

Birk Centerpark 5
DK-7400 Herning

Tel. +45 87 55 05 00
CVR 30 77 30 47

teko@viauc.dk
www.teko.dk



TEKO

Curriculum for

Academy Profession

Degree Programme in

Design, Technology and

Business

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Legislative Basis of the Curriculum

- The Danish Act No. 207 of 31 March 2008 on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes
- The Danish Ministerial Order No. 636 of 29 June 2009 on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes
- The Danish Ministerial Order No. 710 of 6 July 2009 on Academy Profession Degree Programmes in Textile, Apparel, Design and Business (Design Technologist)
- The Danish Ministerial Order No. 106 of 9 February 2009 on Admission, Enrolment and Leave of Absence for certain Higher Education Programmes
- The Danish Ministerial Order No. 432 of 2 June 2009 on the amendment of the Danish Ministerial Order on Admission, Enrolment and Leave of Absence for certain Higher Education Programmes
- The Danish Ministerial Order No. 571 of 22 June 2009 on the amendment of the Danish Ministerial Order on Admission, Enrolment and Leave of Absence for certain Higher Education Programmes
- The Danish Ministerial Order No. 782 of 17 August 2009 on Tests and Examinations in Professionally-oriented Programmes
- The Danish Ministerial Order No. 262 of 20 March 2007 on Marking Scale and Other Assessment Forms

1. Name and Title of Programme and Graduates

The English name for the programme is Academy Profession Degree Programme in Design, Technology and Business.

On completion and passing of the programme, the graduate will achieve the Academy Profession Degree (AP) and will be awarded the title AP Graduate in Design, Technology and Business.

2. Programme Structure

The programme consists of

- Common core: 30 ECTS-points (common for all students)
- 5 compulsory study programmes corresponding to 45 ECTS-points each. Students must choose one of these compulsory study programmes:
 1. Design specialising in Fashion Design and Furniture Design
 2. Production specialising in Pattern Design
 3. Business specialising in Purchasing Management Fashion or Furniture
 4. Marketing specialising in Branding & Marketing Management
 5. Retail specialising in Retail Design & Management
- Work experience: 15 ECTS-points
- Electives: 15 ECTS-points
- Final project exam: 15 ECTS-points

3. Programme Objective

The objective of the programme is to qualify students to independently perform work functions of planning, organising and carrying out design, production, business, marketing and retail tasks within the textile, fashion, design and business industry.

4. Electives: 15 ECTS-points

4.1 Objective

The objective of the electives is to give students the opportunity to add an individual dimension to the compulsory study programme studied. Electives are offered on the 2nd and the 3rd semester.

4.2 Learning Objectives

Knowledge

Students shall have knowledge of:

- theory relevant to the elective(s) chosen

Skills

Students shall have skills in:

- applying theory learnt

Competences

Students shall have competences in:

- reflecting on their own learning needs

5. Work Experience: 15 ECTS-points

5.1 Objective

The objective of the work experience is to provide students with the opportunity of acquiring knowledge of the industry and obtaining an understanding of theory applied in different work functions in a company.

Students shall extensively be able to link business practice to theory learnt.

The work experience shall qualify students to analyse, assess, plan and carry out tasks/projects using a practice-based approach.

Knowledge

Students shall have:

- basic knowledge of the industry and the working methods applied in the industry as well as of company organisation
- understanding of the relationship between the different parts of the value chain
- understanding of the competitive situation of a company
- understanding of the situation of a company when viewed in a global perspective

Skills

Students shall have skills in:

- applying tools and theories learnt for the purpose of solving actual problems
- communicating actual, subject-related problems and solutions to relevant partners
- link theory to business practice

Competences

Students shall have competences in:

- participating in professional and interdisciplinary collaborations for the purpose of dealing with actual tasks or problems
- making professional and interdisciplinary networks
- reflecting on own qualifications and competences and identifying additional individual learning needs

The work experience period is placed on the 3rd semester and is a consecutive period of 9-13 weeks. Students will receive no remuneration for the work experience but will be entitled to study grants based on current rules.

The objective of the work experience is to strengthen the learning of the student in making the practical part of the programme interact with the theoretical part. A further objective is to contribute to meet the learning outcome requirement of the programme. During the work experience, students shall work with relevant problems and tasks and acquire knowledge of relevant business functions.

