

Curriculum for Bachelor's Degree Programme in International Sales and Marketing

INSTITUTIONAL PART

2023

Bachelor's Degree Programme in International Sales and Marketing

Approved by Jeanette Lemmergaard

August 2023



Contents

1.	E	Exams		4
	1.1	. S	pecial exam conditions	4
	1.2	. N	1ake-up exam and re-examination	4
	1.3	E	xamination aids	5
2	(Comp	ulsory exams, assignments and projects	5
3	E	Electiv	re educational elements	8
4	(Guidel	lines for implementing the internship	8
	4.1	D	emands to involved parties	9
	2	4.1.1	Responsibility and distribution of tasks in connection with the internship	9
	2	4.1.2	The student	9
	2	4.1.3	Internship supervisor	9
	2	4.1.4	Career Centre/IBA Business	9
	4	4.1.5.	Internship company	9
5	9	Study	abroad	9
6	E	Bache	lor project	10
7	(Cheati	ng in exams	10
	7.1	. D	isturbing behavior and cheating in exams	10
	7	7.1.1	Plagiarism	11
	7	7.1.2	When is a paper considered as plagiarism?	11
	7	7.1.3	Disturbing behavior during tests and exams	11
	7	7.1.4	Procedures and sanctions for cheating in exams and disturbing behavior	11
	7	7.1.5	Sanctions	12
	7	7.1.6	Types of sanctions	12
	7	7.1.7	Exam complaints	13
	7	7.1.8	Appeals of the decision relating to further educations	14
8	A	Applie	d forms of teaching and working	14
	8.1	G	oal-oriented learning	14
	8.2	Р	ractice-based learning	15
	8	3.2.1	Teaching methods and structure	15
9	(Guidel	lines for differentiated teaching during the study program (8)	16
10)	Cred	dits	16
	10.	.1 T	ransfer of credits	16
	10.	.2 C	redit students	16



11	Study activity	1	.7
12	English-language teaching and teaching materials		
13	Rules of dispensation	1	.7
14	Parallel study program at foreign educational institutions	1	.8
15	Enforcement, title, duration and diploma	1	.8
16	Reference to legal basis	1	.9



1. Exams

The rules regulating the exams of the study program are prepared with starting point in Executive order no. 863 of 14/06/22 on examinations in business-oriented higher education (The Examination Order).

The study program operates with three different types of exams:

- External exams. These are used nationwide. They are assessed by the internal examiner and one or more external examiners.
- Internal exams in compulsory educational elements. These are used nationwide. They are assessed by one or more lecturers or industry representatives.
- Internal exams in elective elements. These are specific for the educational institution. They are assessed by one or more lecturers or industry representatives.

All exams must be taken during the first exam period following the completion of the teaching period. The student is automatically registered for the exam. The student is entitled to three examination attempts for each exam. All exams must be passed. Passed exams may not be taken again.

The student cannot deregister for the exam. If a student has not submitted his or her [reasoned] deregistration for an exam in due time, the exam is considered as an attempt, in terms of the number of examination attempts permitted.

1.1 Special exam conditions

Students may - if conditioned by physical or mental disability - seek permission to have extra time for the examination, or the like. The application must be sent to the program administration no later than four weeks before the examination. In case of sudden health problems, an exemption from the deadline can be made.

1.2 Make-up exam and re-examination

A student who has not been able to complete an exam owing to documented illness or other unforeseeable matter, may take a make-up exam as soon as possible. Illness must be documented by a medical certificate. The institution must receive the medical certificate no later than 3 working days after the exam date. The student must pay for the medical certificate himself/herself. If the illness is not documented as stated above, the student will be considered to have used one examination attempt.

If the compulsory assignments cannot be approved, the student must make a replacement assignment. The replacement assignment counts as an examination attempt and the student may participate in the re-examination in the same exam period. If a student does not attend an examination and he/she does not have a valid reason (illness etc.), the student will have used one examination attempt and will automatically be registered for the next examination period. The institution may make exemptions from this.



