

Curriculum for The Bachelor of Science in Economics and Business Administration

Translation of the curriculum for bacheloruddannelsen i Erhvervsøkonomi, HA

Curriculum for the BSc in Economics and Business Administration

This curriculum has been prepared under powers conferred by

- The Ministry of Science, Technology and Innovation's Ministerial Order No. 814 of 29 June 2010 on Bachelor and Master's Programmes (candidatus) at Universities (the Education Order) as amended.
- The Ministry of Science, Technology and Innovations's Ministerial Order No. 857 of 1 July 2010 on University Examinations and Grading (the Examination Order) as amended.
- The Ministry of Science, Technology and Innovations's Ministerial Order No. 250 of 15 March 2007 on Grading Scale and Other Forms of Assessment of University Education (the Grading Scale order) as amended.

This education is attached to the Academic Study Board of Business Administration.

This education is attached to the external examiners of Economics and Business Administration (Det Erhvervsøkonomiske Censorkorps).

The Academic Study Board may, when justified by exceptional circumstances, grant an exemption from the curriculum rules that is determined solely by the University.

Relevant extract from the Ministerial Orders including references to the sections is in the curriculum written in italics but it is recommended to also read the complete Ministerial Orders.

The curriculum applies to students commencing the Bachelor programme as from 1 September 2009.

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The Curriculum has been updated as follows:

June 2010 – new profile: HA-it

July 2011: Text in section 5.8 updated due to changes in the ministerial order on exams §§ 15,16, 17.

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1. The overall purpose of the study programme

Cf. Sections 1 and 2 of the Education Order

Bachelor programmes are full-time, research-based programmes which provide the student with expertise and methodological skills in one or more subject areas and qualify them to work independently in a professional capacity.

A subject area consists of a discipline or a group of related disciplines in one of the following areas: the humanities, theology, social science, natural science, health science or technical science.

The purpose of bachelor programmes is to:

- *Introduce the student to academic disciplines in one or more subject areas, including theory and methods, so they acquire broad academic knowledge and skills,*
- *provide the student with the academic knowledge and competences to make them capable of independently identifying, formulating and solving complex problems within the relevant constituent parts of the subject areas(s), and*
- *provide the student with the basic skills necessary to practice a profession and qualify the student to be admitted to a master's programme.*

The Academic Study Board's additional provision:

1.1 Competence description for the bachelor programme

Knowledge and understanding

The bachelor programme in Economics and Business Administration at the University of Southern Denmark gives research based knowledge about theory, methodology and practice within the subjects that comprise business administration. Significant subjects are: microeconomics, marketing, organization theory, finance, and accounting. To support these courses, the bachelor in addition has knowledge about economics, business law, and IT.

The knowledge is at a level permitting the bachelor to reflect on theories, methodology and practice.

Skills

A bachelor in Economics and Business Administration can apply methodologies and tools to collect and analyse qualitative and quantitative data for description and analysis of the internal and external conditions as well as theoretical problems related to these areas.

The bachelor can assess theoretical and practical problems relate to business administration and substantiate and select relevant models for analysis and solution of the problem. The bachelor can communicate these solutions to colleagues as well as top management and the immediate environment

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Competences

A bachelor in Economics and Business Administration can handle complex and development oriented situations and independently participate in professional and interdisciplinary collaboration with a professional approach. In addition, the bachelor is able to identify own learning needs and organize own learning.

The programme in Economics and Business Administration gives competences to take on positions in private and public organizations as a specialist or general manager at the middle manager level. This degree gives admission to the Master of Science programme in Economics and Business Administration and the Master of Science Programme in Business Economics and Auditing.

1.2. Advisory board

An advisory board has been appointed to advise the Academic Study Boards on future significant revisions of this curriculum.

2. Organisation, etc.

2.1 Time limit for the study programmes

Cf. section 5 of the Education Order

The University is entitled to stipulate in the curriculum a final deadline after commencement by which the student must complete their bachelor programme.

The Academic Study Board's additional provision:

2.1.1 Rules on active study

There is no time limit for finishing the Bachelor programme, but instead the following rule applies to active study:

A student's enrolment will be brought to an end when the student has not engaged in active study during the last two years, unless otherwise agreed by written agreement between the student and the Academic Study Board. Periods of leave are not included in this period.

Lack of active study is understood as a situation in which the student has not passed a minimum of 60 ECTS points in a continuous period of 2 years.

If a lack of active study is ascertained, the student will be contacted with an offer of counselling and possible support with a view to resuming active study.

If subsequent to the continuous period of two years it is decided to bring enrolment to an end, the student in question is informed of this, as well as of the date of termination of enrolment.

If the student fails to respond to these approaches, or if the student fails to attend the guidance offered, the enrolment will be terminated.

2.2 The structure of the study programme

Cf. Section 6 of the Education Order

The bachelor programme consists of a number of modules.

A Module is a subject element or a group of subject elements designed to provide the student with a totality of academic qualifications and competencies within a fixed timetable defined in terms of ECTS points and completed with one or more tests during particular examination periods stipulated in the curriculum.

60 ECTS points correspond to one year of full-time study.

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The Academic Study Board's additional provision:

2.2.1 Modules and course elements

The Bachelor programme is a well-balanced programme based on the skills acquired at the qualifying education. The programme consists of a number of courses, their work load stated in ECTS. The student can choose between different lines offered at the different campuses. An appendix to this curriculum describes the various lines.

The Bachelor programme consists of 2 modules: A joint module and a line module. The joint module and the requirements for the contents of the line module ensure that all graduates attain the competences necessary to provide direct professional competences, together with access to the Master of Science (M.Sc.) in Business Administration and Master of Science (M.Sc.) in Business Administration and Auditing programmes and which are described in section 1.1.

The joint module consists of a range of joint courses and the Bachelor's project. The courses are the same for all students enrolled in the programme. The joint courses total 55 ECTS points. The responsibility for these courses is anchored with the Academic Study Board of Business Administration in Esbjerg. The joint courses are described in section 4.3.7.

The line module consists of 3 types of course elements: Flexible courses, specific line courses and optional courses. The line courses and the flexible courses make up the line part of the Bachelor programme. Optional courses are part of the line module. The specific line courses are listed in the line descriptions.

Flexible courses make up 65 ECTS points. Local staff is responsible for these courses that are anchored in the local study boards. The courses must meet the competences described in paragraph 4.3.7 and must be taught in the same term for all students in the programme.

Specific line courses amount to a total of 60 of the programme's ECTS points and are fully anchored with the local study boards. A minimum of 10 ECTS hereof must be electives.

	Joint module	Line module	
Type of course	Joint courses 55 ECTS	Flexible courses 65 ECTS	Specific line courses and electives 60 ECTS
<i>Compulsory course elements</i>	120 ECTS points constituent courses		
<i>Other compulsory line courses</i>			Max.50 ECTS points
<i>Other line courses</i>			Min. 10 ECTS points electives
<i>Characteristics:</i>	Common course description	Common competence description	Decentralised competence description. May contain a 45 ECTS points minor subject.

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2.2.2 Line descriptions

The line descriptions are updated as required and include the following information:

- The line's designation in Danish and English.
- Description of the focus of the line.
- Special features of the line, such as e.g. a special teaching language.
- Special requirements for students enrolled, including requirements regarding project-oriented studies or study abroad.
- A schematic overview as presented in section 4.3.6. All the courses comprising the programme are included in the overview. The specific line courses must be marked on the overview.
- A diagram of the distribution of courses for the line.

The following 12 lines are included in the Bachelor of Science in Economics and Business Administration at the University of Southern Denmark:

Esbjerg:

General Business Administration
Sports and Event Management
Business Development in Practice

Kolding:

General Business Administration
International Business
Entrepreneurship and Innovation

Odense:

General Business Administration
International Business
Strategic Communication

Slagelse:

General Business Administration
Sports and Event Management

Sønderborg:

Economics and Business Administration (in English)

The line descriptions are available at www.sdu.dk.

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2.2.3 Course descriptions and forms of examination

The course descriptions are part of the curriculum describing the individual course. Course descriptions and forms of examination are updated twice yearly before teaching in the course begins. The course descriptions contain information about

- The Danish and English title of the course.
- The campus town in which the course is offered.
- The course level (Bachelor or Master degree course).
- The Academic Study Board responsible.
- The Academic Study Board's date of approval.
- The academic staff responsible for the course.
- The responsible department.
- ECTS-points /full-time equivalent.
- Academic prerequisites (recommended but not required).
- The purpose of the course.
- Course matter – central areas.
- Goals description.
- Literature.
- Instruction periods (autumn or spring).
- Type of instruction and teaching language.
- Examination schedule.
- Examination conditions (must be fulfilled to sit the exam).
- Form of examination.
- Grading: Internal or external grading. 7-point grading scale or Pass/fail.

The maximum number of examinations after the completion of a course is three, unless the course is offered again. The examination form and syllabus will always be the ones currently applying.

Students are only allowed to follow the courses, for which the students are enrolled. However, a previous approval can be applied for at the Academic Study Board as for courses included in other lines or study programmes.

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3. Entry requirements, etc.

Cf. Section 8 of the Education Order

Admission to the bachelor programme requires an upper secondary qualification and the ability to meet any specific entry requirements, cf. the ministerial order on admission, etc. for bachelor and master's programmes at the universities (the admission order).

3.1 Other basis for admission

Applicants who do not have the required basis for admission, but who, on the basis of other upper secondary school education, are assessed as possessing the necessary preconditions for being able to complete the programme, may apply to the University for admission. Admission may be conditional on the passing of one or more supplementary examinations.

4. Bachelor programmes

4.1 Prescribed ECTS

Cf. Section 11 of the Education Order

A bachelor programme comprises 180 ECTS points.

4.2 Designation

Cf. Section 12 of the Education Order

A bachelor programme based mainly on social science entitles the graduate to the title BA followed by the specific name of the subject, followed by the programme's subject title in English or BSc followed by the specific name of the subject, followed by the programme's subject title in English, depending on the university's regulations as laid down in the curriculum. Furthermore, the bachelor programme in business administration also entitles the graduate to use the letters HA to describe the qualification.

The Academic Study Board's additional provision:

The English designation of the degree is Bachelor of Science in Economics and Business Administration. The degree entitles the graduate to use the (Danish) designation Bachelor i erhvervsøkonomi, HA or BSc merc. (Bachelor of Science Mercaturae).

Supplementary designation to the general designation for the programme is gained in accordance with the following rules:

1. The title Bachelor of Science in Economics and Business Administration, HA followed by the line designation is obtained by following and passing the elements in one of the lines, which are described in the appendix to this curriculum.
2. If a student chooses to take a minor subject of 45 ECTS offered by another Academic Study Board than the Academic Board of Business Administration, however approved by the latter, he or she can obtain the title Bachelor of Science in Economics and Business Administration, HA followed by the designation of the elective course.
3. If a student follows a study plan that otherwise complies with this curriculum he or she obtains the title Bachelor of Science in Economics and Business Administration, HA, but with no line designation. In this case the student must have his/her special syllabus approved by the local Academic Study Board.

4.3 Structure of the programme

Cf. Section 14 of the Education Order

The bachelor programme should be a rounded course that enhances the skills acquired by the student when qualifying for university.

The university organises the course of study in a manner that guarantees academic coherence and progression. The modular composition of the programmes must ensure that the student is able to choose between several master's programmes or complete the bachelor programme with applied professional skills.

The programme is offered in:
Esbjerg, Kolding, Odense, Slagelse, Sønderborg

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Admission to a master's programme may, among other things, be conditional on the co-ordination of the various subject elements chosen in the bachelor programme.

Under the rules set by the university in the curriculum for each programme, the bachelor programme includes the following:

- 1. Subject elements basic to the programme's general academic competence and identity, plus other compulsory subject elements, including ancillary courses, corresponding to a minimum of 120 ECTS points. The basic subject elements must account for a minimum of 90 ECTS points and contain the theory of knowledge relevant to the subject or subject area and a bachelor project worth a minimum of 10 and a maximum of 20 ECTS point.*
- 2. An elective subject worth a minimum of 10 ECTS points.*

The bachelor project is placed in the third year of study and must demonstrate the ability of the student to formulate, analyse and process problems in a qualified manner within a more narrowly defined academic subject that reflects the main emphasis of the programme.

The university approves the subject definition as per subsection and stipulates a deadline for submission of the project.

Cf. Section 15 of the Education order

Bachelor programmes that consist of one central subject must be combined with an elective from outside the central subject. The elective must count for a minimum of 30 and a maximum of 60 ECTS points. The elective may be chosen from inside the central subject area or outside it.

The Academic Study Board's additional provisions:

4.3.1 Academic coherence and progression

The coherence of the courses is secured through the focus of the study on decision-making by businesses. The functional areas of businesses and the forming of a basis for decisions regarding a given business economic problem are therefore the core of the programme. This is an interdisciplinary competence across the business economic courses (Microeconomics, Entrepreneurship, Organization, Marketing, Accounting, and Corporate Finance). In addition, there are a range of courses that support the acquiring of this competence. This applies to courses that provide knowledge of the framework provisions of the business (Macroeconomics, Business law), together with technical and methodological courses (Tools for Quantitative Analysis, Advanced Quantitative Analyses).

The introductory courses of the programme take the student's preconditions from the qualifying examination as their starting point. The introductory courses are typically academically narrow and involve activities managed by the lecturers together with a great amount of feedback. The progression of the programme is ensured by the student being led towards greater independence during the course of the education. The student is also led towards taking on more responsibility for own learning and tackling more and more complicated problems through courses that are directed more towards decision-making, and which are managed to a greater degree by the student.

The course "Entrepreneurship" at the first semester has the special objective of clarifying the relevance of the core areas of business economics by giving the students a sense of the challenges that confront both newly started and established companies, when their framework provisions are altered.

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During the programme, the student's competences within cooperation and independent problem solving are trained through a mixture of projects that are prepared in groups and other projects and examinations, where the student must work alone. Furthermore, the student's competences for defining and structuring own learning are trained through teaching in and work on projects and information retrieval in connection with this. Finally, the student's competences within written and oral presentation are trained through the use of continuous guidance in academic writing and presentation techniques in connection with the work on written projects during the course of studies and the oral presentation of these.

In addition the programme structure ensures that the individual student has the opportunity of sharpening his/her academic profile and thereby his/her direct business skills. A line contains an adjusted version of flexible courses, such as e.g. "Marketing" together with courses that are offered especially for students following the individual line.

Lines are constructed in accordance with the following principles:

- The students experience at an early stage a special affiliation with their study and their fellow students.
- The line courses begin during the second semester. The choice of line must take place no later than at the end of the first semester. The final date is fixed by the local Academic Study Board.

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The Academic Study Board's additional provision:

4.3.2 Course titles, ECTS, weight and assessment

	Course title	Type	ECTS	Weight	Assessment	
Core courses minimum 120 ECTS including the bachelor project	Constituent compulsory courses (minimum 90 ECTS incl. Bachelor's project):					
	Microeconomics	Joint	10	10	Internal/7-point grading scale	
	Organisation with theory of science	Flexible	10	10	External/ 7-point grading scale	
	Entrepreneurship	Flexible	10	-	Internal/pass/fail	
	Marketing	Flexible	10	10	External/7-point grading scale	
	Accounting	Flexible	10	10	External/7-point grading scale	
	Corporate Finance	Flexible	10	10	External/7-point grading scale	
	Advanced Business Economics	Flexible	10	10	See the line description/ 7-point grading scale	
	Tools for Quantitative analysis	Joint	10	10	Internal/7-point grading scale	
	Advanced Quantitative Analyses	Flexible	5	5	Internal/7-point grading scale	
	Business law	Joint	5	5	Internal/7-point grading scale	
	Macroeconomics	Joint	10	10	External/7-point grading scale	
	Bachelor project	Joint	20	20	External/7-point grading scale	
	Specific line courses (Total 60 ECTS)					
	Elective course, minimum	Line course	10	*	See the course description	
Other line courses, maximum	Line course	50	*	See the course description		

* If grades are awarded for the course, the grade is weighted in accordance with the ECTS value of the course.

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4.3.3 Rules about change of line

The student may change lines following the first semester. In case the student should wish to change lines after this time, the Academic Study Board with responsibility for the line that the student wishes to change to will assess whether the student can obtain this line designation on the basis of credits. Flexible courses that are part of one line, and which have been passed, cannot be retaken on the other lines. With transfer to a new line, examination attempts that have been taken are transferred to corresponding courses.

4.3.4 Compulsory courses and elective courses

The compulsory course elements of the programme amount to 120 ECTS points and reflect that the central subject of the programme is business economics. The compulsory constituent course elements consist of core courses and flexible courses totalling 120 ECTS points.

Joint competence descriptions for the constituent courses ensure that the programme provides all graduates with the competences necessary for access to the Master of Science (MSc) in Business Administration and Master of Science (MSc) in Business Administration and Auditing studies. These are described in section 1.1. Furthermore, the joint competence descriptions ensure that there is a certain degree of uniformity in the programme, at the same time as the programme is anchored in the local research environment.

The specific line courses and the elective courses amount to a maximum total of 60 of the programme's ECTS points, of which a minimum of 10 ECTS must be elective courses. Electives may be selected from a list of locally approved elective courses offered.

The courses offered on the programme comprise either 5 or 10 ECTS points with the exception of the Bachelor project, which is weighted with 20 ECTS points.

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4.3.5 Organization in terms of time (recommended general syllabus)

Course title	1. sem.		2. sem.		3. sem.		4. sem.		5. sem.		6. sem.	
	f	ø	f	ø	f	ø	f	ø	f	ø	f	ø
Microeconomics	x	x	x	x								
Tools for Quantitative Analysis	x	x	x	x								
Organisation with theory of science	x	(x)										
Entrepreneurship	x	(x)										
Marketing			x	(x)								
Specific line subjects			x	(x)	x	(x)	x	(x)	x	(x)	x	(x)
Macroeconomics					x	x	x	x				
Accounting					x	(x)	x	(x)				
Corporate Finance					x	(x)						
Business Law							x	x				
Advanced Quantitative Analyses							x	(x)				
Advanced Business Administration*							x	(x)				
Elective courses									x		x	
Bachelor Project												x

* If grades are awarded for the course, the grade is weighted in accordance with the ECTS value of the course.

Remarks regarding x or (x) at the mark "ø" in the diagram

x: Typically, the common subjects include exercises as well as lectures. The course description states whether exercises are a part of the course.


(x): The structure of the flexible courses as well as the line courses may vary from campus to campus. Typically, these courses consist of exercises, assignments, workshops and group-based presentations in addition to lectures.

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4.3.6. Diagram of the Bachelor Degree, including the first-year examination

6. semester	Bachelor Project				Specific line subjects or elective courses
5. semester	Elective courses, Study abroad, Project-oriented studies or compulsory line subject				
4. semester	Macro-economics	Accounting	Business Law	Advanced Quantitative Analyses	Advanced Business Administration*
3. semester			Corporate Finance		
2. semester	Micro-economics	Tools for Quantitative Analysis	Marketing	Specific line subjects	
1. semester			Organisation with Theory of Science	Entrepreneurship	

* May be divided over the course of 2 semesters.

 = courses in coloured boxes are included in the first-year examination

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4.3.7 Competence description for the compulsory courses of the programme

The compulsory courses of the programme shall in sum provide the student with the basis for continued studies at postgraduate level within all of the subject areas and for advanced courses within each subject area at bachelor level. In addition, the compulsory courses shall separately contribute to the overall competence of the degree as described for each course in the following.

Microeconomics (joint course)

The course is an introductory course which shall provide a theoretical basis for the advanced business economic courses that take their point of departure in microeconomic reasoning. A significant element in this is that the student acquires knowledge of and insight into theories and tools for understanding and analysing business decisions regarding resource procurement and use as well as market behaviour.

Central areas of the teaching therefore concern economic principles and techniques for optimization of production, profit, and utility under various market forms in both the short and the longer term. The course utilises and motivates methods and skills from the course Tools for Quantitative Analysis.

Organisation with Theory of Science (flexible course)

Teaching in course in organisation shall provide the student with competences for participating in the effort done by businesses to develop and adapt the way in which their activities are organised and managed in interaction with their environment. Elements from the course in microeconomics are used in connection with considerations concerning organisational design and management approaches.

The course should also provide the student with knowledge of theories that can be used to describe the organisational structures and their interaction with the factors that have an effect on the design of organisations and management approaches together with theories on behaviour of the individual alone and in interplay with others. As a part of the course a further goal is that the student should come to understand the fact that there are different approaches to science within the social sciences. During course the student thus gains insight into theory of science and methodology. Finally, the course should increase the student's social and democratic competences by providing the student with experience in using group processes for the solution of less and more complicated decision-making problems.

Entrepreneurship (flexible course)

The practice of business administration increasingly consists of handling change and innovation. The course shall provide an understanding of how these changes have consequences on established and newly-started businesses within the areas of marketing, organisation/management, finance, and accounting. The student shall acquire knowledge of how basic theories and methods within the functional areas of a business can be used in regard to acting competently in real-life situations.

Theories of business administration are absolutely central. The starting-point for how they are communicated and how they are brought into play is not, however, based in logic of research – but in a logic that begins with how reflexive practitioners act.

In this course the students shall also be introduced to project work. This shall take place by the students working in groups investigating phenomena and conditions that can be of special relevance for the specific characteristics of each campus. In connection with this the students shall work on how to write reports and in

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this context they shall learn the required skills and tools (information retrieval, IT, utilisation of libraries, reporting technique etc.), which it is expected that the students will utilise in project work during the remainder of the study programme.

Marketing (flexible course)

The course in marketing has the objective of giving the students competences for taking part in the marketing functions of a company on an operational and a planning level.

The course builds upon the knowledge of theories of behaviour that is attained in connection with the course Organisation with Theory of Science and the knowledge that is attained regarding the introduction of new initiatives in the course Entrepreneurship. The course therefore utilises the competences that have been attained in these courses. Furthermore, elements from the course in microeconomics are employed in connection with considerations concerning choice of course of action and particularly in connection with considerations concerning pricing.

The course shall provide the students with knowledge of theories that can be used to structure, describe, examine and solve marketing problems in the company, and the scientific background for these. These theories cover among other things: The market offers made by the business; its distribution and communication opportunities and challenges; pricing and competition conditions; relations to stakeholders that are relevant in a marketing context; and techniques for gathering both qualitative and quantitative data.

The student shall acquire knowledge of these theories on such a level that he or she is able, based on an actual theoretical or practical market situation, to utilise the theories of the course to:

- identify, analyse and delimit the marketing-related problem that is in play.
- give an account of possible alternative courses of action.
- identify which information is needed in connection with the solution of the problem and how this information can be appropriately gathered with the help of quantitative and/or qualitative methods.
- using argumentation, point to the course of action that ought to be preferred in the current situation.

Accounting (flexible course)

The course in accounting shall provide the student with knowledge and competence to take part in the managerial and financial accounting functions in a company. Focus is directed towards two central areas – managerial accounting and the financial accounting. The central courses in managerial accounting are planning, methods for budgeting and following up. The central courses in financial accounting are registration and accrual concept principles as well as stakeholders' requirements and use of accounting information. The course builds on competences gained in the course in Micro Economics.

Corporate Finance (flexible course)

The course in corporate finance shall provide the student with an understanding of financial problems faced by investors and businesses, particularly in regard to uncertainty. Further, the course shall give a fundamental introduction to basic theories and methods for financial decisions together with associated tools and analytic techniques.

The central themes of the course are: interest structure analysis in the bond market; investment theory under uncertainty; diversification and portfolio theories; returns and risks; the financial market and its instruments; price formation for financial assets and derived assets; hedging; real options; equity and loan capital; capital

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structure and capital expenses; dividend policy; and incentives and conflicts of interest. The course builds on competences gained in the courses Microeconomics and Tools for Quantitative Analysis.

Advanced Business Administration (flexible course)

The objective of the course in advanced business administration is that the student shall enhance and/or widen his or her knowledge within one or more disciplines of business administration. The student shall be trained in using material that goes beyond the level of textbooks as a basis for the acquisition of knowledge. The specific contents of the course for the individual line shall reflect the area of focus of the line. The course may be divided over the course of 2 semesters.

Tools for Quantitative Analysis (joint course)

The objective of the course is to provide the student with skills in using tools for quantitative analysis for solving business economic problems. The objective is also to give the student an understanding of the interaction between the tools for quantitative analysis and economic problems. The course thus provides tools that are used in other courses, for example Corporate Finance, Microeconomics and Advanced Quantitative Analyses.

The course provides the student with skills within functional analysis in particular. Functional analysis is used in for example investment theory, finance, and economics. The course also provides a brief introduction to matrix algebra. Differentiation is used to deduce and calculate elasticity of supply and demand and to calculate profits and losses from trade, while optimization and systems of equations are used in the planning of production and the planning of marketing campaigns.

Matrix algebra is used to solve systems of equations with multiple unknown variables. Such systems are seen, for example, in statistical analyses and in models for economic planning.

The course also gives the student skills in both fundamental techniques of data processing and presentation, and in concepts and methods for use in the analysis of data with a view to solving economic problems. The skills that will be attained can be used in several subsequent courses. For example, they may form the basis for setting up and testing hypotheses for comparing the effects of an advertising campaign, studies regarding the distribution of newspaper ads during a specific period, modelling of portfolios, research into demand for conducted tours and so on. Emphasis is placed on giving the student an understanding of statistical methods in interaction with working with data when using statistical software.

Advanced Quantitative Analyses (flexible course)

The course gives the student advanced skills for the analysis and presentation of quantitative data as a means to solving economic problems that are relevant in connection with the area of focus of the particular line. The course builds upon the statistical part of the course Tools for Quantitative Analysis.

Business Law (joint course)

The course shall give the student an overview of the system of justice together with such knowledge of the rule of law that he or she is able to identify and analyse legal problems in connection with business enterprise with a view to preventative use of the law for the prevention of conflicts within central areas of business law. Furthermore, importance is attached to the student being able to utilise his or her knowledge of the legal system and ability to understand laws to maintain and expand their knowledge after completing their studies. Relevant topics: The system of justice (including i.e. EU); sources of law and legal methods; and company agreements and company liability and general insurance. On the English language lines the contents of business law may have diverging contents compared to the Danish language lines.