In connection with the planning, performing and completion of the work experience, a guidance teacher will be assigned to the student to assist in the formulation of assignments and to ensure that the content of the work experience is relevant.

The work experience period is completed with an exam. See chapter 14 on Exams.

6. Exchange Programmes

3rd semester students may do part of their education with another educational institution in either Denmark or abroad. Students enrolling in exchange programmes with other educational institutions must obtain at least 15 ECTS-points.

Students shall seek to enrol in exchange programmes with institutions that are part of TEKO's exchange programme. To enrol in an exchange programme, students must file a written application with TEKO (the application must be sent to the Head of Department of the compulsory study programme studied). The application to participate in an exchange programme is at the same time considered an application for preliminary approval of credit transfer.

If the exchange programme will take place at one of TEKO's partner institutions, TEKO will provide the information and application forms required. In such circumstances, it will equally be possible for students to apply for financial support through the Erasmus programme or other relevant programmes via TEKO.

Students choosing an institution outside the framework of TEKO's exchange programme are individually responsible for contacting the institution and for providing sufficient documentation to substantiate the relevance of the programme/subject studied as well as to apply for credit transfer for the programme.

In both cases, relevance to the programme studied as well as the credit transfer options must be approved by TEKO based on the compulsory study programme studied. TEKO's approval of the credit transfer application is based on an individual, professional assessment of the equivalence between the programme elements in question.

6.1 Exchange Programmes

TEKO has exchange programmes with a number of educational institutions. Please see www.teko.dk – Education - About TEKO – Partner Institutions - for more information.

7. Written Assignments and Projects

See chapter 14 on Exams.

8. Teaching and Learning at TEKO

8.1 Pedagogical Values

Value	How TEKO defines the value
Commitment	Commitment to subjects and programme studied Responsibility Loyalty to decisions made
International perspective	Extroversion Culture Global perspective
Creativity/Innovation	Idea development Idea generation Entrepreneurship Acceptance of errors
Room for diversity	Mutual respect Acceptance of diversity Possibility of experimenting
Immersion	Reflection
Adaptability	Flexibility Social competences Mental, practical and professional maneuverability
Learning competence	Analytic approach Reflection Willingness and openness to learn Co-operation
Individualists/specialists in a holistic context	Understanding of correlations Understanding of the companies in the industry Understanding of the industry Understanding of the local/ domestic society Understanding of the global society

8.2 The Value Chain

The individual departments and functions in a company in the fashion and lifestyle industry may be defined as links in a chain. They are all interdependent, and together they make up the value chain of a company.

TEKO educates employees for all parts of the value chain.

The working method at TEKO is interdisciplinary and project-based. This means that students acquire knowledge of working processes of all departments in a company by studying and collaborating across the different compulsory study programmes. In this way, students acquire strong competences in interdisciplinary collaboration which is characteristic of the companies in the lifestyle industry.



During the programme, students will get in close contact with the industry through lectures, company visits and projects. By way of the work experience programme, students will acquire in-depth industry and company knowledge and will have the opportunity of testing theoretical skills in a practical context.

Students may also take part in industry-related study trips with specific themes to large cities in Denmark or abroad. These study trips will provide students with knowledge and experience that they can use in their future careers in the fashion and lifestyle industry.

9. Credit Transfer

Students may apply for credit transfer when applying for admission to TEKO and during the programme. They may also apply for credit transfer if they choose to enrol in an exchange programme with another educational institution in Denmark or abroad to substitute part(s) of their education at TEKO. See chapter 6 on Exchange Programmes.

Information on credit transfer agreements is provided in the chapters below.

9.1 Application for Credit Transfer

In specific circumstances, TEKO may exempt students from participation in specific subjects or tests. In such cases, students must document that they hold another higher degree certificate acquired from another Danish or foreign educational institution and that

they have acquired qualifications in relation to textile, fashion, furniture and design providing them with the qualifications to complete and pass the programme.

For persons applying for enrolment based on qualifications obtained at a foreign educational institution, CIRIUS (the Danish Agency for International Education) may be asked for an assessment of the qualifications of the student. Such an assessment is binding in terms of enrolment but is only consultative as far as the acceptance of credit transfer is concerned.

The decision to accept the application for credit transfer must be made prior to semester start and must be supported by sufficient documentation of completion and passing of subjects and programme elements. In addition, syllabuses, required readings, ECTS-points and diploma must be supplied.

