

Studie- ordning

(Valgfagskatalog / Electives Catalog)

Næstved

Handelsøkonom

Commerce Management

International handel og markedsføring

International Sales and Marketing

Forår / Spring 2022



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Bilag til Lokal studieordning for HØK, COM & BIS (Vagfagskatalog)

Appendix to Local Curriculum for HØK, COM & BIS (Electives Catalog)

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1. Indledning | Introduction

Denne del af studieordningen skal læses i sammenhæng med den nationale del af studieordningen (samt tilhørende uddannelsesbilag) og den lokale del af studieordningen. Den nationale del af studieordningen er fælles for alle udbydere af uddannelsen, mens den lokale del af studieordningen samt dette valgfagskatalog er fastsat af Zealand - Sjællands Erhvervsakademi.

This part of the curriculum must be read in connection with the national part of the curriculum (as well as the associated educational appendices) and the local part of the curriculum. The national part of the curriculum is common to all providers of the education, while the local part of the curriculum and this elective catalog is determined by Zealand - Sjællands Erhvervsakademi.

2. Lokale fagelementer udbudt som valgfag | Local subject elements offered as elective subjects

Valgfagene udgør i alt 10 ECTS af HØK-/COM- og BIS-uddannelsernes samlede antal ECTS.

Valgfagene udbydes på tværs af de merkantile uddannelser på Zealand Næstved, hvilket vi oplever giver stort fagligt udbytte. Det betyder, at der i flere af valgfagene undervises på engelsk, ligesom der på holdene kan være studerende på både KVU og BACHELOR niveau. Dette vil fremgå af de enkelte fagbeskrivelser.

Såfremt du som studerende er indskrevet på en dansksproget uddannelse, og ønsker at følge et engelsksproget valgfag, vil du have mulighed for at skrive alle opgaver på dansk, samt blive vejledt og udprøvet på dansk.

Såfremt du som studerende ønsker at følge et valgfag med studerende på KVU/BACHELOR niveau, vil du blive vejledt og udprøvet i overensstemmelse med dit uddannelsesniveau.

The electives make up a total of 10 ECTS of the HØK / COM programs' total number of ECTS.
The electives make up a total of 10 ECTS of the BIE / BIS programs' total number of ECTS.
The electives are offered across the mercantile educations at Zealand Næstved, which we experience provides great academic benefits.

This means that several of the electives are taught in English, just as the teams can have students at both KVU and BACHELOR level. This will appear from the individual subject descriptions.

If you as a student are enrolled in a Danish-language education, and want to follow an English-language elective, you will have the opportunity to write all assignments in Danish, as well as be supervised and tested in Danish.

If you as a student want to follow an elective with students at KVU / BACHELOR level, you will be supervised and tested in accordance with your level of education.

3. Prioriterings- og tildelingsprocedure | Prioritization and allocation procedure

Da du på HØK/COM og BIS skal gennemføre valgfag svarende til 10 ECTS vil du skulle gennemføre 2 af de 10 beskrevne valgfag 4.1-4.10.

Der oprettes udelukkende valgfag med tilstrækkelig tilslutning, hvorfor du for efteråret 2021 bedes prioritere dine valgfagsønsker. Dette gør du via link i Moodle.

Som HØK-studerende kan du finde linket i Moodle i Metoderummet - under følgende sektion:
Prioritering af valgfag.

Det kan ikke garanteres, at du kan få tildelt dine første prioriteringer - så det er vigtigt, at du tilkendegiver dine 6 øverst prioriterede ønsker. Såfremt det ikke er muligt at tildele dig et ønsket valgfag, enten fordi de ikke oprettes eller du ikke har meddelt os dine prioriteringer, vil du administrativt få tildelt valgfag svarende til de ECTS der er påkrævet på din uddannelse.

Såfremt de oprettede valgfag ikke er under- eller overtegnede, kan det i særlige tilfælde lade sig gøre at skifte valgfag inden for den første uge af valgfagsperioden (uge 10).

