

# **SPECIALISATIONS**

**Dania - Academy of Higher Education  
Viborg**

Automotive Technology



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# Content

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# 1 Specialisation Descriptions

The mandatory tests in the selected specialisations must be passed before the student can take the leaving examination of the fourth semester.

## 1.1 Study technique

### **Content:**

The purpose of the course study technique is to equip students with relevant tools intended to study. The students will be introduced to different reading techniques, and various IT applications that might be useful in their daily study. In addition, the student will receive a thorough introduction to Blooms taxonomic levels. The student should be able to identify and work with a problem as a basis for a project.

### **Learning objectives:**

#### **The student shall have knowledge of:**

- The student has knowledge and understanding of different reading techniques.
- Knowledge of the taxonomic levels
- Design and preparation of a project

#### **The student shall have skills in:**

- Can use different study techniques
- Can identify different taxonomic levels
- Can use relevant IT programs

#### **The student shall acquire competencies to:**

- Can within a given subject identify relevant problem areas and develop it into a project
- Can independently acquire and learn new knowledge

### **Examination:**

- The course concludes with the student to develop an interdisciplinary project - Project A, and subsequently prepare an individual presentation.
- The evaluation consists of two parts:
  - Project.
  - Oral individual presentation. 30 minutes per student.
- An overall assessment. Graded on the 7 point scale where grade 02 must be achieved to pass.

## ***1.2 Marketing***

### **Content:**

The aim of this elective is to give students a basic understanding of marketing. An introduction to theories and methods enables the student to think and relate to various marketing initiatives and strategies.

### **Learning objectives:**

#### **The student shall have knowledge of:**

- Marketing ideas and concepts
- Relevant theories and models of the company's internal and external situation

#### **The student shall have skills in:**

- Using the company's strategic platform including mission, goals, and strategies
- Assessing the company's product / market portfolios, skills and resources
- Identify the company's stakeholders and assessing the company's customer relationships and customer purchasing behaviour
- Communicate the company's strengths, weaknesses, threats and opportunities to partners and users

#### **The student shall acquire competencies to:**

- Participate in interdisciplinary collaboration in order to analyse and evaluate a specific company's strategic situation
- Contribute to the evaluation of the company's basis for the implementation of international marketing activities

### **Examination:**

- The elective marketing is ended in an examination. The exam will be evaluated by 7-scale where the grade 02 is required to pass.
- The learning objectives for the exam is the same as described above for the subject.

## ***1.3 Entrepreneurship***

### **Content:**

The purpose of this subject is for the students to become aware of the entrepreneurs role, conditions and personal qualities, to gain insight into the Danish entrepreneurial culture and business, to work with entrepreneurship from idea to business plan and to practice skills of communication and negotiation relevant for the business plan.

### **Learning objectives:**

#### **The student shall have knowledge of:**

- The student must have a knowledge of how to market its newly established company.
- Financing options for the entrepreneur.
- The student must know the role of an entrepreneur and have an understanding of how to make use of advisers and set up a network
- How a business plan is prepared
- How an idea is presented to potential stakeholders

#### **The student shall have skills in:**

- Using basic methods for generating ideas.
- Preparing market analyzes and requirements documentation and a practical action plan for implementing a concrete idea
- Providing financing in the form of budget
- Engaging in negotiations on financing or the like, in the implementation of the business plan
- Ability to assess the company's product / market portfolios, skills and resources
- Identify the company's customer relationships and customer purchasing behaviour
- Show the company's strengths, weaknesses and threats and opportunities

#### **The student shall acquire competencies to:**

- To draw up a business plan and create the conditions for setting up a business.
- To be able to sell the idea through the presentation of the business plan

### **Examination:**

- Oral examination based on a business plan that is prepared during the semester.
- The learning objectives for the exam is identical to the learning objectives of the course.
- The examination duration is about 24 minutes per. examinee.
- The examination is based on the candidate's presentation of his group's business plan.
- The presentation lasts approximately eight minutes. Then further questions to both the business plan as other related material.
- Exams are evaluated by 7-point scale where the grade 2 is passed
- Only the oral performance is being evaluated.