1.3 Examination aids

In connection with written exams and tests, the student may use books and materials handed out during lessons, own notes, supplementary materials, the Intranet, Canvas, USB-pen and similar for storage of documents, unless otherwise clearly stated in the handed-out exam paper/guidelines.

The student may not bring or use aids which make it possible to have a conversation or communicate with others, e.g. mobile phones and other data communication equipment which makes it possible for the student to communicate with others.

The students may not share or lend examination aids to each other during exams. The students may in no way communicate with each other after start of the exam.

If a student tries to get in touch with another student or uses examination aids which are not allowed, the student will immediately be expelled from the exam.

2 Compulsory assignments and projects

Each compulsory educational element in the semester modules is concluded by a compulsory assignment, which must be approved before the student can attend the exam.

The study program includes a number of compulsory assignments in the form of projects, individual or group based assignments, case presentations, competitions, participation in digital courses, Innovation week, mock exam etc., which must be approved in order for the student to be allowed to attend the exam during the semesters and at the end of the semesters. Guidelines have been prepared for all projects including consequences to be enforced if a project is not approved.

Schematic presentation of the exams and educational elements, the time location in the study program of compulsory educational elements and internship, including exams with external assessment, is presented below.



Overview of exams and assessments

Exam name	Educational element	Grading
1st semester exam Part 1: Written and oral group exam, internal 10 ects Part 2: Written group and oral individual exam, external 20 ECTS	Strategic position Analyzing customer and market Strategic direction	7-point scale Written group project must be passed
Mandatory assignments during the semester	Will be announced at semester start	Must be passed to register for the 1st semester exam
2nd semester exam, 15 ECTS) — internal (Written group and oral individual exam)	Strategy and implementation Follow up	Must be passed separately
Mandatory assignments during the semester	Will be announced at semester start	Must be passed to register for the 2nd semester exam
Exams in elective elements, internal Elective educational element 1 (5 ECTS) Elective educational element 2 (5 ECTS) Elective educational element 3 (5 ECTS)	Elective educational elements See details in course descriptions	
3rd semester exam Internship exam (15 ECTS), internal and oral Bachelor project (15 ECTS), external	Internsreport Bachelor project	7-point scale 7-point scale



Overview of educational elements' ECTS distribution per semester

Educational elements' distribution per semester	1 year	2 year	ECTS
National	45		
Strategic Position	10		10
Analyzing customer and market	15		15
Strategic direction	5		10
Strategy and Implementation	10		5
Follow up	5		5
Ir	15		
Elective elements 3 x 5 ECTS (in-depth subjects)	15		15
Intern	ship and bachelor project		30
Internship and report		15	15
Bachelor project		15	15
Total			90

Schematic presentation of the relationship between ECTS-distribution module 1-5 and courses

Module/course	Strategic position	Analyzing customer and market	Strategic direction	Strategy and Implemen tation	Follow Up
Marketing and Sales	5.0	7,5	0	5.0	2.5
Business Development and Value creation	2.5	5.0	2.5	2.5	2.5
Internationalization	2.5	2.5	2.5	2.5	0
Total	10.0	15	5	10	5



3 Elective educational elements

As part of the 2nd semester the students may attend elective educational elements. The elective educational elements are a possibility for the student to enhance his/her competencies through specialisation and working in depth with themes relating to the core contents of the study program. 3 different elective courses each representing 5 ECTS are offered on the 2nd semester. Classes open when approx. 10 students register.

The time location of the elective elements is in the 2nd semester of the study program.

Elective educational elements: Classes where students may work in depth with a subject

Class 1 - 5 ECTS

See elective catalogue

Class 2 - 5 ECTS

See elective catalogue

Class 3 - 5 ECTS

See elective catalogue

Assessment of the exams: Separate

Elective elements are assessed separately with an internal assessment according to the 7- point scale; each partial examination must be passed. The two partial examinations and two grades, which will be calculated to one total grade, will be listed for the elective element on the degree certificate. Learning goals as well as assessment will be presented in the elective classes offered.

