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# Curriculum 2015-2017

## Marketing Management

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Institutional Part (Part 2)

AP Degree in Marketing Management

Version 1.0  
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## 1. Scope of the curriculum

### 1.1. Commencement of the curriculum

The institutional part of the curriculum applies to students starting on 1 September 2015 at Business Academy Aarhus.

### 1.2. Transitional schemes

This curriculum replaces earlier versions of the curriculum with effect from 1 August 2015

### 1.3. Overview of examinations and their timing

This includes the main structure and course of the programme.

The programme's structure		1st year	2nd year
Core areas	International Marketing (25 ECTS)	20 ECTS	5 ECTS
	Economics (20 ECTS)	15 ECTS	5 ECTS
	Sales and Marketing Communication (10 ECTS)	10 ECTS	
	Organisation and Supply Chain Management (10 ECTS)	10 ECTS	
	Business Law (10 ECTS)	5 ECTS	
Elective programme elements			20 ECTS
Internship			15 ECTS
Final exam project			15 ECTS
<b>Total ECTS</b>	(70 ECTS)	<b>60 ECTS</b>	<b>60 ECTS</b>

## 2. Elective programme elements

The purpose of the elective programme elements in the 3rd semester is to give the student an individual profile through academic immersion within their academic area of the programme. The elective programme elements are planned and organised by the individual academy.

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

If there are less than eight students signed up for an elective programme element, the department can choose to cancel the elective. With less than 15 students signed up, the number of lessons will be reduced.

The elective elements offered at BAAA are described in the 3<sup>rd</sup> part of the curriculum named "Elective Elements".

### **3. Rules for the completion of an internship**

During the internship, the student will have a tutor from the programme and a contact person in the company. Together the company and the student must establish the personal and professional 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 internship period is 3 months and is completed with a written internship report. See also the section concerning the description of the programme's exams.

Business Academy Aarhus has appointed a number of internship tutors for Marketing Management, where one acts as a sounding board for the student throughout the internship; they are also the examiner for the internship report and the final exam project.

The internship is generally considered equivalent to a regular full-time job (37 hours per week) and should reflect the requirements for effort, commitment and flexibility that graduates can expect to face in their first job.

Up to three students can have an internship with the same function and in the same company. Companies with less than 5 employees can only have one intern at the same time. Further on this can be found in the document "Requirements on internship companies" to be found at Fronter. Students having their internship in the same company must submit independent internship reports.

Students that have followed the elective "Entrepreneurship" might do their internship in their own company. To do this your business plan must be accepted by a tutor from BAAA Entrepreneurship Center and you will need to have a work station and participate in activities in "Grow".

### **4. Methods of teaching and working**

Teaching is based on appropriate business practices and connects theory with practice. Different issues are considered from various companies who work within the industry that are relevant to the programme.

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

### **5. Guidelines for differentiated teaching**

The programme is organised by taking the students' backgrounds into account

### **6. Requirement of knowledge of foreign languages**

The programme's teaching materials are in English, all programme elements and exams will be held in English.

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

## 7. Internationalisation

Throughout the programme, the international dimension is included through international and English-language guest teachers.

### 7.1. Education abroad

One of the semesters will include a study trip to a European city which is compulsory for all students. In special circumstances, foreign travel may be waived. Exemption from foreign travel must be addressed to the head of department and must be submitted no later than two months before departure unless sudden conditions require that the exemption is given at a later date.

The programme is modular, which means that it is possible for a student to take the 3rd semester abroad, just as it is possible for foreign students to study one semester in our programme. The internship in the 4th semester can also take place abroad.

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

With prior credit approval for study abroad, students are required to document each approved and completed programme component when their exchange programme is completed. In connection with applying for prior credit approval, the students give permission that the 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.

There is also a possibility to take 10 ECTS of the programme electives in the 3rd semester as a summer school stay abroad (see more in the curriculum part 3 on elective elements).

Business Academy Aarhus has a wide network of partners abroad and the Academy's International Office can assist students who wish to take part of their programme abroad. 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.

