

Curriculum for Bachelor of Science (B.Sc.) in Market and Management Anthropology

Curriculum for Bachelor of Science (BSc) in Market and Management Anthropology

This curriculum has been prepared under powers conferred by

- The Ministry of Higher Education and Science, Ministerial Order No. 1061 of 30 June 2016 on Bachelor and Master's Programmes (candidatus) at Universities (the University Programme Order) and Ministerial Order No. 1520 of 16. December 2013 on Bachelor and Master's Programmes (candidatus) at Universities (the University Programme Order)
- The Ministry of Higher Education and Science, Ministerial Order No. 1062 of 30 June 2016 on University Examinations and Grading (the Examination Order) and The Ministry of Higher Education and Science, Ministerial Order No. 670 of 19 June 2014 on University Examinations and Grading (the Examination Order)
- The Ministry of Higher Education and Science, Ministerial Order No. 114 of 3 February 2015 on Grading Scale and Other Forms of Assessment of programmes within the area of the Ministry of Higher Education and Science (the Grading Scale Order)
- The Ministry of Higher Education and Science, Ministerial Order No. 1067 of 30 June 2016 on Admission and Enrolment in Master's Programmes at Universities (the Bachelor Programme Admission Order) as amended and The Ministry of Higher Education and Science, Ministerial Order No. 257 of 18 March 2015 on Admission and Enrolment in Master's Programmes at Universities (the Bachelor Programme Admission Order)
- SDU-Rules on the Study Progress Reform of 1 September 2016

This education is attached to the Academic Study Board of Market and Management Anthropology in Odense.

This education is attached to the external examiners of Anthropology, Business Administration and Political Science.

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

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

The curriculum applies to students commencing the Bachelor programme as from September 1, 2012

The curriculum was approved on 23rd May 2012 by the Academic Study Board of Business Administration and on 25th May 2012 by the Dean of the Faculty of Business and Social Sciences.

The changes are made in the diagrams 4.3.2 and 4.3.3: Approved on 19th March 2013 by the Academic Study Board of Market and Management Anthropology and on 8th April 2013 by the Dean of the Faculty of Business and Social Sciences.

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The changes are made in the diagram 4.3.2 and in the article 4.3: Approved on 20th August 2013 by the Academic Study Board of Market and Management Anthropology and on 29th August 2013 by the Dean of the Faculty of Business and Social Sciences.

The Curriculum has been changed in correlation in the following sections in correlation with version 3 of 2012:

- P. 1 The overall objectives of the study programme: changes in the formulation of the order
- P. 2.2.3 Principles for choice of examination methods: new paragraph
- P. 2.2.4 Principles for choice of teaching: new paragraph
- P. 4.3.1 Course titles, ECTS-points, weight, assessment: Change in assessment form
- P. 4.3.2 Organization in terms of time: Exercise hours changed
- P. 5.10 Grading or the pass/fail assessment: changes in the formulation of the order
- P. 5.12 Examination appeals, etc.: changes in the formulation of the order
- P. 6.1 Transfer of credits: changes in the formulation of the order
- P. 6.2 Courses from the Master of Science programme

The curriculum was approved on 1st July 2014 by the Dean of the Faculty of Business and Social Sciences.

The changes are made in the diagram 4.3.1 and in the article 6.4. The curriculum was approved by the Academic Study Board of Market and Management Anthropology on 25 November 2014 and on 27 January 2015 by the Dean of the Faculty of Business and Social Sciences.

The curriculum was approved by the Academic Study Board of Market and Management Anthropology on 24th February, 2015 and 28 July 2015 by the Dean of the Faculty of Business and Social Sciences. The change is made in the diagram 4.3.1, 4.3.6 Registration for courses and 5.5. Group exams have been added.

The curriculum has been changed in section 2.1.1 in correlation with the study progress reform. The curriculum was approved on 11 March 2016 July 2016 by the Dean of the Faculty of Business and Social Sciences.

The Curriculum has been changed in the following sections in correlation with version 7 of 2012:

- 2.1 Time limit for completion of the study programme
 - 2.1.1 Rules on active study
- 2.2 The structure of the study programme
- 4.3 Structure of the programme
 - 4.3.6 Registration for courses, including elective courses and minor subject
 - 4.3.7 Bachelor project
- 5.3 Examination requirements
- 5.6 Examination language
- 5.8 Registration for exam
- 5.10 Re-examination
- 5.15 Special examination conditions
- 6.2 Courses from the Master of Science programme

The curriculum was approved on 31 August 2016 by the Dean of the Faculty of Business and Social Sciences.

