected.

9.1. Cheating and disruptive behaviour during exams

Cheating on tests and exams is covered by a Ministerial Order on Tests and Examinations in Professionally Orientated Programmes (the Examination Order of 1519 of 16.12.2013).

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

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

Cheating is for instance:

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

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

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

Expulsion can also occur once the exam has been held.

9.2. Presumption of cheating, including plagiarism during and after the exam

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

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

this must be reported to the programme's management.

9.3. The process of clarification of cheating, including plagiarism

Postponement of the exam

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

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Format and content of the report

The report must be done without undue delay. The report should include a written presentation of the case, which includes information that can identify those reported, as well as a brief explanation and documentary evidence of the position. If one or more of the reported persons are repeat offenders, this should be disclosed.

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

Involvement of the examinee – consultation of interested parties

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

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

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

Sanctions for cheating and disruptive behaviour during an exam

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

In less severe cases, a warning is given first.

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

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

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

The head of the programme can, in the case of aggravated circumstance, decide that the examinee must be expelled from the programme for a shorter or longer period. In this case, a written warning will be given stating that repetition could lead to a permanent expulsion from the programme.

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

Complaints

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

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

weeks from the day the decision was communicated to the complainant, cf. Examination Order § 51.

10. Other rules for the programme

10.1. Credit for subjects included by the curriculum's institutional section

Passed optional programme components are equivalent to the corresponding subjects at other educational institutions that provide this programme as well as other programmes.

10.2. Prior credit approval

Students can apply for prior credit approval. With prior credit approval for study in Denmark or abroad, students are required to document each approved and completed programme component when they have completed each programme component. In connection with applying for prior credit approval, the students give permission that the institution can obtain the necessary information after the student's completion.

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

10.3. Talent strategy

Distinction

Case contest: The students take part in the local and national "Case contests". The winners from each team in the local contest take part in the national contest and are awarded a diploma.

Extra ECTS

Students may opt for a summer school stay in addition to their elective programme element and thus gain an extra 5 ECTS. Students are presented with a separate diploma for the summer school stay.

10.4. Active attendance

ACTIVE PARTICIPATION INCLUDES THIS FOR THE BACHELOR'S DEGREE PROGRAMME IN INTERNATIONAL SALES AND MARKETING:

Attendance at external lectures and company visits. If the student is unable to attend, for example due to illness, the student must notify student administration.

1st semester	<ul style="list-style-type: none">• CA0 Personal action plan• CA1 The customer as the starting point• CA2 Industry and competitors• CA3 Innovation• CA4 Theory and methods• 1st semester project
2nd semester	<ul style="list-style-type: none">• CA5 Developing the sales base• CA6 The tactical and operational sales performance• CA7 Implementation and follow-up• 2nd semester project

A rejection of the student's fulfilment of their obligations, for example, the rejection of a written assignment or non-compliance with the formal requirements of an assignment, will be listed as a non-compliance for student activity in relation to the receipt of the government grant (SU).

The programme will intervene with assistance and guidance as early as possible if a student fails to comply with compulsory attendance.

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

10.5. Compulsory programme elements

Every compulsory element in each semester concludes with a compulsory assignment which must be passed before the student can be registered for the coming exams. A description with requirements for output, evaluation, time schedule, etc. is announced for each compulsory assignment. See formal requirements for information on deadlines etc.

Compulsory programme element 0: Personal action plan

A personal action plan and CV. To be prepared individually. There will be no supervision for this assignment.

Compulsory programme element 1: The Customer as the Starting Point

Preparation of a group project report including a situational analysis of the business strategy, resources, competencies, customers, buyer behaviour, overall business model, etc. of a chosen company. Preparation of opponent opinion and presentation at a series of seminars. Participation in seminar discussions.

Compulsory programme element 2: Industry and Competitors

Group presentations of material during a series of seminars and preparation of hand-outs and submission of competitor analysis.

