

Semester Description for the Bachelor's Program in Digital Concept Development, Fall 2026

Effective from August 12, 2026. Subject to change.

Purpose of the Semester Description

The semester description is designed to give you, as a student, an overview of the first semester of the program. This includes an overview of the educational flow, study activities, learning objectives, and the obligations that apply during your studies. The description also allows you to understand the expectations placed on you throughout the studies.

The structure of the semester's teaching is based on a national curriculum and institution-specific curriculum. The national part outlines the general rules for the program applicable to all educational institutions in Denmark that offer the program. The local part describes the local content and exams specific to the program at Business Academy Aarhus.

The following documents are part of the overall regulatory framework for the program:

Document	Law/Regulation	National Curriculum	Institution-specific Curriculum	Pedagogical Practice	
				Semester Descriptions	Lesson Plans
Content	Purpose, duration, content, and distribution of ECTS credits for the program. Learning outcomes for the program.	Common national curriculum. Based on the educational regulation or educational appendix.	Local implementation of the regulation and educational appendix. Binding frameworks and legally binding rules. <ul style="list-style-type: none"> • Academic objectives • Teaching and working methods • Examinations • Study-supporting frameworks 	Description of the individual semesters. <ul style="list-style-type: none"> • Subjects • Examinations • Content and teaching methods • Expectations for study activity. 	Description of the individual lesson plans. <ul style="list-style-type: none"> • Goals, content, and themes • Teaching and study activities • Materials and literature • Exercises and feedback.
Responsible	Ministry of Education	National leadership network for the program	Head of Program	Head of Program, Teaching team	Teacher
Publication	www.retsinfo.dk	www.eaaa.dk	www.eaaa.dk	www.eaaa.dk	Canvas

Semester Courses and Scope

The program is structured around various course elements, including national and local elements. The elements for the first semester are:

- National Element: Digital Concepts
- National Element: Digital Value Creation
- National Element: Digital User Experience

On the second semester, you will choose electives, which are the local elements. The second semester also includes national elements listed above.

Learning Objectives and ECTS

This first semester focuses on the learning objectives within the three national elements: Digital Concepts, Digital Value Creation, and Digital User Experience. The learning objectives for these elements are described in the curriculum, which you can find [here](#).

According to the curriculum, the elements correspond to a certain number of ECTS credits:

- Digital Concepts: 15 ECTS
- Digital Value Creation: 15 ECTS
- Digital User Experience: 10 ECTS

The entire program amounts to 90 ECTS, with each semester contributing 30 ECTS. This leaves 10 ECTS of the national elements for the second semester.

The three national elements on the first semester are integrated into various thematic learning weeks. You can find the overall themes in the table on page 5.

Semester Exams

There is one individual exam in the first semester, Digital Concept Creation (30 ECTS). The exam assesses different parts of the national elements as outlined above.

Exam Description

Here is a brief description of the exam. For a more detailed description of the exam, please read the institutional curriculum, which you can find [here](#).

- **Digital Concept Creation 30 ECTS:** This is an individual oral exam with external grading based on the 7-point scale. The exam involves presenting a proposal and a prototype for a value-creating digital concept. You will have seven weekdays to develop a proposal based on an exam case. The exam is scheduled for January 2027. Exam dates can be found in the program's activity calendar shared on Canvas in your year space.

The exam hand-in must be submitted via WISEflow.

Prerequisites for Exams

To be able to take the exam in Digital Concept Creation (30 ECTS) in the first semester, participation in and submission of two projects in the first semester, including participation in presentations, is required. The two projects are organized as Design Sprint weeks in September and December, as shown in the content overview on page 5.

In addition, you must have a minimum attendance rate of 80% in the first-semester classes. You can see your attendance percentage in Attender. You can read more about the attendance requirements in the institutional part of the [here](#).

Content and Description of the Semester

This section provides a general description of the content of the first semester. Be aware that the plan might change.

Not all activities are shown. All information and semester content are shared on Canvas, and precise dates should always be found on Canvas. If there are problems with the display of content or if something is unavailable, such as a teaching module or a PDF, it is your responsibility to notify the responsible teacher.

Date	Activity
27. August - 31. August	Intro week: <ul style="list-style-type: none"> - Welcome and introduction to the programme - Social activities and teambuilding
1. September - 7. September	Classes and activities: <ul style="list-style-type: none"> - Individuel refleksionsopgave og præsentation - AI intro - Figma - Value creation
8. September - 24. September	Design Sprint #1: <ul style="list-style-type: none"> - Design Sprint intro - Field Trip to DokkX - Design Sprint facilitation - Sprint retrospective - Sprint presentations
29. September - 9. October	Classes: <ul style="list-style-type: none"> - Value creation - Research design: Quantitative research and surveys - Research design: Philosophy of science
12. October - 16. October	Individual Figma assignment
19. October - 6. November	Classes: <ul style="list-style-type: none"> - Ideation - AI and design - Research design: Qualitative research and focus groups - Research design: Philosophy of science
9. November - 20. November	Tech Week: <ul style="list-style-type: none"> - Strategic Foresight framework - Exploration of new technologies - Presentation techniques
23. November - 26. November	Classes: <ul style="list-style-type: none"> - Implementation - Concept validation - Research design: Ethnography
27. November - 10. December	Design Sprint #2 <ul style="list-style-type: none"> - Design sprint intro by external client - Concept pitch for external client
January 2027	Exam: Value-Creating Digital Concepts (30 ECTS) <ul style="list-style-type: none"> - Individual exam. - You have seven weekdays to work on a case, submitted in WISEflow. - Oral exam dates will be announced on Canvas.

Pedagogical Practice

This semester's pedagogical practice is based on problem-based learning. This means you will work in groups with your classmates to identify, analyze, and solve real-life problems. Group work is carried out through the various thematic weeks and two Design Sprint projects in September and December. The goal of this approach is to bridge the gap between what you learn in the program and the challenges you will meet in your work life.

During the semester, you primarily work in groups, with the aim of developing your teamwork and design facilitation skills. However, the semester exam is individual.

Teaching Methods

Teaching in the first semester consists of oral presentations, theoretical and practical exercises, and smaller assignments. There is preparation required for each scheduled class, which may involve reading, watching, or listening to material or completing smaller tasks before the class. Do not always expect a theoretical review of the reading; typically, the theory is applied in practice through various exercises during the class. It is therefore important that you are well-prepared and ready to engage with the material during class, for example by asking, clarifying questions and being prepared to discuss and reflect on what you have read.

You can find all the information about each class on Canvas.

Several times during the semester, there will be guest lectures from companies. Attendance is mandatory for external presentations and company visits. If you are unable to attend, for example due to illness, you must inform the study administration at mkah@eaaa.dk (Michelle Kisum).