Curriculum

for

The Bachelor's Degree Programme in Digital Concept Development

National part

Effective date: 1 August 2024

Content

Please note that this is a translation of a Danish curriculum. The translation is intended for information purposes only. In the event of any discrepancy between the original text and the translation, the original text shall prevail.

This national part of the Curriculum for the Bachelor's Degree Programme in Digital Concept Development, is issued in accordance with section 22(1) of the Ministerial order on technical and commercial academy profession degree programmes and bachelor's degree programmes (Bekendtgørelse om tekniske og merkantile erhvervsakademiuddannelser og professionsbacheloruddannelser). This Curriculum is supplemented with an institutional part which is laid down by each of the individual educational institutions that provide the programme.

The national curriculum was drawn up by the educational network for the Bachelor's Degree Programme in Digital Concept Development and approved by all the institutions providing the programme.

1. The programme's goals for learning outcomes

Knowledge
Graduates should have acquired:

- development-based knowledge of trends, theories, methods and practices in the development and application of digital concepts and business models
- development-based knowledge of legal regulations in relation to digital concept development
- an understanding of and the ability to reflect on the effects and possibilities of technology on business and of technology as an element of a digital concept
- an understanding of and the ability to reflect on various kinds of user surveys in terms of scientific methods and philosophy of science
- an understanding of and the ability to reflect on the scientific theories supporting their choice and application of scientific methods.

Skills
Graduates should have acquired the skills to:

- master the scientific methods and tools for conducting complex data-based analyses of trends, the business, users and practices and use the results to develop and test value-generating digital concepts
- master a methodical approach to the development of digital concepts, including digital user experiences and value creation
- assess and argue for their choice of solutions in relation to users, user behaviours, development processes, technologies, sustainability, value creation and business potential
- apply a methodical approach to communication for supporting the user experience
- evaluate existing concepts and communicate solution proposals on how to optimise them further to partners and businesses.

Competencies
Graduates should be able to:

- handle complex, development-oriented situations relating to business-oriented, digital concept-development, and do this on the basis of their reasoned choice of relevant technologies, of the user insights and in line with the company strategy
- independently enter into professional, multidisciplinary collaboration with others and assume responsibility within a professional ethic
- identify their own learning needs and the continued development of their knowledge, skills and competencies in relation to digital concept development.

2. The study programme includes three national subject elements

2.1 Digital concepts

Content
This subject element is concerned with understanding technology as a concept in itself as well as when it is applied to support or to create a concept. It also includes innovative development of digital concepts using relevant technologies and basing such development on an understanding of scientific theory and the particular business context.

Students will learn how to develop and describe concepts and how to communicate them to internal and external stakeholders. Focus is placed on the concept development process as a whole, the use of quantitative and qualitative data as well as the development and testing of prototypes.

Learning objectives for Digital concepts
Knowledge
On completion, students should have acquired:

- development-based knowledge of relevant trends and tendencies in technology development
- development-based knowledge of legal regulations in relation to the development of digital concepts
- an understanding of and the ability to reflect on development and design processes applying to digital products, experiences, services and systems
- an understanding of practices regarding the choice and prioritisation of technologies
- an understanding of and the ability to reflect on the scientific starting point for concept development.

Skills
On completion, students should have acquired the skills to:

- apply philosophy of science and scientific methods as a basis for understanding studies/tests when developing concepts
- apply methods for identifying and formulating problem statements and research questions and determining research design
- apply the methods and tools for studying and analysing digital concepts, including the technologies they incorporate
- apply relevant technologies in concept development activities
- master the collection, analysis, interpretation and communication of relevant data in the context of creating digital concepts
- master innovative development of digital concepts, including the development and testing of prototypes
- communicate practice- and profession-related issues and solutions to partners.

Competencies
On completion, students should be able to:

- manage complex and development-oriented situations dealing with choosing digital technologies and concepts on the basis of trends in sustainability, the green transition and value creation and business potential
- participate in mono-disciplinary and multidisciplinary collaboration on the evaluation, selection and communication of relevant technologies in digital concept development and in the development of digital prototypes for testing and validating a concept
- identify their own learning needs and develop their own knowledge, skills and competencies relating to digital concepts.

ECTS weight
Digital concepts is worth 15 ECTS credits.

2.2 Digital value creation

Content
This subject element concerns primary as well as secondary data, including understanding, collecting and analysing data at the business level as well as at user level. Emphasis is placed on how technology can contribute to generating value for the business as well as its users.

Students will also work on digital integration between e.g. platforms, systems and business departments as important elements of value creation. Furthermore, the subject element deals with how to validate and communicate one's insights to relevant partners.

Learning objectives for Digital value creation
Knowledge

On completion, students should have acquired:

- development-based knowledge of business models and their approach to value creation, including the aspect of sustainability
- an understanding of and the ability to reflect on choices of qualitative and quantitative methods for user experience research
- an understanding of and the ability to reflect on methods for estimating and steering a process.