**Are you planning to study abroad on your third semester you should be aware that you can NOT take statistics and business economics at BAAA and thereby get it on your diploma (also not after returning).** If your future plan is to study Cand. Merc. at Aarhus University after PBA in International Sales and Marketing, you must find subjects at the foreign university corresponding to statistics and business economics (this is not possible in our study abroad in Istanbul and Shanghai). In addition to having the subjects approved by BAAA the subjects must be approved by the university, to make sure the subjects fulfill their requirements. You are responsible for contacting the university and find out if it is possible.

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.

## **7.2. Examinations abroad in the 3rd semester**

The student must do all their examinations at the partner institution abroad.

## **7.3. Rules for examinations held abroad**

For the description of the rules for conducting examinations abroad, please refer to the 'exams' section on Fronter. This also describes the costs involved if the examination is held abroad.

## **7.4. Agreements with foreign educational institutions**

In the programme's 1st and 2nd semester, the students will be informed about the Academy's ERASMUS partners.

# **8. Examinations on the programme**

The following provides an overview of the tests and examinations for the Marketing Management programme. Requirements and details about the individual exams, including formalities and the use of aids, can be found in the exam descriptions on Fronter and exam periods will be published in the semester plan.

Students are examined in the programme elements by seven exams, namely:

1. 1st Internal: Business understanding, methodology and market understanding (30 ECTS)
2. 1st External: Tactical and operational marketing for BtB and BtC (30 ECTS)
3. 2nd Internal: Internationalisation (10 ECTS)
4. 3rd Internal: Elective element 1 (10 ECTS)
5. 4th Internal: Elective element 2 (10 ECTS)
6. 5th Internal: Internship exam (15 ECTS)
7. 2nd External: Exam for the main examination project (15 ECTS)

The students are tested in several programme elements in the same exam. Each exam will be indicated with a single mark on the diploma. See the table below for the timing of exams.

It is always the student's responsibility to ensure that they have internet access and that their computer is functional for the exam situation. Students must bring their own USB stick.

## 8.1. Overview of examinations and their timing

Name of Exam	Programme element	Stated on diploma	Semester	Assessment	Weight
1st Internal	Business understanding, methodology and market understanding	X	1st	Internal 7 point scale	30 ECTS
1st External	Tactical and operational marketing BtC Tactical and operational marketing for BtB	X	2nd	External 7 point scale	30 ECTS
2nd Internal	Internationalisation	X	3 <sup>rd</sup>	Internal 7 point scale	10 ECTS
3rd Internal	Elective element 1	X	3 <sup>rd</sup>	Internal 7 point scale	10 ECTS
4th Internal	Elective element 2	X	3 <sup>rd</sup>	Internal 7 point scale	10 ECTS
5th Internal	Internship	X	4 <sup>th</sup>	Internal Passed / Not passed	15 ECTS
2nd External	Final Exam Project	X	4th	External 7 point scale	15 ECTS

Information about the time and place of examinations can be found on Fronter.

This is followed by a description of each exam with:

- Exam form and organisation
- Prerequisites to take the exam

At the beginning of a programme component, semester, etc. there is automatic registration 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. Business understanding, methodology and market understanding, 1st internal exam (1st semester exam)

<b>Business understanding, methodology and market understanding, 1st internal exam (1st semester exam)</b>	<b>30 ECTS</b>	<b>Internal</b>
<p><b>Time placement:</b> The exam takes place at the end of the 1st semester.</p>		
<p><b>Exam form and organisation:</b></p> <p>The exam consists of an interdisciplinary ‘decision proposal’ and an oral examination based on the decision proposal and a randomly drawn case and questions based on the syllabus.</p> <p>The interdisciplinary “decision proposal” is prepared by a group of 3-4 people over a period of 48 hours. The decision proposal is prepared based on known questions and a selected business and market.</p> <p>The decision proposal is a prerequisite to attend the individual oral examination. At the oral examination, the student draws a small case with associated questions. After 30 minutes of preparation, the examination in the decision proposal and case with the associated questions lasts 25 minutes including deliberation.</p> <p>The decision proposal and the oral exam tests the broad learning objectives for the compulsory elements in the 1st semester.</p> <p>The learning objectives for the exam are identical to the learning objectives for the programme elements in the 1st semester:</p> <ul style="list-style-type: none"> <li>• Business understanding</li> <li>• Methodology</li> <li>• Market understanding</li> </ul> <p>The course of the oral examination is as follows:</p> <ul style="list-style-type: none"> <li>• 5 minutes: Presentation of the group’s decision proposal, with personal reflections</li> <li>• 15-20 minutes: Examination of the case and associated questions</li> </ul> <p>Further description of the exam can be found on Fronter.</p>		
<p><b>Assessment criteria:</b></p> <p>The assessment criteria for the exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives are in the joint national part of the curriculum.</p> <p>One overall mark is awarded for the oral presentation of the decision proposal and the case questions.</p> <p>A mark is given according to the 7-point scale on the basis of the oral examination.</p>		