4 Guidelines for implementing the internship

The internship companies are expected to be found among the business partners who also assist with best practice experience in the institution's knowledge network.

During the company internship the student has a supervisor from the study program as well as a contact person in the company. Together, the student and the two supervisors determine the student's learning goals for the internship which will then be guiding for the company's planning of the student's work.

The internship is concluded by an evaluation conversation based on a written report where student and supervisor in cooperation evaluate the student's learning outcome of the internship as compared to the set learning goals. The student's learning outcome must be passed in order for the student to attend the final exam.

The company internship is comparable to a full-time job with the same requirements to working hours, contribution, commitment and flexibility which a graduated bachelor would expect to find in his/her first job.



4.1 Demands to involved parties

4.1.1 Responsibility and distribution of tasks in connection with the internship is as follows:

A written agreement signed by the student, the internship company and the supervisor forms the basis for the implementation of the internship.

4.1.2 The student

The student is responsible for the process until signing of the internship agreement with the entrepreneur/company environment or the company. The institution supports the student during this process in different ways to ensure that the student achieves the set learning goals. During the internship the student is responsible for his/her contribution to achieve the learning goals. In case of any discrepancies during the internship, the student is responsible for informing the institution who will then assist to find a solution. Students who have an alternative internship period approved will have an internship supervisor assigned who will guide the student throughout the internship process, among others - the professional contents of the internship as well as with setting of learning goals.

4.1.3 Internship supervisor

The internship supervisor is responsible for introducing the internship, approving the internship agreement, following up during the internship period and take the student through exam after the internship. It is further the responsibility of the supervisor that an internship can be approved, and that the student achieves the learning goals, if a student decides to implement the company internship in his/her own company.

4.1.4 Career center/IBA Business

The career center helps and supports the students who do not carry out a company internship, e.g. through courses in writing applications and CV. The career center coordinates the preparation of internship agreements and ensures that they are approved by all parties.

4.1.5 Internship company

The requirements to the companies which make an internship agreement include supervisor conditions and the nature of the work tasks. The internship in a company must follow the institution's internship concept regarding follow-up and evaluation.

5 Study abroad

The student attending this study program may complete 2nd semester at educational institutions abroad. To secure the best possible learning environment in classes numbers of students studying abroad may be limited. It is also possible to implement company internships and bachelor projects in companies or organisations abroad. The institution must approve study abroad program before it takes place.



6 Bachelor project

The final bachelor project may be prepared individually or by 2-3 students working together. The bachelor project must have a maximum scope of: 100,000 characters for one student, 150,000 characters for two students and up to 200,000 characters for three students. Characters include spaces, footnotes, figures and tables, but do not include cover page, table of contents, references and enclosures.

Requirements for the bachelor project are described in more detail on the programme's digital learning platform.

Based on the written report, the student attends an individual oral exam which lasts 45 minutes, including assessment. Grading is based on the 7-point scale. One combined grade is given for the bachelor project; the written report counts for 2/3 and the oral exam counts for 1/3. The student's ability to express himself/herself and his/her spelling skills count for 7 % of the assessment of the bachelor project.

If the total assessment results in a grade lower than 02, the student must prepare a new project with a new problem statement. In case of a written assignment prepared by more students, the individual assessment can only be made, if the contribution of the individual student can be stated. The oral individual presentation is based either on the contribution of the individual student or the assignment as a whole, if the individualization is not stated.

When answering the set problem statement, it is important that the student can make use of central theories and methods. Furthermore, the bachelor project must make use of empiric data to answer the current problem statement. The institution prepares detailed guidelines with the formal requirements for the project. Guidelines are given to the students in due time before the exam project starts.

7 Cheating in exams

7.1 Disturbing behavior and cheating in exams

It is considered cheating if a student in connection with an exam:

- receives "not allowed" help
- helps another student with his/her assignment
- makes use of "not allowed aids"

When a paper is submitted, the student must by his/her signature confirm that the paper has been prepared without unduly help. The signature may be digital.