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1. The overall objectives of the study programme

Cf. Sections 1 and 2 of the University Programme Order

Bachelor programmes are independently rounded research-based programmes on a fixed number of ECTS-points, which provide the student with expertise and methodological skills in one or more subject areas and 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.*

1.1 Description of qualifications

Knowledge and comprehension

The B.Sc. degree in Market & Management Anthropology at University of Southern Denmark provides knowledge about central theories within the academic subfields of Market & Management Anthropology, and leads students to reflect upon their underlying epistemology, ontology and political agendas. The B.Sc. graduates comprehend how markets arise and develop as influenced by global events and processes that cut across the realms of the economic and political, and interrelate with local cultural conditions and social structures. They understand the challenges for managers that arise from globalization and the ongoing shifts in relations between the public and the private sector. Courses are taught by members of internationally recognized research groups.

The bachelors are familiar with all phases of research design and a range of methodological approaches for the systematic gathering and analysis of valid empirical data. They have practical experience with the independent, sustained long term collection of data under the supervision of experienced scholars and practitioners.

Skills

A bachelor in Market & Management Anthropology can analytically interrelate and contextualize the opportunities and challenges that face corporations and public institutions, and can assist in devising a corresponding course of strategic action, by which an organization can fulfill its goals in a global market-oriented context. They can organize this work in a cross-disciplinary environment, and communicate results and solutions to a wide audience including non-specialists. They can employ a range of qualitative and quantitative approaches for gathering empirical data, and reflect upon their epistemological rationale and ethical consequences. They can use data as a basis for analysis, theory-generation and conceptual critique within the academic fields of Market & Management Anthropology.

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Competencies

A bachelor in Market & Management Anthropology can identify the need for knowledge that continually arises for organizational actors faced with market dynamics, and can organize the skills which, in a cross-disciplinary context, will provide this knowledge. They can independently design a suitable methodological approach based on considerations of epistemology as well as the resources available for data collection and analysis. They can create scientific models for describing the opportunities and challenges that face organizations, and analyze their roots and potential consequences, in particular around issues of cross-cultural understanding, global complexity and changing market dynamics. They can devise approaches for organizational re-structuring, for innovation processes, for involving citizens or consumers and communicating with them, as well as developing objects and services that correspond to people's symbolic and functional needs. They can identify their own learning needs and structure a matching learning process, which can be based both on academic sources and primary empirical research.

With a complete bachelor degree in Market and Management Anthropology, the student has access to the M.Sc. degree in cultural sociology as well as to the M.Sc. degree in Market and Management Anthropology, the latter pending on accreditation since it still is only on the drawing board.

Furthermore, it will be possible for the students to apply for enrollment at the M.Sc. in Business Administration, M.Sc. in International Business and Modern Language and the M.Sc. in Political Science. The Enrollment will be dependent on an individual assessment of the student's skills, based on profiling of elective courses, linguistic competences, and other factors of relevance.

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2. Organisation, etc.

2.1 Time limit for the study programmes

Cf. section 5 of the University Programme Order as well as SDU-rules regarding Rules on Time Limits for Completion of Bachelors and Masters Programmes, cf. sections 1-2

Bachelor and Master's (candidatus) Programmes must be structured as full-time programmes so as to allow the student to complete a Bachelor Programme in thirty-four months (or thirty-six months, for students beginning their studies in the spring semester)

The University is entitled to stipulate in the curriculum a final deadline after commencement by which the students must complete their bachelor programme. In determining the maximum periods of study, the University must organise the programme in such a way that the student has the opportunity for three examination attempts in the programme's course or course elements.

The Faculty's additional provisions:

The following rule shall enter into force on 1 September 2016.

Students enrolled in a bachelor's programme 1 September 2015 and onwards must have completed their degree no later than one year after the prescribed period of study, i.e. four years after the start of study.

Students enrolled in a Bachelor programme before 1 September, 2015 the following rules apply:

Students enrolled 1 February, 2015 must complete the Bachelor programme by 28 February, 2019.

Students enrolled before 1 February, 2015 must complete the Bachelor programme 31 August, 2018.

The university may grant exemptions from the above, if exceptional circumstances exist.

If the student does not meet the requirements set out above, enrolment will be cancelled.

2.1.1 Rules on active study

Cf. the Bachelor Admission Order section 34

The University may stipulate that enrollment is terminated for students, who have not passed at least one exam for a consecutive period of at least 1 year.

Rules set by the University regarding completion of supplementary courses after admission to the Bachelor Programme, applies regardless of regulations established pursuant to the above stated.

The University may grant exemptions from the rules, if exceptional circumstances exist.

The Faculty's additional provisions:

The University terminates the enrollment for students, who have not passed at least one exam for a consecutive period of at least one year. **The study start exam does not fulfil this activity requirement.**

The University may grant exemptions from above stated study activity requirement if exceptional circumstances exist.