**Exam requirements:** CA1, CA2, CA3 and CA4 must be approved to access the exam.

**The consequences of a failed exam:** Re-examination

### 8.3. Tactical and operational marketing BtC and BtB, 1st external, (2nd semester exam)

Tactical and operational marketing BtC and BtB. 1st external exam (2nd semester exam)	30 ECTS	External
<p><b>Time placement:</b> The exam takes place at the end of the 2nd semester.</p>		
<p><b>Exam form and organisation:</b></p> <p>The exam consists of a multidisciplinary case-based examination based on a specified company.</p> <p>The interdisciplinary case examination is a 6-hour exam carried out after 24 hours of preparation. The case examination will widely test the learning objectives of the programme elements in the 2nd Semester - tactical and operational marketing BtC and BtB. It is important that the student uses a methodical basis to select and apply the relevant theory from several compulsory elements (subjects) related to solving the specific problem.</p> <p>The basis for the 24 hours of preparation is a short description of the tasks which include:</p> <ul style="list-style-type: none"> <li>• The name of the company to be analysed. The overall problem area must be clarified</li> <li>• Some preliminary links to information about the company and/or the relevant market</li> </ul> <p>On the day of the exam, the student will be asked one or more questions which must methodologically be answered on the basis of the information collected along with any possible additional information handed out on the day of the exam. The answer must be of max. 24,000 characters which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, list of sources and any appendices.</p> <p>The learning objectives for the exam are identical to the learning objectives for the programme elements in the 2nd semester:</p> <ul style="list-style-type: none"> <li>• Tactical and operational marketing BtC</li> <li>• Tactical and operational marketing BtB</li> </ul> <p>Further description of the exam can be found on Fronter.</p>		
<p><b>Assessment criteria:</b></p> <p>The assessment criteria for the exam are identical to the learning objectives for the compulsory programme elements mentioned above. The learning objectives are in the joint national part of the curriculum.</p>		

Marks are awarded according to the 7-point scale.
<b>Exam requirements:</b> To take the examination, it is a prerequisite that all 1st semester examinations are passed. CA5 and CA6 must be approved to access the exam.
<b>The consequences of a failed exam:</b> Re-examination

#### 8.4. Internationalisation, 2nd internal (3rd semester exam)

Internationalisation, 2nd internal (3rd semester exam)	10 ECTS	Internal
<b>Time placement:</b> At the end of the 3rd semester		
<b>Exam form and organisation:</b> 4 hour individual interdisciplinary written examination in the compulsory elements in the 3rd semester.  The written examination is based on a case study presentation about a specific company in which the student must work with internationalisation. The case study presentation will be delivered electronically 24 hours before the written exam.  The case study presentation is a scenario for a company/industry, and contains information on <ul style="list-style-type: none"> <li>• Company and product areas</li> <li>• Various sources</li> </ul> The task consists of two sub-questions, based on the learning objectives for the 3rd semester compulsory course element Internationalisation (see the curriculum). The written exam must have a scope of no more than 24,000 characters which includes spaces, footnotes, figures and tables but excludes the front page, table of contents, list of sources and appendices.		
<b>Assessment criteria:</b> The evaluation criteria for the exam are identical to the learning objectives for the compulsory educational element mentioned above. Marks are awarded according to the 7-point scale.		
<b>Exam requirements:</b> To sign up for the exam, it is a prerequisite that all examinations in the 1st and 2nd semester are passed. CA7 must be approved to access the exam.		
<b>The consequences of a failed exam:</b> Re-examination		