7.1.1 Plagiarism

Plagiarism is considered cheating if found in the submitted paper. Below situations are considered as plagiarism:

- Written material which has previously been submitted for assessment, e.g. material included in a bachelor project, in compulsory assignments or in other exam papers
- Written material which is to be used or has been used in connection with an oral exam.

7.1.2 When is a paper considered as plagiarism?

A paper or parts of it will be considered plagiarism when a student tries to give the impression that an idea, a text, a layout etc. is prepared by the student himself/herself, and this is not the case. It is considered plagiarism if a paper or assignment fully or partly is produced by the student, and

- 1. It includes identical or almost identical reproduction of others' work and this is not clearly marked by the use of e.g. quotation marks, written in italics and clearly indicating where the text originates from (literature references including page numbers or the like).
- 2. It includes substantial passages where the wording is so close to another printed medium (without reference) that it is obviously not written by the student.
- 3. It includes words or sentences from others' texts without reference.
- 4. It reuses text or ideas from assignments which the student has previously prepared, without reference.

7.1.3 Disturbing behavior during tests and exams

IBA is authorised to expel a student from exam, if the student has a disturbing behavior; for instance, makes noise or is in other ways breaking IBA's code of conduct during exams. In less serious incidents, IBA will first give a warning. Examination guards will report the incident to the Head of Department. This reporting must take place immediately after the incident and include a written report of the incident. The written report is to include an identification of the student in question and a description of the incident. Any available documentation must be enclosed. In case of a recurrent incident, this must be mentioned in the report. Please read paragraphs 7.1.5 and 7.1.6 for sanctions for disturbing behavior.

7.1.4 Procedures and sanctions for cheating in exams and disturbing behavior

Who can report on cheating in exams?

Anybody who has a suspicion that cheating is going on is obliged to investigate whether there is cheating in the exam and if the suspicion is sustained, to report to the Head of Department.

Reporting

If the suspicion of cheating in an exam is supported or confirmed, the internal examiner and/or the external examiner are obliged to report this in writing to the Head of Department. At the same time, the student is to be informed that the incident has been reported to IBA as



cheating in exam. If the assignment has not yet been assessed at the time of reporting, the assignment will not be assessed or graded and this will appear from the school report.

Head of Department

When the Head of Department receives a report on cheating in an exam, he/she must decide whether to dismiss the report or proceed with the case.

If the Head of Department decides to proceed with the case, he/she is responsible for collecting material and documentation to clarify the incident and also for inviting the student to a meeting where he/she is given the possibility to explain or comment on the report.

The student must receive a copy of the report together with the invitation for the meeting. The invitation must inform the student of the purpose of the meeting and that the student has the right to bring a companion to the meeting. The companion may give advice to the student during the meeting, but cannot participate in the conversation. If it is not possible to arrange a personal meeting, the communication can take place in writing or via another channel.

If the Head of Department decides to dismiss the report, the assignment will be assessed and graded according to the normal procedures.

7.1.5 Sanctions

Based on the report and the meeting, the Head of Department will decide whether or not it is an incident of cheating in exam. The Head of Department must also decide on a type of sanction or penalty to use towards the student. The Head of Department can only decide on a sanction or penalty if the incident is beyond doubt a case of cheating in exam.

If the incident is so serious that the student is to be expelled from IBA, the incident must be reported to the IBA Principal who will make the final decision. In all other cases, the Head of Department decides on the sanction or penalty. The student is informed about the decision in writing. A copy of the decision is sent to the person who reported the incident, to the student counsellor and a copy is filed in the student's folder.

