Semester Description for the Bachelor's Program in Digital Concept Development, Fall 2025

Effective from August 12, 2025. 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.

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. - Academic objectives - Teaching and working methods - Examinations - Study-supporting frameworks	Description of the individual semesters. - Subjects - Examinations - Content and teaching methods - Expectations for study activity.	Description of the individual lesson plans. - 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 elements are integrated into various thematic learning weeks throughout the semester, distributed with ECTS points. See details below.

1. Semester	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Element		**Agile Processes 5 ECTS**, consists of: Digital Concepts 2 ECTS Digital Value Creation 2 ECTS Digital User Experience 1 ECTS				**Digital Concept Creation 25 ECTS**, consists of: Digital Concepts 11 ECTS Digital Value Creation 10 ECTS Digital User Experience 4 ECTS												
Content	Intro	**Themes:** Design Thinking, Design Sprint, AI tools				**Themes:** Tech, Strategic foresight, Research design, Figma, Digital business, Design Sprint.												Exam

Semester Exams

Exams in the First Semester

There are two individual exams in the first semester, Agile Processes (5 ECTS) and Digital Concept Creation (25 ECTS). These exams assess different parts of the national elements as outlined above.

Exam Descriptions

Here is a brief description of the two exams. For a more detailed description of the exams, please read the institutional curriculum, which you can find here.

- **Agile Processes 5 ECTS:** This is an individual written exam with internal grading based on the 7-point scale. The exam is scheduled for Friday, September 19th, 2025 from 9:00-12.00 at the academy.

- **Digital Concept Creation 25 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 2026. Exam dates can be found in the program's activity calendar shared on Canvas in your year space.

Both exams must be submitted via WISEflow.

Prerequisites for Exams

To be able to take the exam in Digital Concept Creation (25 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. Additionally, the following five mandatory assignments must be submitted and passed:

- Mandatory Assignment 1: Design Thinking Reflections (individual)
- Mandatory Assignment 2: Oral Presentation (group)
- Mandatory Assignment 3: Figma (individual)
- Mandatory Assignment 4: Quantitative Research (group)
- Mandatory Assignment 5: Pitch (group)

The assignments are published and submitted on Canvas. They are passed/not passed and you have three attempts.

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.

Period	Activity	Info
August 21 to August 27	Introduction Week - Welcome and introduction to the program - Tutor activities and team building	The introductory days end with a mandatory assignment (no. 1). It is an individual assignment.
August 29 to September 1	Classes - Value creation	
September 4 to September 17	Design Sprint - Design sprint intro - Field Trip to DokkX - Design Sprint facilitation and presentations	
September 19	Exam: Agile Processes (5 ECTS)	Individual exam. The exam is held at the academy from 9:00-12:00 and submitted in WISEflow.
September 23 to September 26	Classes - Research Design: Qualitative research and focus groups - Philosophy of science - Figma	
September 29 – October 3	Tech Week - Strategic Foresight framework - Exploration of new technologies	The output from Tech Week will be used in the following Research Design weeks, leading to a mandatory assignment (no. 2).
October 6 to October 10	Group work Class: Presentation techniques Mandatory group presentation	The weeks end with a mandatory assignment (no. 2), which is a group presentation.
October 13 to October 17	Individual Figma assignment	Individual assignment to create a prototype in Figma. The assignment is one of the mandatory assignments of the semester (no. 3).
October 21 to October 23	Classes - Digital Business models - Value creation - Design for e-commerce	
October 28 to October 31	Classes - Digital Business models - Design for e-commerce - Research Design: Quantitative research and surveys	

November 3 – November 6	Classes - Concept validation - App business models and UI design - Philosophy of science	
November 11- November 14	Classes - Research Design: Quantitative research and surveys Group work	
November 17	Hand-in mandatory assignment 4: Quantitative research	
November 19 - November 20	Classes - Implementation - Ideation	
November 24 – November 26	Classes - Ideation - Research design: Ethnography	
November 28 to December 12	Design Sprint - External collaboration partner - Pitch	The Design Sprint weeks end with a mandatory group presentation (no. 5).
January 2026	Exam: Value-Creating Digital Concepts (25 ECTS)	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's two exams and two of the mandatory assignments are 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 Kahl).