Additional rules on active study also apply to students enrolled 1 September 2015 or later as of 1 September 2016

Cf. the Bachelor Admission Order section 32, The Examination Order section 20 as well as SDU-Rules regarding Rules for Study Activity at SDU sections 1-4

The University may lay down rules stipulating that students on the bachelor programme on an ongoing basis or each year of study must pass exams measured in ECTS credits (study activity requirement) in order to be

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able to continue in the programme. This requirement can be set to exams with a total scope of no more than 45 ECTS credits each academic year. The University must ensure that the student has the opportunity for three examination attempts in the courses or course elements which are included in a study activity requirement.

The University may also lay down that a study activity requirement can be waived if the student is an entrepreneur or president in a voluntary organisation under the Danish Youth Council (DUF).

The University may grant exemptions from a study activity requirements laid down as mentioned above, if the student is an elite athlete, or if special circumstances apply.

Rules on Study Activity must be publicly available on the University's website.

At the University of Southern Denmark, students enrolled 1 September 2015 or later must pass exams worth at least 45 ECTS credits each academic year.

Enrolment will be cancelled when a student has not been actively studying, equalling the requirement of passing exams worth 45 ECTS credits each academic year. Prior to this, the University ensures that the student has had the opportunity for three examination attempts in the courses included in the study activity requirement.

If an insufficient level of study activity is noted after the first year of study, the student must be contacted with a view to offering guidance and perhaps support measures in order for him or her to resume active studies. If enrolment is cancelled, the person in question will be notified, indicating the date of termination of enrolment.

2.2 The structure of the study programme

Cf. Section 6 of the University Programme Order

The Bachelor programme consists of a number of modules.

A module covers a subject element or a group of subject elements, and is intended to provide the student with a totality of coherent academic qualifications and competencies within a specified time frame expressed in terms of ECTS points. Modules are concluded by one or more examinations conducted during the examination periods specified and defined in the curriculum for the programme in question.

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

The Academic Study Board's additional provision:

2.2.1 Modules and course elements

This education is constituted by course modules representing 3 major areas from the social sciences: Anthropology, business administration and economics, and political science and law. The courses representing each of these fields, while retaining their disciplinary integrity, are designed to contribute to the cross-disciplinary character of the program. They are organized according to a logic, where the first semester focuses on globalization, the second on markets, the third semester on managerial practices and the fourth semester in interaction processes with markets and cultures. The fifth semester is a compulsory semester abroad, split between coursework at a host institution and an anthropological field project supervised from SDU. The sixth semester is dominated by the bachelor project plus some additional managerial disciplines.

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2.2.2 Course descriptions and forms of examination

The course descriptions are part of the curriculum describing the individual subject. Course descriptions and forms of examination are updated twice a year before teaching in the subject 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 subject).
- 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 objectives 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 may only attend courses that are part of the curriculum in which they are enrolled. Students may, however, apply to the Academic Study Board for pre-approval of courses that are part of the curriculum of another study.

2.2.3 Principles for choice of teaching

The underlying educational principles at the University of Southern Denmark are Active Teaching and Learning.

Teaching at the Faculty of Business and Social Sciences must live up to these principles, and the students, staff and management share the responsibility of ensuring that the principles are fulfilled throughout the entire course of study. The overall goal is to improve student learning on the basis of academic competency, academic development and pedagogical innovation in a committed learning community.

The underlying principles are implemented on a programme and lecturer level. The impact of implementation on the programme as a whole is described in the curriculum, and the impact on scheduling and conducting of teaching and exams are laid out in each course description and lecture plan.

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Based on the competence profile, the BSc programme in Market and Management Anthropology attaches particular importance to types of teaching that builds bridges between deep academic understanding of the complexity of the social phenomena related to the institutions of the market and the organisation and the practical application of these insights for problem solving and innovation in market and organisational contexts.

While the programme aims at a high theoretical level of understanding, the conversion of theoretical insight to practical processes is crucial to the competences and skills developed through the programme. The programme builds on activating students through case-work and exercises, class discussions and various online tools. The programme is highly involved in developing IT-based learning platform to ensure the highest degree of student activation and dialogue, also during the compulsory study abroad.

The forms of teaching that are used build on these principles of combined theoretical and practical knowledge, competence and skills. Theory is therefore illustrated through cases and examples, and case-based learning and exercises are central to the programme.

The students are expected to show up to class well-prepared and to use a minimum of one standard work week on lectures, exercises and preparation.

The students can expect to meet teachers that are active researchers in their respective topical areas, engaged in communicating the newest and most salient knowledge to the students in an activating learning environment. On the few occasions, where teachers might not be active researchers, due to shortage of manpower of active researchers, an active researcher will act as course responsible in order to ensure the academic and practical quality of the course.

2.2.4 Principles for choice of examination methods

Choice of examination methods in each course must take into account several factors. There have to be a clear connection between the individual course's purpose, content, learning activities and examination form, so that the examination results in the course reflect the student's level of achievement of the learning objectives of the course.