7.1.6 Types of sanctions

Provided that cheating in exam is proved, one of the following sanctions can be used:

- Warning: Written or oral warning for breaking IBA's rules.
- Suspension from exam. The exam attempt will be registered as 'absent'. The exam attempt will count as one attempt.
- Cancellation of the report or the assignment. Cancellation concerns the assignment
 where the cheating has been reported. The cancellation can be made even if the
 assignment has been graded, and it will be noted that the student has not passed the
 exam. A recurring incident of cheating in exam will result in the student being
 suspended from the study program.
- Permanent or temporary suspension from the study program. In case of serious or recurring incidents of cheating in exams, the student will be suspended from the study program and IBA permanently or for a limited period of time. A permanent



suspension means that the student will be excluded from all activities at IBA, including teaching and exams.

Suspension for a limited period means that the student will be excluded from all activities at IBA, including lessons and exams in the suspension period. When the suspension period ends, the student will automatically be enlisted in the study program again. The temporary suspension will be noted in the student's folder. If the incident is a breach of Danish law, it will further to IBA's sanctions be also reported to the police.

7.1.7 Exam complaints

Complaints concerning exam conditions are submitted individually by students to IBA (Head of Department). Further to Executive order no. 863 of 14/06/2022, regulations on exam complaints can be found in the corps of external examiners. The complaint must be in writing and reasoned. The complaint must be submitted no later than two weeks after the student has been informed of the assessment of the exam in the normal way.

The student is entitled to receive a copy of the given exam paper to use in complaint procedure and in case of a written exam also a copy of his/her own submitted assignment. In the period when the complaint is processed, the student may continue on the study program, unless otherwise stated in the guidelines. The complaint can be made on the following circumstances:

- 1) the basis of the examination; exam questions, tasks and similar, also in relation to educational goals and requirements
- 2) examination procedure or
- 3) assessment of the exam.

The Head of Department must immediately present the complaint to the original examiners, who must submit their statement within two weeks. The examiners must make a statement on the academic questions of the complaint. The student must be given the opportunity to commenting the examiners' statement, normally within one week.

Based on the recommendation of the examiners the Head of Department (eventually the Headmaster) decides on the outcome of the complaint based on the examiners' academic statement and the student's comments on the statement.

The decision must be in writing and reasoned and result in one of the following outcomes:

- 1) a new assessment (re-assessment), however not in case of oral exams
- 2) offer for a new examination (re-examination) or
- 3) the complaint is dismissed.

The examiners must all be in agreement if the complaint is to be dismissed by IBA.

IBA must immediately inform the student and the examiners about the outcome of the complaint. New examiners are to be appointed for a re-examination or re-assessment. Re-examination or re-assessment must take place as soon as possible. A re-examination or re-assessment may



result in a lower grade. If an offer for re-examination as a result of the complaint is accepted and a diploma has been issued, the institution will take back the diploma until a new assessment has been made and subsequently issue a new diploma.

7.1.8 Appeals of decision on study programmes

The student may present IBA's decision concerning the academic issues to an appeal board appointed by the institution. The appeal board will then make the decision. The student must submit the appeal to IBA. The appeal must be in writing and reasoned. The appeal must be submitted no later than two weeks after the student has got informed about the institution's decision.

IBA will appoint an appeal board as soon as possible after having received an appeal. The appeal board consists of two external examiners, an examination eligible lecturer and a student from the subject area.

The president of the corps for external examiners will designate the two external examiners. The president will designate one of them as president of the board. The president can designate himself/herself as external examiner or as president.

IBA will designate the examination eligible lecturer and the student. All members of the board must participate in board discussions and receive all documents for the case to be in quorum. Board discussions can take place in writing, also electronically, if all board members agree that written discussions are allowed. If the appeal board cannot reach an agreement, the discussion is concluded at a meeting where all board members must be present. If the discussion is ended by a vote and in case of parity of votes, the vote of the chairman of the board is decisive.

The decision must be in writing and reasoned and result in one of the following outcomes:

- 1) a re-assessment by new examiners
- 2) offer for a re-examination by new examiners or
- 3) the complaint is dismissed.

IBA must be informed of the decision of the board of appeal as soon as possible; in case of a winter exam no later than two months and in case of summer exam no later than three months after IBA has received the appeal.