Resultatet af valgfagsfordelingen vil blive meddelt de studerende senest 1. februar 2022.

Only electives with sufficient support are created, which is why for the spring of 2022, please prioritize your elective wishes. You do this by clicking on link in Moodle.

BIS students can find the link in the room "BIS Team 22 General information and manuals" and COM students in the room "General information and manuals (nf21cm2p1t30)". The Elective Catalogue is uploaded in these rooms as well.

It is important that you prioritize at least 4 electives within each subject series, as it cannot be guaranteed that you can be assigned your first priorities. If it is not possible to assign you a desired elective, either because they are not created or we do not know your priorities, you will be administratively assigned electives corresponding to the ECTS required.

If the electives created are not signed or oversubscribed, it may in special cases be possible to change electives within the first week of the elective period.

The result of the elective distribution will be communicated no later than 1 February 2022.

4. Valgfagsbeskrivelser | Elective descriptions

Der kan prioriteres mellem 10 valgfag, som er beskrevet på de følgende sider i dette valgfagskatalog:

You can prioritize between 10 electives, which are described on the last pages in this elective catalog.

4.1. Indkøbsledelse

Indhold:

Indkøbsledelse dækker over en bred vifte af principper og teknikker inden for transaktion og forvaltning. Kurset skal give dig en grundlæggende forståelse for indkøbsdisciplinen og nøglekoncepter forbundet hermed, samt den anvendte terminologi inden for området.

Undervisningen vil bl.a. omhandle:

- Virksomhedens placering i og afhængighed af forsyningskæden
- Samspillet mellem indkøb og de øvrige aktører i værdikæden
- Lagerstyring som konkurrenceforbedrende funktion i virksomheden
- Lovvalsregler, international købelov (CISG) og Incoterms
- Udbudsreglerne ved offentlige indkøb
- Forhandlingsteknik, forhandlingsforberedelse, -taktik og -gennemførelse
- Leverandørers ageren i forhold til virksomhedens sociale ansvar

Læringsmål:

Viden

Den studerende skal:

- Have viden om Supply Chain Management, leverandørvurdering og –udvælgelse samt forhandlingsteknik.
- Have viden om indkøbsjura og offentligt indkøb.

Færdigheder

Den studerende skal:

- Kunne anvende enkle analyser af indkøbsdata.
- Kunne vurdere hensigtsmæssige indkøbsstrategier og værktøjer under hensyntagen til omkostninger og forsyningsikkerhed og opstille og vælge relevante leverandører.
- Kunne formidle praksisnære løsninger i forhandlinger med leverandører.

Kompetencer

Den studerende skal:

- Kunne håndtere indkøbets og lagerstyringens strategiske, taktiske og operationelle processer i virksomhedens forsyningskæde.
- Kunne deltage i samarbejde med partnere med forskellig kulturel baggrund i forretningsmæssige sammenhænge.
- Kunne identificere forskelle mellem dansk og den internationale købelov og tilegne sig ny viden, færdigheder og kompetencer i forbindelse hermed.

Formkrav

Til valgfagsprøven i Indkøbsledelse vil udarbejdelsen af en skriftlig opgave danne grundlag for den mundtlige prøve. Omfanget af opgaven udgør for 1-4 studerende max 8 normalsider (á 2.400 anslag inkl. mellemrum og ekskl. forside og evt. bilag). For hver yderligere studerende tillægges 1 normalside til det maksimale sidetal.

ECTS-omfang: 5 ECTS

Undervisning: DANSK

4.2. Projektledelse

Indhold:

Projektledelse omhandler principper og teknikker inden for projektstyring og projektledelse. Kurset vil altså gøre dig i stand til at agere som leder af projekter i et krydspres mellem drift og netværkshåndtering - så du med den bedste udnyttelse af de menneskelige ressourcer kan nå de fastsatte mål for projektet. Kurset tager udgangspunkt i et konkret projekt opdrag, der skal planlægges for en ekstern kunde – og indebærer en komplet gennemførelse af projektstyringens forskellige faser frem mod gennemførelse og evaluering.