In connection with the assessment of an application for credit transfer, the applicant may be called in for an interview to document that he or she holds the skills and qualifications relevant for the programme applied for.

The approval of credit transfer is made by the Head of Department relevant, and the student is given information on the decision of the Head of Department prior to semester start.

9.2 Credit Transfer Agreements

TEKO has credit transfer agreements with other Danish and foreign educational institutions.

10. Study Activity Requirements

According to the Danish Ministerial Order on Academy Profession Degree Programmes and Professional Bachelor's Degree Programmes, students are required to participate in the programme scheduled by the educational institution.

TEKO expects all students to commit themselves fully to their studies and take an active role in projects as well as all other programme activities. Students must take responsibility for the development of their own professional and personal skills by participating in learning activities and teamwork with other students.

Study activity is assessed four times during the programme:

- The first assessment of study activity is at the end of the 1st semester. At this stage, students must have passed the following projects: TEKO Project, Team-building, Value Chain, Style History, and Reflection Assignment.
- The second assessment of study activity is in the second half of the 2nd semester. The study activity is then assessed based on selected assignments of the compulsory study programme studied, all electives, and the projects Brand ID, Product Development and Entrepreneurship as well as the written part of the first year exam.

- The third assessment of study activity is in the 3rd semester. At this stage, the study activity is assessed based on selected assignments of the compulsory study programme studied, the Sustainable Design Project as well as all electives.
- The fourth assessment of study activity is based on the work experience and the exam in relation hereto.

Students are informed that an assignment or project is part of the study activity assessment when the assignment or project is handed out.

If for some reason, students cannot participate in a project/elective, exemption may be applied for from the Head of Department of the compulsory study programme in question. Exemption must be applied for before the project/elective begins. If a student does not pass the project/elective, a written reflection assignment with the student's assessment of the result and suggestions of how to improve his or her effort must be handed in.

11. Foreign Language Requirements

English on C-level must be passed before studies at TEKO can be commenced as certain texts in the teaching material used will be in English.

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12. Transitional Provisions

Students who have been on leave will be covered by the provisions of this curriculum which will replace the curriculum in force up to now.

12.1 Admission Requirements

Applicants who have completed a relevant post-compulsory education or similar may apply for admission to TEKO. Applicants must meet the following requirements:

- Danish upper secondary level with a math exam, level C or a business economics exam, level C, and English, level C *or*
- 3-year vocational education with a math exam, level C or a business economics exam, level C and English, level C
- Clothing operative vocational programme with an English Language exam, level C

TEKO advises applicants to engage in a supplementary training programme if they do not meet the admission requirements for the Academy Profession Degree Programme in Design, Technology and Business.

12.2 Admission Test

All applicants must complete and pass an admission test to demonstrate that they meet the specific requirements and have the competences required for the compulsory study

programme applied for. The admission test will be different depending on the compulsory study programme applied for.

TEKO reserves the right not to set up new classes in a line of study or compulsory study programme if the number of qualified applicants is insufficient.

12.3 Transfer From one Compulsory Study Programme to Another

In general, transfer from one compulsory study programme to another must take place before the start of the 2nd semester.

Transfer to another compulsory study programme can only take place if the applicant passes the admission test of the compulsory study programme applied for.

In addition, TEKO may require the student applying for transfer to another compulsory study programme to carry out supplementary study activities in connection with the transfer.

13. Exemption from the Rules of the Curriculum

In special circumstances, exemptions from the rules of the curriculum may be granted at TEKO's discretion. This applies only to rules made by TEKO.

14. Exams

14.1 First-year Exam

The first-year exam consists of two exams:

- An individual written exam where students may use all written aids. This exam takes place at the end of the 1st semester.
- An oral exam where groups of students work with a theme which each individual group member will elaborate on at the oral exam. This exam takes place at the end of the 2nd semester.

The purpose of the first-year exam is to demonstrate that students meet the learning objectives for the first year of study, including that

- students can apply the project-based study method and can present and argue for the solutions chosen.
- students understand and can account for correlations inside a company and/or between a company and its shareholders
- students can apply significant elements from the common core subjects of 1st and 2nd semester on an operational/tactical level

14.1.1 Requirements for Passing the Exam

A minimum mark of 02 must be obtained to pass the first-year exam. The first-year exam has to be completed and passed before the end of the 4th semester.

14.2 Work Experience Exam

The work experience exam consists of:

- A written report/a product based on the work experience
- An oral presentation and oral defence of the work experience report prepared

The purpose of the work experience exam is to demonstrate that students comply with the work experience learning objectives.

14.2.1 Requirements for Passing the Exam

A minimum mark of 02 must be obtained to pass the work experience exam.

14.3 Final Project Exam

The final project exam consists of an individually written report/product and an oral presentation and defence.

The exam may take place as a collaboration between the student and a company.

The purpose of the exam is to demonstrate that students meet the learning objective for the programme, including that students

- can deal with a practice-based problem in an analytic and methodical manner
- can deal with central issues within purchasing, design and international sales in a competent manner.

14.3.1 Requirements for Passing the Final Project Exam

A minimum mark of 02 must be obtained to pass the final project exam.

14.4 Registration and De-registration for Exams

Students will automatically be registered for an exam if they meet the requirements for passing of projects and compulsory assignments stipulated by TEKO. See chapter 10 on study activity for more information.

Students who cannot register for an exam will be informed in writing.

Students who wish to de-register for an exam must do so in writing not later than one week after the commencement of the exam period. If the de-registration is late, the exam

in question will be considered an exam attempt and will count as such. This does not apply if the student can document that the reason for delay is illness and such illness is documented by way of a doctor's statement.

For the first-year exam, which consists of two exams, it must be specified in the written de-registration notice whether de-registration applies to the written part, the oral part or to both parts.

15. Registration for the Exam

15.1 First-Year Exam

To be registered for the written part of the first-year exam, students must have participated in and passed the following projects: TEKO-project, Teambuilding, Value Chain, Style History, and Reflection Assignment.

To be registered for the oral part of the first-year exam, students must have participated in and passed selected assignments within different compulsory study programmes: All electives, the projects Brand ID, Product Development and Entrepreneurship and the written part of the first-year exam.

If for some reason a student cannot participate in a project/elective, exemption may be applied for from the Head of Department of the compulsory study programme in question. Exemption must be applied for before the project/elective begins. If a student does not pass the project/elective, a written reflection assignment with the student's assessment of the result and suggestions of how to improve his or her effort must be handed in. If a student does not pass a subject/project, it is individually agreed with the student how he or she intends to pass the subject/project.

15.2 Work Experience Exam

To be registered for the work experience exam, students must have participated in the first-year exam, and they must have participated in and passed the Sustainable Design project, all electives and selected assignments relating to the compulsory study programme. Students will be given information about which assignments they must pass at the beginning of the 2nd semester.

It will appear from assignments handed out whether they are compulsory assignments that must be passed to register for the work experience exam.

If for some reason the student cannot participate in the project/elective, exemption may be applied for from the Head of Department of the compulsory study programme in question. Exemption must be applied for before the project/elective begins. If a student does not pass the project/elective, a written reflection assignment with the student's assessment of the result and suggestions of how to improve his or her effort must be handed in. If a student does not pass a subject/project, it is individually agreed with the student how he or she intends to pass the subject/project.

15.3 Final Exam

To be registered for the final exam, students must have passed the work experience exam and electives.

16. Compulsory Study Programmes

Compulsory Study Programmes					
Design Fashion Design and Furniture Design	Production Pattern Design	Business Purchasing Management Fashion or Furniture	Marketing Branding & Marketing Management	Retail Retail Design & Management	2 nd – 4 th sem.
Common core					1 st semester

16.1 Learning Objectives for Common Core: 30 ECTS-points

1st semester

The common core must be within the following core subjects:

- Design, including the design process, value philosophy and aesthetics
- Business, including the company, business and communication
- Technology, including technology, people and environment

16.1.1 Design

The objective is to ensure that students will obtain basic knowledge and understanding of applying the design process, value philosophy and aesthetics.

Knowledge

Students shall have knowledge of:

1. the design process, including development from idea to finished product
2. value philosophy, including value preferences, culture, idea and history of the industry
3. aesthetics, including understanding the correlation between aesthetical, functional and technical qualities of a product

Skills

Students shall have skills in:

1. sketching, designing and doing product development
2. applying value preferences when describing and analysing target groups
3. working on the basis of a communicative and innovative platform
4. considering form, colour, material, price and target group
5. communicating suggested solutions to relevant partners orally and in writing using relevant professional terminology

16.1.2 Business

The objective is to ensure that students will acquire basic knowledge and understanding of a company, business and communication.

Knowledge

Students shall have knowledge of:

1. company value chain structure
2. the organisational and logistical structure of a company
3. the marketing and sales potential of a company's products
4. communication and presentation technique

Skills

Students shall have skills in:

1. describing and explaining the value chain of a company
2. communicating suggested solutions to relevant partners orally and in writing using relevant professional terminology
3. using key figures and calculation principles
4. explaining the marketing mix of a company

16.1.3 Technology

The objective is to ensure that students will acquire basic knowledge and understanding of technology, people and environment.

Knowledge

Students shall have knowledge of:

1. processes, materials and production
2. people and environment in an ethical, design and manufacturing context
3. technical communication
4. relevant IT-tools

Skills

Students shall have skills in:

1. applying IT in connection with the performance of work functions
2. selecting and substantiating selection of materials for a production process
3. preparing product documentation/specification
4. communicating suggested solutions to relevant partners orally and in writing using relevant professional terminology

Competences

Following the completion of the common core, students shall have the following competences:

Students are able to:

1. participate in subject-related and interdisciplinary collaborations within all parts of the value chain in connection with the development of a product or concept
2. based on their own work position, to receive, treat and communicate tasks from one part of the value chain to another taking the overall objective of the company into account

16.2 Learning Objectives for Compulsory Study Programmes: 45 ECTS-points

From the 2nd to the 4th semester, students study a compulsory study programme. TEKO offers the following compulsory study programmes: Design, production, business, marketing and retail. See the illustration in chapter 16 for an overview of the compulsory study programmes offered.

16.2.1 Design (Fashion Design and Furniture Design)

The objective is to qualify students to independently design, plan and carry out a design process from idea to finished product.

Students shall be able to be part of interdisciplinary collaborations in a company and to combine innovation and creativity with business.

Students shall be able to communicate ideas and to maintain focus on product, trend and market.

The 45 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Design process	30	30
Visual communication	10	40
Trend and sociology	5	45

Design Process

The objective is for students to acquire comprehensive knowledge of elements that are part of the development of a design in order to be able to carry out a design process from idea to finished product.

Knowledge

Students shall have knowledge of:

- design processes
- design methods
- material knowledge
- technology
- aesthetical tools and effects

Skills

Students shall have skills in:

- applying theory and method for the development of ideas, design and product
- applying innovative methods and carrying out aesthetical assessments in the design process
- developing design focusing on the needs of the industry and consumers
- assessing and selecting materials and technology based on product

Competences

Students shall have competences in:

- carrying out design solutions from idea to finished product
- analysing and describing a need for the purpose of developing design to a specific target group

- being part of innovative design and product development processes

Visual Communication

The objective is for students to be able to analyse and communicate design to a specific target group or user.

Knowledge

Students shall have knowledge of:

- visual communication
- presentation techniques and methods
- communication tools and effects

Skills

Students shall have skills in:

- applying visual communication in the development of design and communication of products
- communicating and arguing in favour of suggested solutions based on company and target group
- applying communication tools and effects orally and in writing

Competences

Students shall have competences in:

- preparing and communicating suggested solutions targeted to company and target group

Trend and Sociology

The objective is for students to be able to assess and react to changing trends and market mechanisms.

Knowledge

Students shall have knowledge of:

- trends
- sociology
- market mechanisms

Skills

Students shall have skills in:

- applying theory and methods for the purpose of gathering information on and assessing trends
- applying sociological analysis methods to market and target group

Competences

Students shall have competences in:

- gathering, selecting and applying trends for design development
- working with the design process from a sociological perspective
- applying trends and sociology as documentation and inspiration for design development

16.2.2 Production (Pattern Design)

The objective is to qualify students to independently plan, organise and carry out tasks related to the **compulsory study programme** and to the core subjects of technology, product development and quality control.

The 45 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Technology	20	20
Product development	15	35
Quality control	10	45

Technology

The objective is to ensure that students acquire knowledge and understanding of the application of basic methods and techniques and acquire knowledge of the newest technology. Students shall be able to apply product development technology in a practice-based manner.