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Macroeconomics (joint course)

The objective of the course is to provide the student with an understanding of how economic-political trends, growth, and business cycles influence the markets where the company operates. Furthermore, the course shall, by placing the company in a larger environmental frame, convey knowledge to the student of how the environment influences the company's options for action.

The course therefore gives the student competences to describe the socio-economic conditions that companies operate within in a way so that they can make use of the terminology of the course to describe a concrete trend and to assess the potential consequences of this for the company's options for action.

The course shall provide the students with knowledge of the central economic-political institutions and the data available for describing the Danish economy as well as a certain overview of developments in Denmark in recent years. The knowledge should be on a level that allows them to identify and procure relevant data and explain the developments on this basis. In connection with this they should be able to explain the tasks of the institutions and their significance for the companies. Students also gain the skills to use macroeconomic theory for an open economy with trade and exchange rates in the short and long term to describe how the Danish economy functions and its relation to the international economy. Focus is on the markets that are important for companies: markets for goods; labour markets; money markets, and the foreign exchange market. The course utilises and motivates methods and skills from Tools for Quantitative Analysis and Entrepreneurship. On the English language lines the contents of Macroeconomics may have diverging contents compared to the Danish language lines.

Other courses

The contents of these courses are determined by the local Academic Study Board. They may be line courses or courses that support or expand upon the flexible courses. The scope, distribution, and contents of these courses are stated in the description of the individual line.

Elective courses

Each local Academic Study Board offers a number of elective courses. Their workload is stated in ECTS in the description of the individual line. The courses may be of 5 ECTS or 10 ECTS points.

4.3.8 Structure of content

The Bachelor programme consists of one central subject, Business Administration.

This is defined as a block of 120 ECTS points and consists of the compulsory subjects as shown in pkt. 4.3.2.

4.3.9 Bachelor project

Cf. Section 14 of the Education Order

The bachelor project is placed in the third year of study and must demonstrate the ability of the student to formulate, analyse and process problems in a qualified manner within a more narrowly defined academic subject that reflects the main emphasis of the programme.

The university approves the subject definition and stipulates a deadline for submission of the project.

Cf. Section 24 of the Examination Order

Bachelor projects must include a summary in a foreign language. If bachelor projects are written in a foreign language, other than Norwegian and Swedish, the summary can be written in Danish. The curriculum stipulates the extent to which the summary will be weighted in the overall assessment of the examination performance and the language in which the summary may or must be written.

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The Academic Study Board's additional provisions:

The Bachelor project which is normally completed in the sixth semester is prepared under the supervision of an academic member of staff.

The Bachelor project, including requirements for the project and for participating in the exam, is described in a special subject description, which is part of the curriculum.

4.3.10 Project-oriented studies and study abroad

Cf. Section 16 of the Education Order

Under rules stipulated in the curriculum for each programme, the bachelor programme may – within the prescribed period of study – contain project-oriented studies, possibly associated with areas outside the university, in Denmark or abroad.

The Academic Study Board's additional provision:

The 5th semester subjects must be followed if the student does not choose to study at a university outside Denmark or go on an internship in an organization. 30 ECTS can be obtained abroad. Students that may wish to carry out an internship or to take ECTS abroad are free to construct a programme for the 5th semester that applies with the criteria for the Economic and Business Programme. The programme must be approved by the Academic Study Board.

The application for preliminary approval and final credit for courses taken at other institutions and project-oriented courses (internships) should be addressed to the local Academic Study Board and should be endorsed with name, address, and social security number.

Detailed guidelines for study abroad and project-orientated courses will be available at www.sdu.dk.

4.4 Requirements for passing, etc.

Cf. Sections 14 – 17 of the Grading Scale Order

A student has passed an examination when he/she achieves the mark 02 or the assessment passed. A passed examination may not be retaken.

If an examination consists of several sub-examinations, the mark for the total examination must be at least 02. If the total examination is passed, sub-examinations marked 00 or -3 cannot be retaken. Even if the total examination is failed, sub-examinations marked 02 or higher cannot be retaken.

It may be determined that two or more examinations must be passed within the same examination term.

It may be determined that two or more exams must be passed with a total average mark. In that case, the average must be at least 2.0 without any rounding up.

It must be determined which marks are included in the total examination result.

It may be determined that the total examination result is expressed by means of an average figure. One decimal must be included in the calculation of the average figure. An examination is passed if the average

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figure is at least 2.0 without any rounding up and if all examinations assessed as passed/failed have been passed.

If an average is not calculated, all tests included in an examination must be passed.

The Academic Study Board's additional provision:

Criteria for passing the first-year exam:

The first-year exam is considered passed when the student has obtained the grade of 02 or above in each of the courses; Microeconomics, Marketing, and Organisation with Theory of Science.

Criteria for passing the programme:

The programme is passed when at least the grade 02 or the assessment "Passed" is achieved in all courses.

Courses that have been passed may not be retaken.

As for courses with several sub-examinations, the mark -3 cannot be included in the total examination result. If the total examination result is at least 2.0, sub-examinations marked 00 cannot be retaken.