Undervisningen vil bl.a. omhandle:

- Projektledelse som teoretisk og praktisk felt
- Projektet som organisationsform
- Projektstyring som lineær eller agil proces
- Projektlederens rolle
- Projektmodeller og fasehåndtering
- Projektlederens kommunikations-, proces- og ledelsesopgaver
- Interessent- og ressourceanalyse

Læringsmål:

Viden

Den studerende skal:

- have viden om de mange aktører der i en organisation har interesse for og ønsker indflydelse på projektet.
- forstå grundelementer og sammenhænge i forbindelse med initiering/udvikling og gennemførelse af et projekt.

Færdigheder

Den studerende skal:

- kunne anvende metoder og redskaber til at varetage projektopgaver fra start til slut, og dermed kunne integrere projektets forløb og resultater i en større organisatorisk sammenhæng.
- kunne vurdere projektets potentiale og risici og opstille og vælge praksisnære løsninger til projektets ejer.
- kunne formidle projektets formål og resultater for dermed at kunne skabe forståelse for og opbakning til projektet.

Kompetencer

Den studerende skal:

- kunne håndtere projektmodeller og –faser.
- deltage i og igangsætte samarbejde om projekter.
- tilegne sig ny viden, færdigheder og kompetencer i forbindelse med projektlederens rolle.

Formkrav

Til valgfagsprøven i Projektledelse vil udarbejdelsen af en skriftlig Business Case danne grundlag for den mundtlige prøve. Omfanget af Business Casen udgør for 1-4 studerende max 8 normalsider (å 2.400 anslag inkl. mellemrum og ekskl. forside og evt. bilag). For hver yderligere studerende tillægges 1 normalside til det maksimale sidetal.

ECTS-omfang: 5 ECTS

Undervisning: DANSK

4.3. B2B salg

Indhold:

Som B2B-sælger har du typisk ansvaret for opsøgende kontakt og længerevarende salgsprocesser i forbindelse med salg af større og/eller komplekse løsninger til virksomhedens kunder. I denne proces er værdiskabelse gennem indsigt i fokus. Du skal som sælger anvende dine analytiske færdigheder fra flere fagområder til at kortlægge og forstå hele kundens værdikæde og udvikle løsninger, som skaber værdi.

Kurset skal give dig en grundlæggende forståelse for vurdering af kundepotentiale og kundeværdi for virksomheden, samt den anvendte terminologi og konkrete værktøjer inden for området. Undervisningen er baseret på nyere dansk og international forskning på området og en stor del af undervisningen drejer sig om at arbejde med simulering af salgssituationer, hvor du som studerende får mulighed for at anvende konkrete teknikker og værktøjer.

Undervisningen vil bl.a. omhandle:

- Salgets forskellige faser – med fokus på værdi- og loyalitetsskabelse
- Salgets planlægning i forhold til forskellige markedsforhold og kundetyper
- Spørgeteknikker til behovsafdækning og løsningsudvikling
- Operationalisering af salgsmål, fra strategisk mål til hverdagsplan
- Markedsføringsmuligheder inden for B2B og B2G
- Økonomi på kundeniveau og virksomhedsniveau

Læringsmål:

Viden

Den studerende skal:

- Have viden om værdikædeoptimering og salgets konkurrencedygtighed og økonomi.
- Forstå kundeanalyse og kundepleje samt salgs- og forhandlingsteknik.

Færdigheder

Den studerende skal:

- Kunne anvende metoder til planlægning af salg i forhold til forskellige markedsforhold og kundetyper.
- Kunne vurdere kundepotentiale og opstille og vælge egnede indsatsmuligheder.
- Kunne formidle markedsføringsmuligheder inden for B2B og B2G.