As for the programme as a whole the aim is to have a variation of examination forms across courses, so that students overall are tested in the different types of knowledge, skills and competencies that are represented in the competency profile. This is to ensure that the student's overall examination results reflect the student's level of achievement of the programme's learning objectives.

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3. Entry requirements, etc.

*Cf. Section 10 of the University Programme Order and sections 3-4 of the Bachelor Admissions Order
Admission to the bachelor programme requires an upper secondary qualification and the ability to meet any
specific entry requirements.*

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4. Bachelor programmes

4.1 Prescribed ECTS

*Cf. Section 13 of the University Programme Order
A bachelor programme comprises 180 ECTS points.*

4.2 Designation

*Cf. Section 14 of the University Programme 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.*

The Academic Study Board's additional provision:

Bachelor degree graduates are entitled to use the title Bachelor of Science (B.Sc.) in Market and Management Anthropology.

4.3 Structure of the programme

*Cf. Section 16 of the University Programme Order
The bachelor programme should be a rounded course that enhances the skills acquired by the student when qualifying for university.*

The university organizes 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. 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.

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

Cf. section 17 of the University Programme Order

Bachelor and master's (candidatus) programmes which are structured with a view to preparing graduates for a teaching career at upper secondary level consist of a central subject and a minor subject. The bachelor programme and the master's (candidatus) programme must both consist of the central subject as well as the minor subject. The main emphasis of both programmes must be on the central subject.

The minor subject must account for a minimum of 90 ECTS points in total for the programmes.

The curriculum for each programme shall describe the applicable rules for the minor subject, including when a minor subjects requires the approval of the Academic Study Board.

Cf. Section 18 of the University Programme Order

The University can decide that the students during their study programme can choose to combine the education with a supplementary subject within or outside the subject area of the central subject. The supplementary subject may either consist of subject clusters composed by the University or of elective subjects composed by the student. The University can decide that permission to choose a supplementary subject must be approved by the Academic Study Board of the central subject.

The supplementary subject must be chosen within the approved study programmes.

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4.3.1 Course titles, ECTS-points, weight, assessment

	Course title	ECTS	Weight	Assessment
Core courses minimum 120 ECTS including the bachelor project	Constituent compulsory courses:			
	Global Economic Systems	10	1	External / 7-point scale
	Introduction to Social Anthropology	10	1	External / 7-point scale
	Global Organizations	5	-	Internal / passed/not passed
	Introduction to Globalization	5	-	Internal / passed/not passed
	Development Economics	10	1	Internal / 7-point scale
	International B-to-B Marketing	10	1	Internal / 7-point scale
	Economic Anthropology	5	0,5	Internal / 7-point scale
	Social and Economic Statistics	5	0,5	Internal / 7-point scale
	Principles of Management	10	1	External / 7-point scale
	Public Management and Globalization	10	1	Internal / 7-point scale
	Strategic Communication	5	0,5	Internal / 7-point scale
	Budget and Management Accounting	5	0,5	Internal / 7-point scale
	Perspectives on Law and Society	10	1	Internal / 7-point scale
	Business Anthropology	5	0,5	External / 7-point scale
	Global Consumer Cultures	5	0,5	External / 7-point scale
	Anthropological Fieldwork Methods	10	1	Internal / 7-point scale
	Anthropological Fieldwork	10	1	Internal / Pass/not Pass
	Global Value Chains	5	1	Internal / 7-point scale
	Project Management	5	1	Internal / 7-point scale
Bachelor Project	20	2	External / 7-point scale	
	Elective courses (min. 10 ECTS):			
	Elective courses	20	1	Depending on the chosen courses

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4.3.2 Organization in terms of time (recommended general syllabus)


The plan below is a normal study plan for the compulsory courses. The final number of study hours will be announced twice a year when the course descriptions are updated.

Course title	1st sem.		2nd sem.		3rd sem.	4th sem.	5th sem.	6th sem.
	1	e	1	e	1	e	1	e
Global Economic Systems	4	2						
Introduction to Social Anthropology	4	2						
Global Organizations	2	2						
Introduction to Globalization	2							
Development Economics			4					
International B-to-B Marketing			4					
Economic Anthropology			2					
Social and Economic Statistics			2	2				
Principles of Management					4			
Public Management and Globalization					4	2		
Strategic Communication					2			
Budget and Management Accounting					2	1		
Perspectives on Law and Society						4		
Business Anthropology						2		
Global Consumer Cultures						2		
Anthropological Fieldwork Methods						4	4	
Anthropological Fieldwork							x	
Elective course							x	
Global Value Chains								2
Project Management								2
Bachelor Project								x

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4.3.3 Diagram of the Bachelor Degree, including the first-year examination

