

De Montfort University

in partnership with

*Niels Brock, Copenhagen
Business College*

**BA (Hons) Business
Administration**

**PROGRAMME
HANDBOOK
2021-2022**



This handbook is correct at the time of writing and may be subject to change. Throughout your studies, to ensure you have the most up to date information, you should always consult the online version of this handbook held on the Virtual Learning Environment/Moodle. For up to date information on University academic and student regulations always consult the DMU website.

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BA (HONS) BUSINESS ADMINISTRATION

DE MONTFORT UNIVERSITY (DMU)

in partnership with

NIELS BROCK (NB)

COPENHAGEN BUSINESS COLLEGE

Thank you for choosing to study at one of our partners on a De Montfort University validated programme. I would like to take this opportunity to welcome you and tell you something about what we hope to offer you during your time with us.

De Montfort University has been working with a range of partners, from Further Education Colleges to private providers, to offer students an alternative route through Higher Education for a number of years. We are very proud of our relationship with our partners and consider each individual student to be integral to the partner and the broader DMU community.

We offer all students studying at a partner an equivalent experience as a student studying at DMU on our campus. If you choose to visit De Montfort University you'll have access to our renowned Queen Elizabeth II Diamond Jubilee Leisure Centre and the Kimberlin Library. If you choose not to visit De Montfort University you'll still be able to access our range of online support. Whatever your path I am sure you will enjoy being a part of our vibrant, distinctive, international community!

I wish you every success and happiness during your studies.

With best wishes



Professor Andy Collop
Deputy Vice-Chancellor

PREFACE

Welcome to the challenge of the BA (Honours) Business Administration programme. This programme has run very successfully for many years with regular reviews to ensure that it is up-to-date and relevant to the needs of business and industry. The programme has been validated by the British Quality Assurance Agency (QAA) and is subjected to the assessment and approval by the Danish Evaluation Institute (EVA) on a regular basis. Since 1999 more than 600 Danish and international students have successfully completed and passed the course leading to more demanding business positions and/or postgraduate studies.

The excellence that we aim for in this degree scheme is a result of a partnership between staff and students. We try to provide a broad and stimulating environment in which you can explore ideas and pursue projects. Our aim is to spark your enthusiasm and interest. However, this is also a rigorous academic course and we expect students to attain the highest possible standards. We provide you with a lot of freedom and expect you to take a responsible attitude towards the programme especially at the times when independent self study and group activities are expected. It is up to you to meet this challenge.

We hope that you will enjoy your time with us and find Business Administration as exciting as we do.

Wishing you *Good luck* with your studies!

- from the Programme teams at Niels Brock and De Montfort University

1. INTRODUCTION

This Student Handbook is designed to provide students registered on the Final Year of BA (Hons) Business Administration Degree, De Montfort University, with an understanding of the nature of the programme of study and with details of its content and assessment. Students are therefore advised to read this booklet carefully and in particular to note the regulations. These regulations are issued without prejudice to the right of De Montfort University (DMU) and Niels Brock (NB) to make such modifications to the matters dealt with, as they consider necessary, without prior notice.

The Academic Regulations for Taught Programmes

<https://www.dmu.ac.uk/about-dmu/quality-management-and-policy/academic-quality/taught-programmes-academic-regulations/taught-pgms-academic-regulations-homepage.aspx>

General Regulations and Procedures Affecting Students

<https://www.dmu.ac.uk/current-students/student-support/exams-deferrals-regulations-policies/student-regulations-and-policies/index.aspx>

Everybody concerned with this collaboration wants it to be successful, but its success rests mainly with you, the student. It is an intensive programme of study, which means that it is necessary for you to attend and participate fully in the classes. If from time to time you miss classes it is up to you to make arrangements to get copies of any lecture notes or handouts, and you are strongly advised to ensure that a friend in the class is able to help you with this. For further information about attendance, cf. Section 4.3

In terms of status, De Montfort University (DMU) is the awarding body for this programme and participants are both students of De Montfort University and students of Niels Brock.