Kompetencer

Den studerende skal:

- Kunne håndtere fastlæggelse af salgsstrategi, kundeforhandling og implementering af beslutninger.
- Kunne deltage i samarbejde om koordinering af salgs-, service- og marketingsaktiviteter over for kunden.
- Tilegne sig ny viden, færdigheder og kompetencer til at drive og udvikle kundeforholdet gennem salg og rådgivning.

Formkrav

Til valgfagsprøven i B2B Salg vil udarbejdelsen af en skriftlig salgsportfolio danne grundlag for den mundtlige prøve. Omfanget af salgsportfolien udgør for 1-4 studerende max 8 normalsider (å 2.400 anslag inkl. mellemrum og ekskl. forside og evt. bilag). For hver yderligere studerende tillægges 1 normalside til det maksimale sidetal.

ECTS-omfang: 5 ECTS

Undervisning: DANSK

4.4. Iværksætteri

Indhold:

Iværksætteri i praksis vil komme omkring en praksisnær oprettelse af en virksomhed inkl. udarbejdelse af en forretningsplan. Det vil give en god indsigt i det arbejde, som kræves for at starte en virksomhed. Vi berører en bred vifte af principper og teknikker inden for udvikling af nye eller eksisterende virksomheder. Kurset skal gøre dig i stand til at fastlægge og gennemføre forretningsplaner og –strategier under hensyn til både kort- og langsigtede målsætninger. Du skal desuden opnå en grundlæggende forståelse for at kunne identificere væsentlige potentialer og udfordringer i et forretningskoncept – med det formål at skabe udvikling og fremdrift gennem værdiskabende og økonomisk bæredygtige løsninger. Forløbet inddrager i høj grad principper lånt fra den tradition der kaldes Lean Startup og som involverer masser af kreativ tænkning, eksperimentering med markeds- og kundefeedback, samt –justering.

Læringsmål:

Viden

Den studerende skal:

- Have kendskab til virksomhedstyper og forretningsmodeller samt omkostnings- og ressourceberegning.
- Have viden om udviklings- og innovationsprocesser samt entreprenørskab og intraprenørskab som teoretisk og praktisk felt
- Forstå centrale begreber og modeller i forbindelse med estimering og vurdering af drift og udvikling af mindre virksomheder

Færdigheder

Den studerende skal:

- Kunne anvende metoder til fastlæggelse og udvikling af forretningsmodeller og forretningsstrategier samt til en kreativ arbejdsproces og en innovativ virksomhedskultur.
- Kunne vurdere forretningskoncepter og kundepotentiale, samt begrunde og vælge egnede indsatsmuligheder.
- Kunne formidle problemstillinger i forhold til distribuerings- og markedsføringsmuligheder for den lille virksomhed

Kompetencer

Den studerende skal:

- Kunne håndtere etablering af egen virksomhed, samt igangsættelse og gennemførelse af udviklingstiltag i eksisterende virksomheder.
- Kunne deltage i samarbejde om interessent- og kundeførelse.
- Kunne identificere egne læringsmål og tilegne sig ny viden, færdigheder og kompetencer inden for Innovationsledelse – kreativ idéudvikling og værdiskabelse

Formkrav

Til valgfagsprøven i Iværksætteri vil udarbejdelsen af en skriftlig Forretningsplan danne grundlag for den mundtlige prøve. Omfanget af Forretningsplanen udgør for 1-4 studerende max 8 normalsider (å 2.400 anslag inkl. mellemrum og ekskl. forside og evt. bilag). For hver yderligere studerende tillægges 1 normalside til det maksimale sidetal.

ECTS-omfang: 5 ECTS

Undervisning: Dansk

4.5. Entrepreneurship

Contents:

The aim of this course is to introduce students to principles and mechanisms behind concepts of entrepreneurship and business start-up. This course will cover such topics as business model generation, effectual entrepreneurship, lean start-up, entrepreneurial mindset and skills. This course will be practically oriented towards developing a business concept out of a start-up idea, which students might already have. For those, who do not yet have an idea, this course will help students to identify suitable fields of entrepreneurial action based on the student's skills, competencies and interests.

Knowledge

The student will:

- Acquire the knowledge necessary to apply when starting entrepreneurial undertaking or a business venture
- Acquire knowledge about notion of entrepreneurship, entrepreneurial mindset, business model generation and effectual entrepreneurship
- Acquire knowledge necessary to apply when identifying market potential, customer profile and value proposition for a new business venture

Skills

The student will be equipped with:

- The skills necessary to identify viable business idea
- The skills necessary to create business venture based on the identified business idea, by identifying customer profiles, value proposition and market potential of this idea
- The skills to develop entrepreneurial mindset, which are necessary for successful performance as an entrepreneur

Competencies

The student will be able to:

- Independently to identify necessary steps for establishing business venture based on a viable business idea
- Independently to develop viable business proposition and test it with potential customers and business partners
- Independently to calculate risks and foreseen different development scenarios of a start-up business venture

Formal requirements:

The exam will be held as a combination of a written report and an oral presentation. The report will be written in groups of 2-4 students, maximum 10 pages (2400 characters incl. spaces, excl. front page and appendices).

Scope of ECTS: 5 ECTS

Instruction: English

4.6. Business Statistics

Contents:

The aim of this course is to introduce students to various business statistics concepts such as sampling, categorical data, hypothesis testing and regression analysis as well as to teach them how these concepts can be employed to make sound business decisions, particularly within the field of marketing.

Knowledge

The student will:

- acquire the knowledge necessary to apply statistical theories and methods within descriptive statistics, probability, confidence intervals and hypothesis testing, regression and correlation.

Skills

The student will:

- be equipped with the skills necessary to calculate measures of central tendency
- be equipped with the skills necessary to design and carry out experiments in order to test hypotheses
- be equipped with the skills necessary to perform a linear regression analysis as well as multiple regression analysis

Competencies

The student will be able to:

- independently select the most appropriate sampling technique as well as determine the most adequate sample size needed to ensure valid statistical results.
- calculate descriptive summary measures for a population (mean, median, mode, and standard deviation).
- process and analyze sample data for the purpose of testing hypotheses about the population mean, variance and proportion.

Formal requirements

A comprehensive 25 questions (multiple choice) will be conducted at the end of the course to test the students understanding of various topics covered in the course. The exam counts for the overall course grade and will be graded as per the Danish 7-point grading scale.

Scope of ECTS: 5 ECTS

Instruction: English

4.7. Sustainability in Business Models

Contents:

The business model of companies today needs to be constantly developed and responsive to market forces. The recognition that the global economy is processing the world's natural resources and generating waste streams at an unprecedented scale and scope consequently calls for the redesign of commercial activity. Reconfiguring how we conduct business and implementing business practices that preserve the world's natural resources for today's communities and the economic, environmental, and social health and vitality of future generations has become a priority. This notion lies at the heart of sustainability.

In this elective course, we will focus on sustainability as the core of innovation in existing companies.

Knowledge

The student will:

- Have knowledge of what sustainability is and how this links to Corporate Social Responsibility strategies in organisations
- Have knowledge of the UN Global Development Goals and trend management
- Have knowledge of how sustainability and innovation processes influence the existing and future business model of a company
- Have knowledge of how sustainability and innovation become value-creating driving forces for organisational change, and understand the link to commercialization and marketing strategies

Skills

The student will be able to:

- Apply the concepts of CSR, environmentalism, consumerism, circular economy and "the transparent supply chain" into companies' innovation practices
- Apply trends research into development of new sustainable business models
- Distinguish between different types of innovation, and relate this to an organisational context
- Draw up new strategic initiatives in order to put sustainability into the business model of current companies
- Relate a sustainable product or process to a commercialization strategy

Competencies

The student will be able to:

- Participate in innovative processes relating to sustainability and CSR
- Discuss opportunities and challenges for advancing sustainable changes to companies' current business models and practices
- Participate in change processes related to the UN Global Compact and sustainability trends
- Develop marketing practices relating to new sustainable products or processes

Formal requirements

The exam will be held as a combination of a written report and an oral presentation. The report will be written in groups of 2-4 students, maximum 10 pages (2400 characters incl. spaces, excl. front page and appendices).