If the appeal cannot be processed before this deadline, IBA must as soon as possible inform the student about the reason as well as of the expected date of completing the appeal. IBA will inform the student as soon as possible and the examiners will receive a copy of the decision when the decision has been made.

8 Applied forms of teaching and working

8.1 Goal-oriented learning

The study program consists of three semesters which together provide the BA student with the competencies outlined in the study program curriculum.



Each semester forms a complete and defined teaching period with its own examination. A student may therefore replace a semester by a documented equivalent course and examination from another Danish or foreign educational institution.

Each teaching period is comprised of educational elements. The purpose of the educational elements is to provide the student with professional and methodical competencies to make him/her able to handle complex problems in practice within the profession and on a well-founded theoretical background.

In addition, the student must through the study program learn to identify and cover own learning needs and be able to enter personal and complex cross-cultural relationships while being flexible, goal-oriented and powerful - both in relation to customers and business partners and in relation to colleagues and managers - in and outside Denmark. Each teaching period and its educational elements reflect the profession's core components in practice. Further, elective elements offer the student the opportunity in study groups or via the offered elective elements to define a relevant theme related to the profession and outline a number of professional compulsory educational elements to work on in depth.

The purpose of the company internship is to give the student an opportunity to put into practice the first two semesters' learning outcome on the profession's problems in practice. The internship is therefore to take place in a company and job role relevant for the profession. The final bachelor project is likewise to be written in a company and job role relevant for the profession where the student must in practice demonstrate his/her total learning outcome to solve a defined problem statement relevant for the profession.

The elective elements together with the company internship and the bachelor project give the student the possibility of personalising his or her complete competency profile.

8.2 Practice-based learning

Through participation in quality and development work as well as involvement in business network and knowledge network with companies and research institutions, the lecturers get an insight and knowledge about the most recent tendencies in business. These experiences are systematically used in the study program.

Via projects, company internship and the bachelor project the students gain contact with practice and are offered the opportunity to combine theory and practice.

8.2.1 Teaching methods and structure

1st and 2nd semester

Teaching in the first two semesters of the study program is based on compulsory educational elements related to the main modules The company's strategic basis, The customer as starting point, Industry and competitors and Sales Management and the Company's sales development together with the elective elements.

The academic approach to the compulsory educational elements is based on traditional academic disciplines for the profession, but the core components and compulsory educational



elements are guiding the learning process. This ensures a holistic and interdisciplinary approach to the complex problem statements in practice which characterize the profession.

Teaching is thus planned with these problem statements as a starting point and will to a high extent build upon empirical methods, cases and best practice from the companies the study program has a cooperation with. Furthermore, it is of importance that the lecturers of the study program have practical professional experience and are participating in knowledge-sharing networks in both practice and research environments within their academic field.

Teaching is implemented through lectures, classes, practical training exercises, presentations, cases, seminars and projects as well as company internships. The teaching is based on the most recent knowledge and results from national and international research, tests and developmental work from disciplines connected to the profession. IT is used as a tool, an educational method and for information sharing.

9 Guidelines for differentiated teaching during the study program

The study program does not include differentiated teaching. Possible considerations for disabilities or the like will be made in connection with exams and compulsory assignments.

10 Credits

10.1 Transfer of credits

The institution can approve course elements or parts thereof which have been passed at another educational institution which are equivalent to corresponding educational elements or parts thereof in the present curriculum. If the educational element concerned has been graded according to the 7-point scale at the educational institution where the exam is passed and is equivalent to a complete core component in the present curriculum, the grade is transferred. In all other cases the grade is transferred as "passed" and is not included as part of the grade average.

The institution can approve that passed educational elements from another Danish or foreign higher study program replace educational elements included in this curriculum. For an approval, the educational element is considered concluded if it is passed following the rules of the study program concerned. The grade is transferred as "passed".

10.2 Credit transfer students

The institution can approve that students from other higher study programmes follow part of the study program and attend exams following the institution guidelines. It is a precondition that it is an approved part of their own study program.