Knowledge

Students shall have knowledge of:

- relevant methods for the manufacture of products
- application of relevant IT tools

Skills

Students shall have skills in:

- assessing and carrying out product manufacturing processes taking different product manufacturing processes into account
- applying tools and equipment relevant to the development and manufacture of products

Competences

Students shall have competences in:

- preparing and implementing manufacturing solutions
- product manufacturing processes
- manufacturing a product

Product Development

The objective is to ensure that students acquire knowledge and understanding of different development processes related to the implementation of a product taking aesthetic, functional and qualitative parameters into account.

Knowledge

Students shall have knowledge of:

- product development techniques and methods
- application and limits to the use of materials
- the visual effects of a product

Skills

Students shall have skills in:

- assessing and carrying out product development processes
- assessing product solutions based on the needs of sender and/or receiver
- assessing and selecting materials based on the specification of requirements of a product

Competences

Students shall have competences in:

- preparing and implementing product development solutions

Quality Control

The objective is to ensure that students acquire knowledge and understanding of the different correlations between sender and receiver; that students can communicate clearly with the user and can manage the implementation of solutions in a certain specific context.

Knowledge

Students shall have knowledge of:

- quality control and communication regarding the development and/or manufacture of a product
- cross-cultural communication

Skills

Students shall have skills in:

- preparing and communicating product documentation
- applying project management tools and equipment

Competences

Students shall have competences in:

- participating professionally in international subject-related collaborations

16.2.3 Business (Purchasing Management Fashion or Furniture)

The objective is to qualify students to independently plan, organise and carry out tasks related to the compulsory study programme, including the core subjects of business, logistics, communication and product knowledge.

The 45 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Business	20	20
Logistics	10	30
Communication	5	35
Product knowledge	10	45

Business

Knowledge

Students shall have knowledge of:

- business theory, including tools and disciplines

- economic theory and conditions
- the legal framework of a company

Skills

Students shall have skills in:

- assessing the business consequences of the business concept and strategy of a company
- searching for, assessing and selecting suppliers
- assessing the market with a view to entering into and developing partnerships
- applying relevant IT tools and management systems
- carrying out business-related tasks based on national and international rules and regulations
- assessing and justifying the application of alternative materials

Competences

Students shall have competences in:

- participating in professional and interdisciplinary collaborations across the value chain
- engaging in international negotiations and negotiations with a company's internal and external partners
- managing the material and product flow of a company taking into account the organisational structure and financial situation of a company

Logistics

Knowledge

Students shall have knowledge of:

- logistics-related costs
- logistics and supply chain management
- international business law

Skills

Students shall have skills in:

- searching for, assessing and selecting suppliers
- assessing the market with a view to entering into and developing partnerships
- applying relevant IT tools and IT management systems
- dealing with business-related tasks based on national and international rules and regulations

Competences

Students shall have competences in:

- participating in professional and interdisciplinary collaborations across the value chain
- engaging in international negotiations and negotiations with a company's internal and external partners
- managing the material and product flow of a company taking into account the organisational structure and financial situation of the company

Communication

Knowledge

Students shall have knowledge of:

- business communication theory

Skills

Students shall have skills in:

- assessing the market with a view to entering into and developing partnerships
- applying relevant IT-tools
- dealing with business-related tasks based on national and international rules and regulations

Competences

Students shall have competences in:

- participating in professional and interdisciplinary collaborations across the value chain
- engaging in international negotiations and negotiations with a company's internal and external partners
- managing the material and product flow of a company taking into account the organisational structure and financial situation of the company

Product Knowledge

Knowledge

Students shall have knowledge of:

- product characteristics, including materials and technologies
- product responsibility and national and international intellectual property rights regulation

Skills

Students shall have skills in:

- assessing the properties and areas of application of different materials

Competences

Students shall have competences in:

- taking part in product development processes

16.2.4 Marketing (Branding & Marketing Management)

The objective is to qualify students to independently plan, organise and carry out tasks related to the compulsory study programme, including the core subjects of management, concept development and communication.

The 45 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
Management	20	20
Concept development	15	35
Communication	10	45

Management

The objective is to qualify students to analyse and understand the company and its surroundings from a holistic perspective, focusing on the correlation of the value chain and the value system. Students shall be able to identify relevant problems and based on such analysis to account for focus areas in an analytic and commercial manner.