## ***1.4 Car import / export***

### **Content:**

The purpose of this course is to enable the student to work with import and export of motor vehicles and spare parts. The students will gain a thorough understanding of the process of import and export, applicable regulations, purchases, sales and marketing

### **Learning objectives:**

#### **The student shall have knowledge of:**

- Knowledge about current regulations and taxes connected to import and export
- Knowledge about purchase-, sales-, and marketing strategies

#### **The student shall have skills in:**

- The student can apply methods and strategies in relation to imports and exports.
- The student can identify potential markets for imports and exports, and apply relevant methods for processing them.

#### **The student shall acquire competencies to:**

- The student can develop strategies and action plans for imports and exports in the automotive industry.
- The student can communicate strategies and action plans

### **Examination:**

- The students must prepare a project, and subsequently an individual presentation based on the results achieved through the project work, and according to the descriptions below.
- There will be given a total grade from the 7-point scale, where the grade 02 must be achieved to pass. In the evaluation, the project weigh 70% and presentation 30%.
- Learning objectives of the evaluation is equal to the learning objectives of the course.

## ***1.5 International module***

### **Content:**

The purpose of the international module is that the students are given the possibility of getting an international perspective on their knowledge. They will gain knowledge of the automotive industry in other countries and across borders.

They will gain knowledge of what is happening in other markets and international development trends.

The objective is, therefore, a study trip in which the learning targets described below are obtained.

### **Learning objectives:**

#### **The student shall have knowledge of:**

- The student must have knowledge of cultural differences and international technical cooperation

#### **The student shall have skills in:**

- The student will have experience involving international knowledge sharing
- The student will have experience of assessing the usefulness of international cooperation.
- Apply an industry relevant foreign language in daily communication with customers and others in the industry.

#### **The student shall acquire competencies to:**

- The student can acquire skills and new knowledge in the subject area.
- The student can independently exchange knowledge in foreign languages on subject-related issues.

### **Examination:**

- The students examined in the elective at the end of the third semester.
- Examination form is a presentation where the learning objectives of the exam are identical to the learning objectives of the course as described above.
- The assessment of this will take place using the 7-point scale where grade 02 is required to pass.
- The presentation must include:
  - Short description of the perceived difference in the industry and culture
  - Reflections on how and why these differences occur.
  - Short description of experienced "news" and then reflections on how and whether these might spread to other nations and cultures. (With "news" means either an entirely new product for the international market, or product the student does not already have any knowledge of)

## ***1.6 Strategy and lean***

### **Content:**

The aim of the course is to give students an insight into how the strategy born and used in a business. The students will also be introduced to strategic tools and methods. In addition, the students learn about LEAN and how it is introduced and practiced in a company.

### **Learning objectives:**

#### **The student shall have knowledge of:**

- Should have development-based knowledge about the strategic management area's practices and central theory and method.
- Must be able to understand the practice and centrally applied theory and methodology as well as to understand the use of theory and methodology in strategy analysis - development - implementation.
- Must have knowledge of a number of the most used LEAN tools and the systemic approach to working with LEAN.

#### **The student shall have skills in:**

- Must be able to apply methods and tools and be able to apply the skills related to the strategy-related portion of managers' tasks in the current management.
- Must be able to assess practical problems, find and choose solutions.
- Must be able to apply methods and tools and be able to apply the skills related to employment in the LEAN management area.

#### **The student shall acquire competencies to:**

- Must be able to participate actively in realizing the organization's goals by providing input into strategy and by participating in the implementation of the strategy supporting change.
- Must be able to undertake defined management and planning functions in relation to LEAN in practice.

### **Examination:**

- The students will receive a case that they have to process.
- The following day should the proposed solution to the case presented.
- Total time for the presentation is 25 minutes including assessment.
- The students are expected to present about 15 minutes and then there will be 5-6 minutes for further questions.
- In the evaluation, the 7-point scale will be used, where grade 02 is required to pass.