11 Study activity

As a rule, attendance on the study program is not compulsory but as a major part of the teaching is planned to be a dialogue between student and lecturer/supervisor and in between students, it will be difficult to accomplish the studies without participating in the major part of the activities of the study program.

Attendance is compulsory according to the descriptions for mandatory assignments and projects etc. To be able to achieve the learning goals/outcome of the study program there is compulsory attendance on certain study elements in the form of e.g. submission/presentation of assignments, projects etc.; and compulsory attendance in the form of physical presence.

Before the student may attend an exam/register for an exam, the semester activities with compulsory attendance (mandatory assignments) must be approved. The institution may expel students from the study program, if they are not active in their study with reference to Executive Orders.

Criteria for study activity are:

Passed exams.

1st semester exams must be passed before the end of 2nd semester. 2nd semester exams must be passed before the end of 3rd semester. The bachelor project must be passed 3 years from study start, at the latest.

12 English-language teaching and teaching materials

The international dimension of the study program and the aim to include new theories and empirical methods within the field means that a lot of teaching material, cases, teaching, written projects and presentations etc will be in English. The student is therefore required to have gained written and spoken English skills equivalent to graduates in the AP program in Marketing Management.

The language of the exams which will lead to a diploma will be in Danish for Danish classes and in English for international classes. However, the assignment given may be in English for all classes.

13 Rules of dispensation

In exceptional circumstances, the institution can grant an exemption from the rules in the curriculum which are exclusively set by the institution.



14 Parallel study program at foreign educational institutions

The student may choose to follow a bachelor study as E-learning parallel to his/her study program as Bachelor in International Sales and Marketing. The study program means that the student via E-learning modules must attend courses and pass exams within Finance, HRM, Marketing and Cultural Studies.

Admission is conditioned by the student to

- have graduated from the AP program in Marketing Management or a similar study program.
- follow the Bachelor study program in International Sales and Marketing
- have English skills at a level equivalent to IELTS of 6.5
- be approved by IBA's lecturers or study program management.

15 Enforcement, title, duration and diploma

This curriculum will apply for students who begin their studies as of 30 August 2023.

Title, duration and diploma

Graduates from the program have the right to use the Danish title of 'Professionsbachelor i international handel og markedsføring'. The English title is Bachelor of International Sales and Marketing (re. Qualifications Framework 6)

The program is a full-time, independent graduate study and is rated at 90 ECTS-credits. 60 ECTS-credits are equivalent to the work of a full-time student for one year.

Study programmes that have a standard duration of up to 120 ECTS-credits must be completed within the number of years corresponding to twice the standard duration of the study program. Other study programmes must be completed within the number of years corresponding to the standard duration plus 2 years. Thus, this study program must be completed no later than 3 years after the student is enrolled in the program. In exceptional circumstances, the academy can grant an exemption from the 3 years.

Diploma

The academy issues a diploma when the student has passed the complete study program.



16 Reference to legal basis

The curriculum is based on the following acts and regulations:

- LBK nr. 786 af 08/08/2019: Bekendtgørelse af lov om Erhvervsakademier for videregående uddannelser
- LBK nr. 1343 af 10/12/2019: Bekendtgørelse af lov om erhvervsakademiuddannelser og professionsbacheloruddannelser (LEP-loven).
- <u>BEK nr. 2672 28/12/2021: Bekendtgørelse om erhvervsakademiuddannelser og</u> professionsbacheloruddannelser
- <u>BEK nr. 863 af 14/06/2022: Bekendtgørelse om prøver i erhvervsrettede videregående</u> uddannelse
- <u>BEK nr. 87 af 25/01/2023: Bekendtgørelse om adgang til erhvervsakademiuddannelser</u> og professionsbacheloruddannelser
- BEK nr. 1125 af 04/07/2022: Bekendtgørelse om karakterskala og anden bedømmelse
- BEK nr. 708 af 09/06/2023: Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser