# Project-oriented course/in-company project in a student's own company

Memo on project-oriented course/in-company project in a student's own company as a possibility for the following study programmes:

- BA in Library Science, IT and Communication
- BA in Information Studies, IT and Interaction Design
- BA in International Business Communication in English
- MSc in IT - Product Design (ITPD)
- MSc in IT - Web Communication Design

**Purpose**
The academic environment behind the above-mentioned study programmes and the Study Board for Information and Communication Studies wish to support the students' possibilities for establishing or developing their own company within the framework of the project-oriented course/in-company project weighting 10 ECTS for BA students on their 5th semester, Web Communication Design students on their 3rd semester and 20 ECTS for ITPD students on their 3rd semester.

This memo draws on the practice at IVK, SDU Odense and Slagelse and Design Studies in Kolding. The memo describes the guidelines in relation to the way in which a project-oriented/in-company project in a student's own company can be implemented within the curriculum framework.

**The company**
It is not a requirement that the company is established and has an official, Danish CVR registration from the outset of the project. The project-oriented course/in-company project may have the objective of developing an already existing company, or it may also disclose the possibilities for a company start-up. In the project agreement the student must describe the company idea. Support and advice should be obtained at the SDU Startup Station.

**Network**
It is key that the student enters into networks with relevant parties and receives consultancy support or counselling from external parties. It could be in the form of entrepreneurship or company start-up consulting, for example business consulting, technical consulting, industry consulting, company mentors, etc. Consultants could become future business partners.

**The report**
The report must meet the requirements of the curriculum in question. The report must emphasize characterising and thematising the company/company conditions with reference to relevant theory. For example, the applied theory may be used to illustrate the sustainability of the company.

The report must document the establishment of networks, consultancy, advising or support from external sources.

A tentative business plan should be included in the appendices of the report.