Knowledge

Students shall have knowledge of:

- marketing disciplines and tools
- organisation and management
- the market
- international market perspectives
- communication

Skills

Students shall have skills in:

- assessing and applying theory relating to the compulsory study programme
- collecting, treating and assessing relevant market data
- assessing the market potential of a product or concept

Competences

Students shall have competences in:

- participating in optimising a company's supply to the market's demand
- introducing new products and concepts on the market
- project management and project co-ordination
- drawing up and implementing a marketing plan in practice on the domestic as well as on international markets

Concept Development

The objective is to qualify students to develop and further develop new and existing concepts based on the current situation of a company. Furthermore, students shall be able to come up with actual business-related solutions to one or more problems based on their analysis.

Knowledge

Students shall have knowledge of:

- marketing tools
- the market
- international market perspectives
- trends, fashion and lifestyle
- communication

Skills

Students shall have skills in:

- assessing and applying theory relating to the compulsory study programme
- collecting, treating and assessing relevant market data
- carrying out market-based tasks based on the basic values of a company and customer requirements
- assessing the market potential of a product or concept
- communicating marketing processes on the domestic and international markets

Competences

Students shall have competences in:

- participating in optimising a company's supply to the market's demand
- participating in the physical or conceptual product development process from idea to launching of product
- project management and project co-ordination

Communication

The objective is to qualify students to communicate ideas, concepts, messages, company identity and business concepts to a wide range of internal and external shareholders based on the value chain. Students shall be able to communicate to domestic as well as international markets.

Knowledge

Students shall have knowledge of:

- marketing tools
- organisation and management
- trends, fashion and life style
- communication and communication tools

Skills

Students shall have skills in:

- assessing and applying theory relating to the compulsory study programme
- carrying out market-based tasks based on the basic values of a company and customer requirements
- communicating marketing processes to the domestic and international markets

Competences

Students shall have competences in:

- participating in optimising a company's supply to the market's demand
- participating in the physical or conceptual product development process from idea to launching of product
- introducing new products and concepts on the market
- project management and project co-ordination
- planning and implementing a marketing plan in practice on the domestic as well as the international markets

16.2.5 Retail (Retail Design & Management)

The objective is to qualify students to independently plan, organise and carry out tasks related to the compulsory study programme, including the core subjects of retail trends and consumer behavior, retail management, retail marketing mix and international retail.

The 45 ECTS-points are split between the following core subjects:

Core subject	Points	Total points
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Retail trends and consumer behaviour	5	5
Retail management	15	20
Retail marketing mix	20	40
International retail	5	45

Retail Trends and Consumer Behaviour

The objective is for students to acquire insight into current retail trends and market conditions. Students shall be able to analyse basic consumer behavior and work with methodical segmentation.

Knowledge

Students shall have knowledge of:

- current trends
- consumer behaviour

Skills

Students shall have skills in:

- analysing basic consumer behaviour
- analysing and assessing current trends
- working with segmentation

Competences

Students shall have competences in:

- interpreting their surroundings/consumer needs
- transforming knowledge into more efficient sales
- applying methods relevant in analysing consumer behaviour

Retail Management

The objective is for students to understand how to work with strategic analysis and models at company level. Students will acquire knowledge of management and of optimising retail concepts.

Knowledge

Students shall have knowledge of:

- strategy and management
- the retail concept
- optimisation of operations

Skills

Students shall have skills in:

- applying basic level management and strategic knowledge
- working with primary optimisation in retail

Competences

Students shall acquire competences in:

- managing HR functions

Retail Marketing Mix

The objective is for students to acquire insight into retail marketing and to understand the application of the marketing mix of the individual market. Students will know how to use conventional and visual interior design

Knowledge

Students shall have knowledge of:

- retail planning
- store design
- e-tailing

Skills

Students shall have competences in:

- retail marketing
- store design in relation to retail

Competences

Students shall have competences in:

- working with the adjustment and development of the concept

International Retail

The purpose is for students to be able to work with cross-cultural communication in a global market.

Knowledge

Students shall have knowledge of:

- other cultures
- international market communication
- retail strategy in a global market

Skills

Students shall have skills in:

- identifying individual cultures
- applying cross-cultural marketing communication

Competences

Students shall have competences in:

- managing in an international retail context
- applying relevant international methods

Please contact the Students' Counselling Office or the Course Administration if you have any questions to this curriculum.