Scope of ECTS: 5 ECTS

Instruction: English

4.8. Customer Psychology

Contents:

The principle of the success of a business or a company lies in understanding how customers think, feel, choose and consume products and services. This course is designed to initiate students in understanding the main customer behaviors and demands. The idea is that they start getting an understanding of the main customers' consumer trends and their origin. This course will provide an understanding of some basic marketing and psychology concepts/models in order to reflect on how customer decisions affect companies every day.

Knowledge

The student will:

- Acquire the necessary knowledge to understand the current customer psychology and consumer society.
- get an introductory knowledge of the main consumer-oriented marketing tools/models to give answers to the current consumer behavior.
- understand the basic theories in connection with consumer choice and decision making.

Skills

The student will be able to:

- Describe consumer psychology.
- Assess the importance of consumer psychology.
- Explain how consumer psychology grew in parallel with the consumer society.
- Distinguish between consumer psychology, consumer behavior and marketing.
- Describe consumer-oriented marketing.
- Apply the concepts of market segmentation and product positioning.
- Describe the process of consumer decision making.
- Explain the product life-cycle.

Competencies

The student will be able to:

- Discuss about consumer behavior and different factors that influence the consumer's decision-making process.
- Participate in the analysis and study of the development of current motivations, lifestyles and values of consumers.
- Explore how customers make choices and analyze many of the internal influences involved in the process of consumer decision-making.
- Analyze the range of social influences that determine the current customers' profile/s, as well as their consumption habits.
- Study the main Marketing theories that connect current customer behavior with real processes that influence consumer behavior today such as: social networks and sustainable development.
- Evaluate the main challenges and opportunities derived from current consumer trends and behavior, from a marketing approach

Formal requirements

The exam will be held as a combination of a written report and an oral presentation. The report will be written in groups of 2-4 students, maximum 10 pages (2400 characters incl. spaces, excl. front page and appendices).

Scope of ECTS: 5 ECTS

Instruction: English

4.9. Retail Innovation Challenge

Contents:

This course is designed as a 5 days study field trip to Antwerp (Belgium), where students will intensively work together with other International students on finding an Innovative solution for a challenge introduced by a local retail company. Students will be working in cross-disciplinary groups following Design Thinking Principles. Innovation Challenges will be finalized with group presentations of solutions for the case company, followed by written synopsis and oral individual exam upon returning back to Denmark. Participation in the course will require that students must cover some of the travel and accommodations expenses on their own. There are limited spots for participation, which would require motivated application from the students, who would like to participate in the course.

Knowledge

The student will:

- Acquire knowledge about Design Thinking principle in theory and practice
- Acquire knowledge about how to work intensively in international cross-disciplinary environment

Skills and competencies

The student will be able to:

- apply theoretical knowledge about innovation processes in practice
- apply Design Thinking Process
- insure fluent communication in international and cross-cultural groups
- work professionally with a retail company in International settings

Formal requirements

The exam will be held as a combination of a written synopsis and an oral presentation. The synopsis will be written individually, maximum 3 pages (720 characters incl. spaces, excl. front page and appendices).