6 th semester	Bachelorproject 20 ECTS		Project Management 5 ECTS	Global Value Chains 5 ECTS
5 th semester	Anthropological fieldwork 10 ECTS	Elective courses 20 ECTS		
4 th semester	Anthropological fieldwork Methods (incl. philosophy of science) 10 ECTS	Perspectives on Law and Society 10 ECTS	Business Anthropology 5 ECTS	Global Consumer Cultures 5 ECTS
3 rd semester	Principles of Management 10 ECTS	Public Management and Globalization 10 ECTS	Strategic Communication 5 ECTS	Budget and Management Accounting 5 ECTS
2 nd semester	**Development Economics 10 ECTS	International B-to-B Marketing 10 ECTS	Economic Anthropology 5 ECTS	Social and Economic Statistics 5 ECTS
1 st semester	*Global Economic Systems 10 ECTS	Introduction to Social Anthropology 10 ECTS	Global Organizations 5 ECTS	Introduction to Globalization 5 ECTS

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

* Students admitted at the study programme September 2012 and who still did not pass the course Global Economic Systems will have the opportunity to take their third examination attempt in the winter examination period 2013/14.

** Students admitted at the study programme September 2012 and who still did not pass the course Development Economics will have the opportunity to take their third examination attempt in the winter examination period 2013/14.

See P. 6.4 *Transitional rules* for students admitted at the study programme September 2013 who have not passed the following courses:

- *Global Economic Systems*
- *International B-to-B Marketing*
- *Development Economics*
- *Strategic Communication*

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4.3.4 Descriptions of course, modules, elements and elective courses

Please refer to section 2.2.1 and 4.3.1.

4.3.5 Structure of content

The Bachelor programme consists of one central subject, Market and Management Anthropology. The central subject is planned as a section of 135 ECTS.

4.3.6 Registration for courses, including elective courses and minor subject

Cf. The Examination Order section 14 and SDU-Rules regarding Rules for Registration for Courses and Exams at the University of Southern Denmark sections 1-7

Registration for the Bachelors Programme's courses or course elements takes place in accordance with the internal regulations established by the University. The University must also lay down internal regulations for the location of and registration for the programme's ordinary exams (1st examination attempt) and for re-examinations (2nd and 3rd attempts). The University shall specify whether it is the University or the student who is responsible for the registration for examinations, including if registration for a course or course element also registers the student for exams and re-examinations. The University shall also specify if the student has the opportunity to deregister from an exam or re-exam in time, including deadlines for doing so. The student has used an examination attempt if he or she fails to deregister in due time.

At The University of Southern Denmark there is no requirement for registering for a certain number of ECTS credits each academic year. It is the student's own responsibility to register for courses; however, there will be automatic enrolment to courses and first examination attempts in the first semester of the Bachelors Programme.

Registration for a course is also a registration for the first examination attempt. Registration for courses is binding, and deregistration is not possible after the expiry of the registration period.

Students may, however, change electives in the first three weeks of the semester provided that a study place is available on the desired elective course(s), and that the elective(s) represent the same ECTS value as the first course. The University may dispense from the above if the student is an elite athlete, chairman of an organisation under the Danish Youth Council (DUF), an entrepreneur or if special circumstances apply.

Registration for courses must be done via STADS self-service for the autumn semester: 20-30 May and for the spring semester: 20-30 November.

4.3.7 Bachelor project

Cf. section 16 of the University Programme Order, section 26 of the Examination Order

The bachelor project is placed in the third year of study and must demonstrate the student's ability, in a qualified manner, to formulate, analyze and work with issues within a narrowly defined topic. The University approves the defined topic and also stipulates a deadline for submission of the project.

When assessing bachelor projects, master's (candidatus) theses, master's projects and other major written assignments, emphasis must, in addition to the academic content, also be placed on the students' spelling and writing skills. The curriculum stipulates how spelling and writing skills are weighted in the overall assessment of the examination performance, but the academic content is always given the highest weight, unless the subject or subject element is language or foreign language.

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

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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.

The Faculty's additional provisions:

As of the spring semester 2017, all bachelor projects at the Faculty must be written in groups, cf. section 5.5. on group exams and the course description for the bachelor project.

4.3.8 Project-oriented studies and study abroad

Cf. Section 19 of the University Programme 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 fifth semester contains a compulsory stay abroad at one of a group of selected partner institutions. It consists of 20 ECTS elective courses taken at the host institution which provides the student with an opportunity for personalizing his/her study profile. 10 ECTS are consecrated to an anthropological fieldwork, supervised through email or other electronic contact from a supervisor at SDU, permitting the student to test in practice some of the theoretical and methodological skills acquired during the earlier semesters.

4.4 Requirements for passing, etc.

Cf. Sections 15-18 of the Grading Scale Order

A student has passed an exam 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-exams, the mark for the total examination must be at least 02. If the total examination is passed, sub-exams marked 00 or -3 cannot be retaken. Even if the total exam is failed, sub-examinations marked 02 or higher cannot be retaken.