5. Examination, etc.

Cf. Section 23 of the Education Order

The following orders govern examinations and the issuing of certificates:

- 1) *Ministerial order on university examinations and grading (Examination order).*
- 2) *Ministerial order on Grading Scale and Other Forms of Assessment of University Education (Grading Scale order).*

5.1 Syllabus description

Each semester the examination syllabus is published on study homepage www.sdu.dk. The examination syllabus is part of the curriculum. Examination will always be in the most recent syllabus.

The examination syllabus is published on the Internet each semester in accordance with the timeframe applicable for the Faculty of Business and Social Sciences. The maximum number of examinations after the completion of a course is three, unless the course is offered again. The examination type and the syllabus are always the currently applicable. The examination syllabus is part of the curriculum.

5.2 Ordinary examination

As a main rule, ordinary examinations are held in the end of the teaching term, January and June. This will be stated in the respective course descriptions.

5.3 Examination conditions

Examination conditions fulfilled prior to the first ordinary examination should not be repeated in connection with a new examination, if any.

5.4. Examination aids

All written exams at the Faculty of Business and Social Sciences are performed using computers. It is expected that the students bring their own computer and that it can hook up on the University's wireless network and that the computer is installed with software programmes corresponding to those of the standard Microsoft Office Package including the ability to create PDF files for submission of responses.

Digital exams are performed taking into account the IT-facilities at the campus in question.

Permitted aids, including internet access will appear in the course description. Please refer to Policy for Digital Examination at the Faculty of Business and Social Sciences for further information.

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5.5. Examination language

Cf. Section 6 of the Examination Order

Tests are conducted in Danish unless part of the purpose of the test is to document the students' abilities in a foreign language. The tests may be conducted in Swedish and Norwegian instead unless part of the purpose of the test is to document the students' abilities in Danish.

The university may, if circumstances make it possible, allow the student to conduct the test in a foreign language unless the purpose of the test is to document the students' abilities in Danish or in a specific foreign language.

If the course has been taught in a foreign language, the test will be held in that language too unless the purpose of the test is to document the students' abilities in another language. The university may grant exemptions from this rule.

If the programme is offered in English or another foreign language the tests will be conducted in the same language unless the purpose of the test is to document the students' abilities in another language. The university may grant exemption from this rule.

The Academic Study Board's additional provision:

The language of examination is stipulated in the course description.

5.6 Number of examination attempts

Cf. Section 13 of the Examination Order

A passed examination may not be resat, cf. the grading scale order.

The students are entitled to a maximum of three attempts to pass an exam etc. Under special circumstances the university may allow further attempts. The question of academic aptitude shall not be included in the evaluation of whether or not circumstances are special.

5.7 Examination registration and deregistration

Cf. Section 14 of the Examination Order

With registration of the student for a subject element, etc. to which one or more examinations are attached, the student is automatically registered for the examination or examinations. The university will at the same time set a deadline for correct deregistration from the examination.

If a student fails to deregister in time, the examination will be regarded as having been started in terms of number of examination attempts.

The university may make an exemption from the deadlines for registration and deregistration in case of unusual circumstances.

The Academic Study Board's additional provision:

A course registration is also an exam registration. Registration takes place from May 20th to May 30th for autumn semester courses and from November 20th to November 30th for spring semester courses. Exam

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registration (not course registration) takes place from March 20th to March 30th / October 20th to October 30th.

The dates for exam will be announced at the exam page for the programme at www.sdu.dk. The student must take on responsibility for keeping updated about exam.

The final dates for registration for re-examination or make-up examination will also be announced at www.sdu.dk.

The final date for deregistration is 2 weeks before a written examination takes place, a written assignment is to be submitted, or an oral examination is commenced (i.e. the first day of the oral examinations). This means that if an examination is for example held on a Monday, the final date for withdrawal of registration would be 2 weeks before Monday.

5.8 The first-year examination in the bachelor programme

Cf. Sections 15, 16 and 17 of the Examination Order

Students must sit for the tests that the curriculum stipulates are part of the first-year examination before the end of the first year of a bachelor programme in order to continue with the programme.

Regardless that the student at the present time has used 3 examination attempts this rule will apply.

For bachelor programmes that start 1 September, the result of the first attempt to pass a test must be announced to students before 1 August the following year. Students who fail the test may register for a new test in August, and the result of this must be announced to the student before the end of September.

For bachelor programmes that start 1 February, the result of the first attempt to pass a test must be announced to students before 1 February the following year.

Under special circumstances, the university may grant exemptions to individual students from the time limits stipulated in this section.

The Academic Study Board's additional provision:

The joint course Microeconomics together with the flexible course Marketing and Organisation with Theory of Science are included in the first year examination. Each course must be passed for the first-year examination to be considered passed.

5.9 Make-up examination and re-examination

Cf. Section 18 of the Examination Order

Students who have sat for the ordinary exam but have not passed the test or students who have been ill at the time of the ordinary exam in the autumn term will have the possibility to sit for a make-up or re-examination in the same examination term or immediately after, but no later than in February.

Students who have sit the ordinary exam but have not passed the test or students who have been ill at the time of the ordinary exam in the spring term will have the possibility to sit for a make-up or a re-examination in the same examination term or immediately after, but no later than in August.

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Under rules stipulated in the curriculum the form of examination or assessment at the make-up and re-examination – except the bachelor project - can be different from the ordinary examination.