Scope of ECTS: 5 ECTS

Instruction: English

NOTE: The tuition involves a week's stay in Belgium (week 12)

4.10. Butterfly – Intercultural Innovation Business Challenge

Content:

This is the second time we are able to offer our students the possibility of taking part in a multinational project week with students from different parts of the world. You will be taking part in lectures given by professors from Chile, Russia, Germany and Denmark, and get the opportunity to enlarge your personal international network. The program will contain a mixture of theoretical lectures and practical work in an international group. It is an intensive 5 day week of learning and interacting with students from other countries, plus some short online sessions before the week begins.

A unique opportunity! The program will be offered to a limited number of students from each participating university. This way we make sure that you get a rich opportunity to get to know the other students in a smaller online setting.

The workshop program will be structured with some Innovation Process Methodology (containing a number of innovation process tools and techniques).

Our ambition is to power the whole program with usage of modern digital communication technologies, which will also promote digital skills of the participating students and teachers. We plan to use platforms like Moodle, Zoom, Skype, Word-press and social media.

Knowledge

Theoretical framework of the program will include the following topics: creating multi-stakeholder business models out of difficult problems, Intercultural Global Cooperation, intercultural communication and presentation, intercultural communication in Social Media.

Skills and competencies

The focus of the program will be to train Intercultural communication and cooperation skills and competencies among participating students.

Formal requirements

The exam will be held as a combination of a written report and an oral presentation. The report will be written individually, maximum 5 pages (1200 characters incl. spaces, excl. front page and appendices).

Scope of ECTS: 5 ECTS

Instruction: English

NOTE: The tuition takes place over 5 on-line modules in April (3-7pm), and due to time differences the program will consist of online sessions lasting until 18:00 Danish time

Participants: LETI (Russia), Zealand (Denmark), Hochschule Ruhr West (Germany), Finis Terrae (Chile).

5. Valgfagsprøverne | Electives exams

Formålet med prøver i uddannelsens fagelementer er at dokumentere, i hvilken grad den studerende opfylder de faglige mål, der er fastsat af uddannelsen og dens elementer. Alle prøver skal bestås med mindst karakteren 02. Den studerende har ret til 3 forsøg pr. prøve. Beståede prøver kan ikke tages om. Det er den studerendes ansvar at sætte sig ind i og overholde Erhvervsakademiets regler for afholdelse af prøver. Begyndelse på et uddannelseselement, semester mv. er samtidig tilmelding til de tilhørende prøver.

Valgfagsprøverne er en individuel afprøvning af de valgfag, som den studerende gennemfører i løbet af første studieår. Valgfagene udprøves enkeltvis, således at den studerende ved gennemførelse af eksempelvis 2 valgfag på hver 5 ECTS, også vil skulle udprøves ved to forskellige eksaminer.

Eksamensformen er beskrevet i 1) Studieordning for Handelsøkonom/Commerce Management punkt 8.1.5. Valgfagsprøverne/Tests in elective courses, og i 2) Studieordning for BIE studerende punkt 4.2. Elective Academic Elements, samt i valgfagsmanualerne, som bliver udleveret i forbindelse med 2. semester.

The purpose of examinations in the subject elements of the program is to document the extent to which the student fulfills the academic goals set by the program and its elements. All exams must be passed with at least the grade 02. The student is entitled to 3 attempts. Passed tests cannot be retaken. It is the student's responsibility to familiarize himself with and comply with the academy's examination rules. Beginning of an educational element, semester, etc. is at the same time registration for the associated exams.

The elective exams are individual tests of the electives that the student completes during the first year of study. The electives are tested individually and as the student must complete 2 electives of 5 ECTS each, the student must attend exams in both electives.

The examination form is described in 1) Curriculum for Business Economics / Commerce Management section 8.1.5. The elective courses / Tests in elective courses, and in 2) Curriculum for BIE students point 4.2. Elective Academic Elements, as well as in the elective manuals, which will be handed out in connection with the 2nd semester.