Skills
On completion, students should have acquired the skills to:

- apply methods and tools for collecting and analysing data for creating value for the business and for its users
- apply methods and tools for digital integration as part of a value creation process
- master the application of digital technology as a contribution to value creation for the business and for its users
- assess practice-related and profession-related issues in data-based value creation and argue for their choice of concept design on the basis of such assessments
- apply methods and tools for communicating research results and insights, including the validity and quality of the collected data

- communicate practice-related and profession-related issues as well as solution proposals to partners, the business and users, including communicating quality criteria and problems from the point of view of philosophy of science.

Competencies
On completion, students should be able to:

- manage complex, development-oriented situations concerning analysing and applying qualitative and quantitative data to create value within a digital concept
- identify their own learning needs and develop their professional knowledge, skills and competencies relating to value creation and data application.

ECTS weight
Digital value creation is worth 15 ECTS credits.

2.3 Digital user experience

Content
This subject element concerns the design of user experiences as well as the communication of user behaviours and user experiences. Emphasis is placed on visualising with the intention to optimising the user experience.

The concept of 'user experiences' is taken in its broadest sense and may apply internally in a business or externally to clients and partners.

Lastly, the subject element also includes communication as an element in optimising the user experience and as a part of the actual user experience.

Learning objectives for Digital user experience
Knowledge
On completion, students should have acquired:

- development-based knowledge of and an understanding of the role of technology in communication
- an understanding of and the ability to reflect on different methods for conducting user research and testing user experiences and user behaviours
- an understanding of and the ability to reflect on the effect of digital concepts on user contexts, sustainability and change processes.

Skills
On completion, students should have acquired the skills to:

- apply relevant technologies for communicating about a digital concept or as part of a digital concept
- master the design and communication of user experiences, including visualising them in a business context

- master how to connect the digital user experience with the business strategy and communicating that connection
- assess the practice-related problems and issues relating to the use of technology as part of communication
- select a communication strategy for the digital user experience and state the grounds for their choice.

Competencies
On completion, students should be able to:

- manage complex, development-oriented situations concerning digital communication
- autonomously participate in mono-disciplinary and multidisciplinary collaborations on the creation of digital user experiences that are based on qualified data
- identify their own learning needs and develop their own professional knowledge, skills and competencies relating to user experiences.

ECTS weight
Digital design is worth 10 ECTS credits.

3. Internship

Learning objectives for the internship
Knowledge
On completion, students should have acquired:

- Development-based knowledge about and an understanding of the internship host's strategy and business model, including its approach to sustainability
- an understanding of and the ability to reflect on the internship host company's application of technologies and use of digital concepts.

Skills
On completion, students should have acquired the skills to:

- apply the internship host company's methods and tools for creating and maintaining the company's digital concepts
- carry out the work of the internship host company
- assess the host company's various problems and challenges, select solution proposals to resolve them and state the arguments for the proposed solutions
- communicate the internship host's challenges and the proposed solutions to partners.

Competencies
On completion, students should be able to:

- manage complex, development-oriented situations that concern the development and maintenance of the internship host organisation's digital concepts

- autonomously take part in mono-disciplinary and multidisciplinary collaborations within the internship host company and assume responsibility for resolving tasks according to professional ethics
- identify their own learning needs and develop their professional knowledge, skills and competencies as part of their internship.

ECTS weight
The internship is worth 15 ECTS credits.

Number of exams
The internship is finalised by one examination.

4. Requirements for the bachelor's degree project

Alongside the other exams included in the programme, the bachelor's degree project should document that the student has achieved the objectives of the study programme.

In the bachelor's degree project, the student must document an understanding of practice as well as key theories and methods related to a practice-related problem or issue. The problem statement should be based on a specific task within the field of the study programme. The student must formulate the problem statement – possibly in collaboration with a private or public business – which must be central to the study programme and the profession. The educational institution must approve the problem statement.

The bachelor's degree project exam
The bachelor's degree project concludes the study programme, and the examination takes place once all the preceding exams have been passed.

ECTS weight
The bachelor's degree project is worth 15 ECTS credits.

Examination type
The exam is made up of a written project and an oral examination. The exam is externally assessed and is given an individual grade according to the 7-point grading scale for the combined written project and oral performance.

5. Rules on credit transfer

In terms of ECTS credits, passed educational elements are equivalent to corresponding educational elements offered by other educational institutions that provide the same study programme.

The student must inform the institution of any educational elements that were completed with another Danish or foreign higher education institution as well as any work experience that may reasonably be presumed to earn the student academic credit.

The educational institution approves credit transfer in each individual case on the basis of completed educational elements and work experience that match subject elements, educational elements or the internship of the study programme.

The decision whether to award credit transfer is based on an academic assessment.

In cases of pre-approval of study periods in Denmark or abroad, the student must document the completion of educational elements of the pre-approved study period after finishing that study period.

When applying for pre-approval, the student must consent to allow the educational institution to collect any required information after they complete their period abroad.

For approvals according to the above rules, an educational element is considered completed if it was passed in accordance with the regulations governing the specific study programme.

6. Effective date and transitional regulations

This national part of the Curriculum will come into effect as of 1 August 2024.

This Curriculum applies to students who commence the study programme after the effective date.

6.1 Transitional regulations

For students who are currently enrolled on the programme, the following applies:

Students who commenced the study programme before the effective date will be subject to the national curriculum that came into force on 1 August 2022, until 1 August 2025.