The Academic Study Board's additional provision:

Re-examination (new examination in the same term) is in the autumn semester held in February and in the spring semester in August. The Academic Study Board can decide to hold one more re-examinations after the following semester. This will be stated in the respective course descriptions. To participate in a re-examination the student must have participated in the ordinary examination in the same semester. The Study Board can decide to change the evaluation form. This will be announced after registration deadline.

Make-up examinations are granted by the Examination Office on an application accompanied by documentation of the illness. If the application has been accepted the attempt at the ordinary examination will be cancelled. Make-up examinations are held together with the re-examinations, February and August. The Study Board can decide to change the evaluation form. This will be announced after registration deadline.

Any changes of the examination will be published at the study homepage at: www.sdu.dk

5.10 Internal or external tests

Cf. Section 20 of the Examination Order

At least 1/3 of a programme's total ECTS-points must be obtained at external tests. External tests must cover the important parts of the programmes, including the bachelor project. This does not, however, apply to credits that have been transferred.

Refer to fig. 4.3.2. for a table of courses with internal or external tests.

5.11 Grading or the pass/fail assessment

Cf. Section 23 of the Examination Order

The assessment Pass/Fail or Approved/Not approved may only be used for test that account for a maximum of 1/3 of the programme's ECTS points. This does not, however, apply to credits that have been transferred.

Refer to fig. 4.3.2. for a table of courses with grading or a pass/fail assessment.

5.12 Spelling and writing skills

Cf. Section 24 of the Examination Order

When assessing bachelor projects and other major written assignments, as well as their academic content, emphasis should also be placed on the students' spelling and writing skills.

The university may grant exemptions for students who are able to document a relevant and specific impairment, unless assessing spelling and the ability to formulate oneself are significant objectives of the test.

The Academic Study Board's additional provision:

Major written papers are defined as papers that are delivered in the form of a report and where the contribution of the individual student amounts to 10 pages or more. The impact of the student's spelling and

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writing skills on the grade limited unless there are considerable marked deviations from the usual academic language.

5.13 Examination appeals, etc.

Cf. Sections 32 and 35 of the Examination Order

The complainant submits the appeal to the university. Appeals must be submitted in writing and include an explanation of the reasons for the appeal.

Appeals must be submitted within 2 weeks of the complainant being informed of the decision by the assessors. Under special circumstances, the university may grant exemptions.

If decided to re-evaluate a test the examiners will have access to all the files including the written assignment, the paper, the appeal, the statement of the examiners of the ordinary test, the comments of the student who appeal and the decision of the university.

The assessment of a re-evaluation or a new examination can result in a lower mark. The assessment will be announced by the examiners to the university. If the test was written the result will be supported by the examiners' argument. The result cannot be appealed to another administrative authority.

6. Other regulations

6.1 *Transfer of credits*

Cf. Sections 27-29 of the Education Order

Under the ministerial order, successfully completed programme elements equate to corresponding ones at other universities that offer similar programmes under the terms of this order.

The university may, in each individual case, or by laying down general rules, grant approval for successfully completed programme elements covered by the ministerial order to replace programme elements from another programme on same level under this order (credit transfer). The university may also grant approval for successfully completed programme elements from another Danish or foreign programme to replace programme elements at the university under the terms of this order.

Decisions must be made on the basis of an academic evaluation.

When transfer of credits has been either refused or partly refused by the university it can be appealed to the board of appeals for credits according to the ministerial order.

6.2. *Credit transfer for AP Graduates from the Danish programmes in Marketing Management, Financial Management, Service, Hospitality and Tourism Management, Commerce Management, and Logistic Management*

Applicants who have passed the Danish programmes in Marketing Management, Financial Management, Service, Hospitality and Tourism Management, Commerce Management, or Logistic Management may be admitted to a special economics and business administration bachelor programme of one and a half year. This programme is described in a separate document. The students at the special programme are exempt from the first-year exam.

6.3 *Courses from the Master of Science programme*

Students may not sign up for courses from the graduate programme prior to passing a complete bachelor degree, as a student may not be enrolled on more than one full-time programme at the same time. The University may, however, grant an exemption from this in case of unusual circumstances such as e.g. the awaiting of re-examination in isolated courses. Application for exemption concerning this shall be sent to the Student Services / Registrar's Office.

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6.4 Complaint

Cf. Section 31 of the Education Order

Under terms of the Education order the student may appeal decisions made by the university to the Danish University and Property Agency if the appeal is based on legal issues. The appeal is submitted to the university, which must provide the complainant with a written response and a minimum of one week in which to consider the response. The university submits the appeal to the Danish University and Property Agency along with its statement and any supplementary comments made by the complainant.

The deadline for the submission of appeals is one week from the day when the decision is announced to the complainant.

6.5 Transitional rules

Students who have been enrolled in the bachelor programme in September 2011 or earlier can continue their study in accordance with previous curriculums.

Students who have been enrolled in the bachelor programme 1 February 2010 or earlier can continue their study in accordance with their previous curriculum. However, the University wants to draw attention to the fact that the ministerial orders to which the curriculum refers may have been cancelled or changed.

The ministerial order number 814 of 29th of June 2010 replaces the ministerial order number 338 of 6th of May 2004, and the ministerial order number 857 of 1st July 2010 replaces the ministerial order number 867 of 19th August 2004.

The text in the new ministerial orders replaces the references to the sections of the former ministerial orders in the curriculum.