5.1. Forudsætninger for deltagelse i prøverne | Prerequisites for participation in the tests

Ingen

None

5.2. Prøvernes tilrettelæggelse og indhold | Organization and content of the tests

Valgfagsprøverne er en individuel afprøvning af de valgfag, som den studerende gennemfører i løbet af første studieår. De gennemføres som en mundtlig prøve med udgangspunkt i et fagligt produkt, valgfagsproduktet.

Valgfagsproduktet kan bestå af en sammenhængende tekst og/eller et konkret formidlingsprodukt, der med særligt fokus på værdiskabelse indgår i den studerendes præsentation af arbejdet med en praktisk problemstilling inden for valgfagene. Udarbejdelsen af produktet har til formål at vise den

studerendes evner til at arbejde problem- og praksisorienteret inden for specifikke fagområder med henblik på ny viden, færdigheder og kompetencer. Centralt i præsentationen af valgfagsproduktet er den studerendes erfaringer med og refleksion over afprøvninger i praksis.

Den mundtlige del af prøven har en varighed af maksimalt 30 minutter inkl. votering.

Den skriftlige del af prøven kan foregå individuelt eller i gruppe, mens den mundtlige del af prøven foregår individuelt.

The elective exams are an individual test of the electives that the student completes during the first year of study. They are conducted as an oral test based on an academic product, the elective product.

The elective product can consist of a coherent text and / or a specific communication product, which with a special focus on value creation is included in the student's presentation of the work with a practical problem within the electives. The purpose of the preparation of the product is to show the student's abilities to work problem- and practice oriented within specific subject areas with a view to new knowledge, skills and competencies. Central to the presentation of the elective product is the student's experiences with and reflection on tests in practice.

The oral part of the test has a maximum duration of 30 minutes incl. voting.

The written part of the test can take place individually or in groups, while the oral part of the test takes place individually.

5.3. Formkrav | Form requirements

Der er angivet nærmere retningslinjer for valgfagsprøverne under valgfagsbeskrivelserne 4.1-4.10.

The elective descriptions 4.1-4.10 provides more detailed guidelines for the elective exams.

5.4. Bedømmelseskriterier | Judging criteria

Der evalueres ved en intern individuel prøve ved valgfagsperiodens afslutning, og der gives en individuel karakter efter 7-trinsskalaen, som baseres på en helhedsvurdering af den skriftlige og mundtlige del.

Prøven vurderes med baggrund i læringsmålene for valgfagene, som er beskrevet under valgfagsbeskrivelserne 4.1-4.10.

An internal individual test is evaluated at the end of the elective period, and an individual grade is given according to the 7-point scale, which is based on an overall assessment of the written and oral part.

The test is assessed on the basis of the learning objectives for the elective subjects, which will appear in this elective subject catalog, sections 4.1-4.10.

5.5. Tidsmæssig placering | Dates and duration

Valgfagene afvikles og udprøves i foråret 2022, uge 10-14 (NB: ændringer kan forekomme ifm. Butterfly). For regler i forbindelse med prøver, bl.a. syge- og omprøver, eksamenssnyd og plagiering, klager og anker samt andre regler for uddannelsen, henvises til den lokale del af studieordningen.

The electives will take place and be tested in the spring of 2022, week 10-14 (NB: changes may occur in connection with Butterfly). For rules in connection with tests, i.a. sick and re-examinations, exam cheating and plagiarism, complaints and anchors, as well as other rules for the education, please refer to the local part of the curriculum.

5.6. Om- og sygeprøve | Sick and re-examinations

Samme grundlag som 1. forsøg. Den studerende har mulighed for at redigere valgfagsproduktet, hvis omprøve skyldes at tidligere forsøg ikke er bestået.

Same basis as for the 1st attempt. The student has the opportunity to edit the elective product, if the re-examination is due to the fact that previous attempts have not been passed.

6. Ikrafttrædelse | Entry into force

Valgfagskataloget er gældende for de studerende, der skal vælge valgfag for foråret 2022.

The electives catalog is valid for the students who are to choose electives for the spring of 2022.