It may be determined that two or more exams 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 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:

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The B.Sc. is completed once students have obtained a pass or a grade of 02 or higher for each course. 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.

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5. Examination, etc.

Cf. Section 30 of the University Programme Order

The University is obliged to inform and guide the students of the exam rules that apply for each programme.

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.

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 requirements

Cf. The Examination Order section 3

The University may lay down rules in the curriculum stipulating:

- 1) That a course or course element, if the content or working methods so warrant, may be documented fully or partly through a requirement for participation in the course.*
- 2) That a requirement for participation in a course must be a prerequisite for the student to sit an exam in the course or course element.*
- 3) That a requirement for submission of written papers, oral presentations etc. during the course is a prerequisite for the student sitting the exam in the course or course element.*
- 4) That the student prior to the evaluation of the written exam paper must perform an oral defence of the assignment. The evaluation will be based on an overall assessment of the written paper and the oral performance.*

The University may also lay down rules in the curriculum stipulating that the assessment of written papers and oral presentations etc. during the course of teaching are included as parts of the awarding of marks together with the final exam in a course or course element. The rules must state in which way written papers, oral presentations, etc. are parts of the overall evaluation of the student's performance in the course or course element. The University may determine that the student may not take the final exam, unless the student has passed the course. Complaints about an assessment given during a course must be submitted to the University by the student.

University prerequisites for participating in an exam must be met, in order to participate in the re-exam. In the event that a student does not meet the established university prerequisites for taking the exam, he or she has used one examination attempt.

Prerequisites for participating in exams which have been met before the first ordinary exam do not have to be repeated at a new examination attempt.

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5.4 Examination aids

Computers are used for submission of answers at all written examinations at Faculty of Business and Social Science. 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 Social Sciences for further information.

5.5. Group Exam

Cf. Sections 4 and 5 of the Examination Order

Taking the curriculum's academic considerations into account, the University establishes whether an exam is organized as an individual exam or as a group exam. When an exam is organized as a group exam, the University shall establish the maximum number of students allowed to participate in each group exam, and whether the student may choose an individual exam instead. In connection with both an individual and a group exam, an individual assessment must be made of the students' performance, and separate grades must be given.

In connection with an oral group examination, each student will be examined in such a way as to ensure that there would be an individual assessment of the student's performance. When organising an oral group examination, the University must ensure that the time allotted for the exam is adapted to the number of students participating in the exam.

In connection with a paper written by a group of students, separate grades or other form of assessment may only be given if the individual student's contribution can be established. The University shall establish the requirements for individualisation in the curriculum.

If a separate grade or other form of assessment is not given for a paper written by a group of students, the paper may be included in the subsequent oral examination. If the University conducts an individual oral examination as a follow-up to a paper written by a group of and as a follow-up to a possible oral group exam, these students may not be present in the examination room before they are examined in the individual oral exam.

The Study Board's regulations:

The number of students in a group exam can generally be a maximum of 4. The Study Board may decide to deviate from the rule. If so, this shall be described in the course description.

5.6 Examination language

Cf. Section 6 of the Examination Order and section 29 of the Bachelor Admissions Order

Tests are conducted in Danish unless part of the objective 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 objective of the test is to document the students' abilities in Danish.

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The university may, if circumstances make it possible, allow the student to conduct the test in a foreign language unless the objective 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 objective 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 objective of the test is to document the students' abilities in another language. The university may grant exemption from this rule.

If a course is offered with lines of various languages, the student must be able to carry out the majority of the programme's elements in the language of the line in which the students is enrolled.

The examination language will always be in English. Exemptions from this rule can only be agreed with the teacher - with the exception of the bachelor project. The bachelor project will always be in English.

5.7 Number of examination attempts

Cf. Section 13 of the Examination Order

A passed exam may not be retaken, cf. the grading scale order.

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

5.8 Registration for exam

Cf. The Examination Order section 14 and SDU-Rules regarding Rules for Registration for Courses and Exams at the University of Southern Denmark sections 1-7

Registration for the Bachelor's Programme's courses or course elements takes place in accordance with the internal regulations established by the University, cf. The Order on Bachelor's and Master's Programmes at Universities. The University must also lay down internal regulations for the location of and registration for the programme's ordinary exams (1st examination attempt) and for re-examinations (2nd and 3rd attempts). The University shall specify whether it is the University or the student who is responsible for the registration for the examinations, including if registration for a course or course element also registers the student for exams and re-examinations. The University shall also specify if the student has the opportunity to deregister from an exam or re-exam in time, including deadlines for doing so. The student has used an examination attempt if he or she fails to deregister in due time.

The Faculty's additional provisions:

The student is automatically registered for the first examination attempt when the student is registered for a course or course element with which one or more examinations are associated. Withdrawal of registration is not possible, and students who fail to participate in an examination have used one examination attempt, unless the University has made an exemption due to special circumstances. If a student does not meet the

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established university prerequisites for taking the exam, he or she has used one examination attempt, unless the University has made an exemption due to special circumstances.