### 8.5. Exam in elective programme element 1, 3rd internal

Exam in elective programme element 1, 3rd internal	10 ECTS	Internal
<b>Time placement:</b> At the end of the 3rd semester		
<b>Exam form and organisation:</b> Please refer to curriculum part 3 “Elective Elements”		
<p><b>Assessment criteria:</b> The assessment criteria for the exam are identical to the learning objectives for the elective elements. Further is stated in curriculum part 3 “Elective Elements” Assessment according to the 7-point scale.</p>		
<p><b>Exam requirements:</b> To sign up for the exam, it is a prerequisite that all examinations in the 1st and 2nd semester are passed.</p>		
<b>The consequences of a failed exam:</b> Re-examination		

### 8.6. Exam in elective programme element 2, 4th internal

Exam in elective programme element 2, 4th internal	10 ECTS	Internal
<b>Time placement:</b> At the end of the 3rd semester		
<b>Exam form and organisation:</b> Please refer to curriculum part 3 “Elective Elements”		
<p><b>Assessment criteria:</b> The assessment criteria for the exam are identical to the learning objectives for the elective elements. Further is stated in curriculum part 3 “Elective Elements” Assessment according to the 7-point scale.</p>		
<p><b>Exam requirements:</b> To sign up for the exam, it is a prerequisite that all examinations in the 1st and 2nd semester are passed.</p>		
<b>The consequences of a failed exam:</b> Re-examination		

## 8.7. Internship exam, 5th internal

5th internal (Internship exam)	15 ECTS	Internal
<p><b>Time placement:</b> Second half of the 4th semester</p>		
<p><b>Exam form and organisation:</b> The student's outcome from the internship is assessed by a written internal examination (internship report). The exam evaluates:</p> <ul style="list-style-type: none"> <li>• The student's reflection and realisation of the concrete learning goals for academic and personal development during the internship, which are established in the internship agreement.</li> <li>• The student's discussion and reflections on application of chosen theories during the internship.</li> <li>• Using the problem statement for the final exam project as the starting point the student must outline methods and actions plan for solving the problem statement. The proposal should not include solutions for the problem statement as it should only focus on the method to reach solutions.</li> </ul> <p>The internship must be passed before the student can sign up for the final exam project.</p>		
<p><b>Exam form and organisation:</b> The student's outcome from the internship is assessed by a written report, called the internship report.</p>		
<p><b>Assessment criteria:</b> The assessment criteria for the exam are identical to the learning objectives for the internship. The learning objectives are in the joint national part of the curriculum. The exam is evaluated as pass/fail.</p>		
<p><b>Exam requirements:</b> The student must have completed 2/3 of their internship to participate in the exam. To be signed up for the exam, it is a prerequisite that all exams of the 1st, 2nd and 3rd semesters have been passed.</p>		
<p><b>The consequences of a failed exam:</b> Improvement of the internship report</p>		

## 8.8. Final exam project, 2nd external

Final exam project (2nd external)	15 ECTS	External
<b>Time placement:</b> Completes the programme		
<b>Exam form and organisation:</b> Oral examination based on a written report		
<p><b>Exam form and organisation:</b> The final exam project can be prepared individually or in a group of 2-3 people.</p> <p>The scope of the exam is maximum:</p> <ul style="list-style-type: none"> <li>• with 1 student: 100,000 characters</li> <li>• with 2 students: 150,000 characters</li> <li>• with 3 students: 200,000 characters</li> </ul> <p>The number of characters includes spaces, footnotes, figures and tables but does not include the table of contents, bibliography and appendices.</p> <p>If the total assessment gives a mark lower than 02, the student must prepare a new project with a new thesis statement, possibly based on the same company, to be able to re-register for the final exam.</p> <p>Based on the written report, the student has an individual oral exam of 45 minutes' duration, including assessment.</p> <p>Spelling and writing skills are included in the overall assessment of the project.</p> <p>Students who can document a relevant, specific handicap can apply for an exemption from the requirement that spelling and writing style are included in the assessment. An application must be sent to the programme at least four weeks before the exam.</p>		
<p><b>Assessment criteria:</b></p> <p>The assessment criteria for the exam are identical to the learning objectives for the main exam project. The learning objectives are in the joint national part of the curriculum.</p> <p>The students will receive one mark according to the 7-point scale based on a complete assessment of the written and oral presentation. For the main project, the written part is weighted 2/3 and the oral defence is weighted 1/3. Separate marks will not be given.</p>		
<b>Exam requirements:</b> To participate in the main exam project, all the programme exams must be passed, including the internship.		
<b>The consequences of a failed exam:</b> If the mark for the whole assessment is less than 02, the student will have to prepare a new project with a new thesis statement.		