Compulsory programme element 3: Innovation

Participation in 'Experts in Teams' and in an innovation workshop and presentation of an innovative project.

Compulsory programme element 4: Theory and Methods

Includes a multiple-choice test.

1st semester project

In the 1st semester, the students work on a project *The Background of a Company's Sales* for an external client. The project is prepared and evaluated in groups.

Compulsory programme element 5: Developing the Sales Base

A written case assignment which qualifies a group of students from each class to enter a national case contest.

Compulsory programme element 6: The Tactical and Operational Sales Performance

Role-play including handing-in of written proposal. Groups participating in the national case contest will be granted an exemption from this compulsory course element.

Compulsory programme element 7: Implementation and follow-up

Trial exam based on case handed out. Handing-in of individual presentation material.

Semester project 2nd semester

In the 2nd semester, the students undertake a project where they work on business development with an international perspective for a relevant external client. The project must be approved before the oral exam.

10.6. Criteria for the evaluation of study activity

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

Study activity is defined as follows for students who within the last 12 months have:

- participated in at least two different exams
- passed at least one exam
- fulfilled their obligation to participate in any activity which is part of the programme, including group work, class projects, remote learning, etc. as indicated in the curriculum
- delivered, as indicated in the curriculum, the assignments, reports (learning) portfolios, etc., which are prerequisites for participation in exams with credible content, and have not submitted any plagiarised material
- been present for all activities with compulsory attendance, as indicated in the curriculum

Failure to meet one or more criteria in the definition of study activity justifies termination of enrolment.

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

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

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

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

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

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

The rules relating to the exams which the student, under the Executive Order of Examinations, should have participated in before the end of the 2nd semester and passed before the end of the 3rd and where this Executive Order has stipulated any time limits for completion of the programme, are valid independent of any other rules.

11. Complaints regarding exams and the appeal of decisions¹

11.1. Complaints regarding exams

It is recommended that the student should seek guidance from a study and career counsellor for the appeal procedure and for the preparation of a complaint.

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

In the Executive Order of Examinations, complaints are distinguished as either relating to:

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

The two types of complaints are handled differently.

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

A candidate may submit a written and substantiated complaint within a period of two weeks after the exam has been announced in the usual way concerning:

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

The complaint can relate to all exams, including written, oral and combinations thereof, as well as practical or clinical exams.

The complaint must be sent to the head of the programme.

The complaint must immediately be submitted to the original examiners, i.e. the internal and external examiners from the examination. The opinion of the examiners will form the basis of the institution's decision regarding academic issues. The institution will usually decide a deadline of two weeks for the submission of their opinions.

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

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

The decision must be submitted in writing, and can be as follows:

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

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

If the decision is an offer for reassessment or re-examination, the complainant must be advised that a reassessment or re-examination may result in a lower mark. The student must, within a period of

1. See examination order, part 10: <https://www.retsinformation.dk/Forms/R0710.aspx?id=160839>

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two weeks after the decision has been made, accept the offer. This decision is binding and may not be changed. If the student does not accept the offer within the time limit, the reassessment or re-examination will not take place.

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

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

The examiners will then notify the institution of the outcome of the re-assessment, including a written justification and evaluation, which may be a lower mark.

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

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

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

11.2. Appeal

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

The appeal must be sent to the head of department.

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

The Appeals Board consists of two external examiners appointed by the chairperson of external examiners, as well as a lecturer eligible to examine and a student within the same field of study (programme), who are both appointed by the head of department.

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

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

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

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

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

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

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

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

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

11.3. Complaints concerning legal matters

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

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

12. Rules of exemption

The educational institution can deviate from what the institution or the institutions themselves have stated in the curriculum if this is justified by exceptional circumstances. The various institutions must cooperate in order to have a homogenous dispensation policy.

13. Approval

This institutional part of the curriculum has been enacted and approved by Business Academy Aarhus on 23 September 2014.

Kim Ramus
Head of Programme