Students who have not passed a course at the second examination attempt can register for a third attempt the next time the ordinary exam is held.

It is the student's responsibility to register for courses and exams.

Registration deadlines for re-exams are published on the website.

Exam dates will be published on www.sdu.dk. The student is responsible for keeping himself/herself informed about exam details.

5.9 The first-year examination in the bachelor programme

Cf. Sections 17-19 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. The students must pass the tests that the curriculum stipulates are part of the first-year examination before the end of the second year after study start in order to continue with the programme.

Regardless if 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.

At the University of Southern Denmark, the first-year exam must be passed before the end of the first year of study after study start in order for the student to continue the programme.

The Academic Study Board's additional provision:

The courses Introduction to Social Anthropology, Introduction to Globalization and Development Economics are a part of the first-year examination. Each course must be passed separately.

5.10 Re-examination

Cf. The Examination Order section 14 and SDU-Rules regarding Rules for Registration for Courses and Exams at the University of Southern Denmark sections 6-8

Registration for the bachelor programme's courses or course elements takes place in accordance with the internal regulations established by the University, cf. The Order on Bachelor's and Master's Programmes at Universities. The University must also lay down internal regulations for the location of and registration for the programme's ordinary exams (1st examination attempt) and for re-examinations (2nd and 3rd attempts). The University specifies whether it is the University or the student who is responsible for the registration for examinations, including if registration for a course or course element also registers the student for exams

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and re-examinations. The University also specifies if the student has the opportunity to deregister from an exam or re-exam in time, including deadlines for doing so. The student has used an examination attempt if he or she fails to deregister in due time.

On programmes where the examination period is at the end of the autumn semester, students who do not pass the ordinary exam can register for re-exam (2nd examination attempt) in the same examination period or immediately thereafter, but no later than on the last weekday in April. On programmes where the examination period is at the end of the spring semester, students who do not pass the ordinary exam can register for re-exam (2nd examination attempt) in the same examination period or immediately thereafter, but no later than on the last weekday in August.

On programmes where there are more exam periods than the above, students who have not passed the ordinary exam can register for re-exam (2nd examination attempt) as soon as possible, but no later than 6 months after the holding of the ordinary exam.

Students may not withdraw registration for re-exam after the expiry of the registration period.

The University can lay down in the curriculum that the re-exam has a different form of assessment or examination than the ordinary exam. In connection with the holding of ordinary exams, students will be informed about when they can register for re-exams.

The University may dispense from the above if the student is an elite athlete, chairman of an organisation under the Danish Youth Council (DUF), an entrepreneur or if special circumstances apply.

Re-examinations are granted by the Examinations Office based on an application accompanied by documentation for the illness. If the application has been accepted, the attempt at the ordinary examination will be cancelled. Re-examinations are held in February and August. The Study Board can decide to change the examination and assessment form. This will be announced after the registration deadline.

5.11 Internal or external examinations

Cf. Section 22 of the Examination Order

At least one-third of a programme's total ECTS points shall be obtained at external examinations. External examinations shall cover the important parts of the programme, including the bachelor project. This shall not, however, apply to examinations for which credits have been transferred.

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

5.12 Grading or the pass/fail assessment

Cf. Section 25 of the Examination Order

Assessment is graded using the 7-point grading scale or by the assessment "Passed" or "Failed" or the assessment "Approved" or "Not Approved", cf. the Grading Scale order

The bachelor project is assessed using the 7-point grading scale. Course participation is given the assessment "Passed" or "Failed" or "Approved" or "Not Approved".

The assessment Passed/Failed or Approved/Not approved may only be used for examinations accounting for a maximum of one-third of the programme's ECTS points. This shall not, however, apply to examinations for which credits have been transferred

Refer to fig. 4.3.1 for a table of courses with grading of a pass/fail assessment.

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5.13 Spelling and writing skills

Cf. Section 26 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 writing skills on the grade is limited unless there are considerable marked deviations from the usual academic language.

5.14 Study start test

Cf. Section 16 of the Examination Order

The University may decide that students in a bachelor programme must attend and pass a study start test in order to continue in the programme.

The study start test is intended to determine whether the student has actually started the programme. The test is internal and will be assessed as "Approved" or "Not Approved".

The study start test shall be conducted within 2 months after the study start, and the result must be communicated to the student within 2 weeks after the exam. If the test is failed, the student has the opportunity to participate in a re-test to be held within 3 months after the study start. The student has two test attempts to pass study start test.

The University may grant exemptions from the above, if special circumstances exist.

5.15 Special examination conditions

Cf. section 7 of the Examination Order

The University may offer special examination conditions for students with physical or mental impairment and for students whose native language is not Danish, if deemed necessary by the University to provide the students concerned with equal opportunities in the exam situation. Such an offer must not, however, change the standard of the examination.