## **8.9. Requirements for written assignments and projects**

In all exams, etc., a standard page is defined as 2,100 characters including spaces and footnotes. The front page, table of contents, bibliography and appendices are excluded from this. The appendices are not evaluated.

The requirements in relation to the scope of written exams and the correlation between the number of participants in a group and scale of the project appear under the description of the individual examinations.

All assignments must be submitted digitally in Wiseflow in Microsoft Word, Excel, PowerPoint or another specified format.

## **8.10. Requirements for the final exam project**

The final exam project is assessed at an external exam, which together with the internship exam and the programme's other exams demonstrates that the programme's learning objectives have been achieved. The exam consists of a project and an oral part, and students are given one total mark. The exam can only take place once the internship exam and the programme's other exams have been passed.

## **8.11. The effect of spelling and writing skills on the assessment of the final exam project**

Spelling and writing skills are included in the assessment of the final exam project (weight 20%). The assessment reflects an overall assessment of the academic content as well as writing and spelling ability.

Students who can document a relevant disability can apply for an exemption from the requirement that spelling and writing skills are included in the assessment. The application must be sent to the programme head no later than 4 weeks before the exam.

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

Unless otherwise specified in the exam description, all aids as well as the Internet are allowed during the exam. Communication with others is not allowed during the exam.

## **8.13. Special exam conditions**

Students may, where it is justified by physical or mental disability, apply for special exam conditions. The application must be submitted to the programme no later than four weeks before the exam is to be held. The submission deadline can be ignored for medical problems which appear suddenly. The application must be accompanied by a medical certificate, a declaration from a speech, hearing, dyslexic or blind institution or other proof of health conditions for the relevant disability.

Applications for permission to bring other aids must be submitted to the programme no later than four weeks before the exam is held.

## **8.14. 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 it is an exam that should take 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 is to take place.

Information about the time and place of sick exams can be found on 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 re-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.

## **8.15. Exam language**

All exams are held in English.

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

The students themselves must prepare projects and other material for examinations. Upon the submission of written answers as well as physical and electronic submissions, the examinee confirms that the assignment/answers have been prepared without wrongful assistance.

### **9.1. Cheating and disruptive behaviour during exams**

A Ministerial Order on Tests and Examinations in Professionally Orientated Programmes covers cheating on tests and exams.



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 [www.en.stopplagiat.nu](http://www.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 clarify the position before the date of the exam.

### *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 people are repeat offenders, this should be disclosed.

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

### *Involvement of the examinee – consultation of 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 circumstances, decide that the examinee must 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.

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 Ministerial Order or Examinations 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. Ministerial Order § 51.

## 10. Other rules for the programme

### 10.1. Credit for subjects included in 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

As part of the talent strategy of Business Academy Aarhus, it is possible to take more than 120 ECTS during a programme. This is limited to students participating in study programmes abroad.

The exam diploma might include honours for:

- Active participation in the Academy Council
- Active participation in the student council at the marketing management programme
- Tutor for new students
- Buddy for international students
- Participation in international case competitions

### 10.4. Compulsory assignments (CA), themes and appendix for diploma

Studying the marketing management programme is NOT a self-study programme. As a student, you are expected to participate actively in classes and group work. To ensure optimal outcome for the student it is compulsory for the student to participate in a number of compulsory assignments in each semester.