5.16 Examination appeals, etc.

Cf. Sections 34 and 37 of the Examination Order

Appeals about tests or other forms of assessment forming part of the examination shall be submitted to the University by the student. Appeals shall be submitted in writing and include an explanation of the reasons for the appeal.

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The appeal shall be submitted within two weeks of the assessment being announced. However, the two-week period shall start at the earliest from the date of the announcement of the assessment. Under special circumstances, the University may grant exemptions from the deadline for submission of appeals.

The complainant shall, within 2 weeks after the University's decision is communicated to the complainant, accept the offer of re-assessment or re-examination. Re-assessment or re-examination must take place as soon as possible. If the diploma has been awarded, the University must revoke it until the assessment has been completed and, where appropriate, issue a new diploma. In case of re-assessment and re-examination, the University shall appoint new examiners, and co-examiners shall be appointed by the chairman of the external examiners.

In connection with re-assessments, the assessors shall be provided with the case files, including the assignment, the appeal, the original assessors' opinion, the complainant's comments and the University's decision.

The assessors shall notify the University of an assessment at a re-assessment and re-exam which may result in a lower grade. In connection with re-assessment of written exams, the assessors shall enclose a written justification for the assessment. The assessment after re-assessments and re-exams cannot be referred to any other administrative authority.

6. Other regulations

6.1 *Transfer of credits*

Cf. Sections 36-38 and 40 of the University Programme 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.

Students who, as part of their programme, want to complete elements of the programme at another university or institution of higher education in Denmark or abroad can apply the home university to have credit transferred in advance for planned programme elements.

Credit transfer in advance may be granted only if the student, in connection with the application for credit transferred in advance, obliges to submit the necessary documentation to whether the programme elements have been passed or failed to the home university, when the preapproved credited programme elements are completed. The student must also give his/her consent that the home university may obtain the necessary information from the host institution if the student is unable to obtain the documentation.

When it can be documented that the credit transferred programme elements have been passed, the home university administratively approves that these credits are transferred into the programme at the university. On a proposal from the student, the university can, in cases where e.g. the preapproved programme elements are not offered at the host institution, make changes to the approval of the pre-approved credit transfer. The student is responsible for and must take the initiative for drawing up a proposal for a study plan. The university provides academic support if the students request it.

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 *Courses from the Master of Science programme*

Cf. Section 9 of the University Programme Order

The university may enroll students who are admitted and enrolled in a bachelor programme at the university for courses and exams for up to 30 ECTS credits in a master programme if the university finds that the student has the academic requirements for successfully completing the bachelor programme and concurrently complete courses in the master programme.

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Students, who have completed courses or course elements on a master programme, are entitled to admission to the master programme at the same university in direct continuation of a completed bachelor programme, cf. Order on Admission and Enrolment on Master's (Candidatus) Programmes at Universities.

6.3 Complaint

Cf. Section 42 of the University Programme Order

Under terms of the University Programme 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 I 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.

6.4 Transitional rules

Examination in the course *Global Economic Systems* will be offered for the **last time in January 2015**. If the examination is not passed the course can be replaced by the course *Global Business Economics*.

Lectures in the course *International B-to-B Marketing* (10 ECTS) will be offered for the **last time in spring 2014**. The ordinary exam will be held in June 2014 and the reexamination will be held in August 2014. The third and final exam will be held in June 2015. The course *Comparative Business Environments* replaces the course *International B-to-B Marketing*.

Lectures in the course *Development Economics* (10 ECTS) will be offered for the **last time in spring 2014**. The ordinary exam will be held in June 2014 and the reexamination will be held in August 2014. The third and final exam will be held in June 2015. Students who do not yet have passed the course *Development Economics* (10 ECTS) will be examined in the course *Political Economy of Development* (5 ECTS). Furthermore, the students must submit a paper corresponding to the last 5 ECTS related to the course *Political Economy of Development* so a merit can be given so the course *Political Economy of Development* replaces the course *Development Economics*.

Lectures in the course *Strategic Communication* (5 ECTS) will be offered for the **last time in the autumn 2014**. The ordinary exam will be held in January 2015 and the reexamination in February 2015. The third and final exam will be held in January 2016. Students who have not passed the examination in the course *Strategic Communication* after three regular attempts will have to ask the study board for permission to go through an extra fourth attempt that will be designed particularly for them.

Lectures in the courses *Global Value Chains*, 5 ECTS and *Project Management*, 5 ECTS will be offered for **the last time in spring 2016**. The ordinary exams will be held in June 2016 and the reexaminations in August 2016. The third and final exams will be held in June 2017. If the examinations in both courses are not passed the courses can be replaced by the course *Project Management in Global Markets*, 10 ECTS.

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