***The student is only admitted to the semester's exams when the compulsory assignments of the semester are approved. The compulsory assignments are identical with the programme's themes and a Student Development Dialogue (SDD) after 1st semester. The Student Development Dialogue consists of a dialogue about achievements, goals and plans and is also a compulsory assignment.***

To document the students' progression through the programme and to motivate them as much as possible, the students will get an appendix for exam diploma as an appendix to their diploma. The subject diploma will include the marks the students achieved for their subjects (the mark consists of a group part and an individual part)

The following compulsory assignments must be passed in order to take the exam after each semester. If these assignments are not handed in, the student will be considered to be inactive on the programme and will be signed out of the programme. For assignments marked with an \* (asterisk), a mark will be indicated on the appendix to the diploma (subject diploma)

<b>1st SEMESTER</b>	<ul style="list-style-type: none"> <li>• Business understanding (theme 1)* - CA1</li> <li>• Methodology (theme 2)* - CA2</li> <li>• Market understanding (theme 3)* - CA3</li> <li>• SDD (Student Development Dialogue) - CA4</li> </ul>
<b>2nd SEMESTER</b>	<ul style="list-style-type: none"> <li>• Tactical and operational marketing BtC (theme 4)* - CA5</li> <li>• Tactical and operational marketing BtB (theme 5)* - CA6</li> </ul>
<b>3rd SEMESTER</b>	<ul style="list-style-type: none"> <li>• Internationalisation (theme 6)* - CA7</li> </ul>
<b>4th SEMESTER</b>	<ul style="list-style-type: none"> <li>• 3 month internship</li> </ul>

All the above subjects are included in the theme descriptions available on Fronter, under the applicable semesters. In the subject description, the method for handing in and details on marks for the appendix for diploma are provided.

To qualify for the exam, it is a prerequisite that all exams in the previous semester have been passed. This means that in order to qualify for the 2nd semester exams, all 1st semester exams must have been passed. In addition, all exams on the programme's 1st, 2nd and 3rd semesters and the internship exam must have been passed in order to qualify for the main exam project.

Registration for an exam happens at the same time as registration for a programme component, semester, etc. therefore the students are automatically registered for the exams which are appropriate for their programme. It is not possible to unregister from an exam. If a student does not show up for an exam, one exam attempt will have been used. This does not apply for documented illness, in which case the student will automatically be registered for the next sick or re-examination.

Theme 4 or 5 includes a compulsory study trip. The duration of the study trip depends on the choice of study programme. The study trip has a duration of one week and an expected budget of maximum 5,000 DKK, excluding food and pocket money.

If a student cannot take part in the study trip, dispensation may be granted by the head of the programme.

The consequences of not taking part in the study trip due to a lack of finances means that:

- Theme 4 or 5 cannot be completed with students from your own class and must instead be completed with other students who have also been granted an exemption. However, the same quality requirements apply for this project.
- The student's academic ballast will not be as strong for the main exam project
- The student misses the chance of an important social event in their class

In the case of acceptable reasons (documented illness, death, maternity leave, pregnancy, birth), the head of department and student will settle on an agreement to fulfil the requirements of the theme.

### **10.5. Criteria for the assessment 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

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 7 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 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.

# 11. Complaints regarding exams and the appeal of decisions<sup>1</sup>

## 11.1. Complaints regarding exams

It is recommended that the student 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 section 10 of the Ministerial Order on Examination Regulations.

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

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

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1. See the Ministerial Order of Examinations section 10: <https://www.retsinformation.dk/Forms/R0710.aspx?id=160839>

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 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 reassessment, the examiners must submit all the 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.

An exemption 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 appeal board consists of two external examiners appointed by the chairman 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 appeal 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, only for 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 a lower mark. The student must, within a period of 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 reassessment, the examiners must submit all the 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 appeal board must decide within two months – for summer exams, within three months – after the appeal has been filed.

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

### **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 Ministerial Order (for example incapacity, consultation of interested parties, whether the Ministerial Order or 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 complainant's comments (if any) to the Ministry of Higher Education and Science. 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 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 cooperate in order to have a homogeneous exemption policy.



## **13. Approval**

This institutional part of the curriculum has been enacted and approved by Business Academy Aarhus on 16 August 2015.

Dorthe Bohlbro  
Head of Department