2. AIM AND OBJECTIVES

The purpose of this programme of study is to enhance and develop the students' abilities, building on the foundations of Danish or international 2-year higher education degrees or diplomas. Therefore, the BA (Hons) Business Administration programme forms a natural progression from e.g. the Danish AP Degrees in Financial/Marketing Management (Finans/Markedsføringsøkonom) and other equivalent Danish or international business degrees/diplomas - enlarging and strengthening the knowledge and skills already learnt and introducing new concepts and procedures. This is to ensure that graduates will be able to evaluate theory and put it into practice in order to improve their effectiveness and efficiency as business people. The main focus is on theoretical content, analytical rigour and critical application, within a context of knowledge and experience relevant to future managers.

The overriding aim of this programme of study is to prepare and develop managers on the long run, who can evaluate theory and put it into practice in order to improve effectiveness. The aim will be met by achieving the following objectives:

1. Stimulating the intellectual development of students through an academically challenging range of inputs presented in a modular fashion.
2. Providing opportunities to reflect critically upon the nature of their professional activities in the light of modern theoretical perspectives so that they may evaluate these and improve their own performance.
3. Providing students with an awareness of the impact of private sector organisations in a series of wider contexts.
4. Encouraging the exchange of ideas, perspectives and information

Upon successful completion of the programme of study, graduates will be able to:

- Select from and discriminate between a range of analytical business frameworks;
- Utilise those analytical business frameworks in a variety of business contexts;
- Gather, synthesise, analyse and use data to reinforce arguments and to provide empirical evidence in a variety of written formats;
- Produce well structured and coherent written material, which will be suitable for a number of work based situations;
- Apply theoretical models and their predictions to real world situations;
- Take an overview of an organisation and understand the relationships between its components and in turn their relations and that of the whole organisation to a variety of business contexts, within which the organisation operates;
- Prescribe short, medium and long-term actions for firms and make recommendations with regard to appropriate disposition of resources.

3. THE STRUCTURE

This programme of study is taught and assessed at Niels Brock, Copenhagen Business College, Denmark, concurrently with the 3rd and final year of the Business Studies Degree offered at De Montfort University, Leicester, England.

The programme offers a BA Honours qualification in a modular package, consisting of 2 core modules and 3 specialised stream modules over one academic year. Each module is valued at 15 UK credits (7.5 ECTS) or 30 UK credits (15 ECTS). All modules run across the year, and most of the modules will be examined at the end of the year. Finally a non-credited module, Academic Workshop, is introduced to facilitate the learning ability among students.

◆ **Core Modules (for all 3 streams):**

Code	Module	UK Credits	ECTS Credits
CORP 3501	Global Strategic Management	30	15
CORP 3544	Global Contemporary Business Issues	30	15

◆ **Finance Stream:**

ACFI 3420	Accounting and Finance Project	30	15
ACFI 3211	Forensic Accounting	15	7.5
ACFI 3217	International Developments in Accounting	15	7.5
Total Credits		120	60

◆ **Marketing Stream:**

MARK 3008	Marketing Dissertation	30	15
MARK 3012	Global Marketing Strategies	15	7.5
MARK 3014	Customer Management	15	7.5
Total Credits		120	60

◆ **Strategy & Management Stream:**

CORP 3400	Strategy and Management Dissertation	30	15
ENTE 3506	Creative Management and Marketing	15	7.5
CORP 3547	CSR and Business Ethics	15	7.5
Total Credits		120	60

Total UK credits constitute CATS 120, equivalent to 60 ECTS credit points.

3.1 Tuition fees

When studying for an international degree, the participant is required to pay full tuition.

The tuition fee for 2020-2021 is DKK 90,000 including books and prints. This applies to all nationalities.

The fee is divided into three instalments. The first semester fee is due before the semester commences and 2nd semester fees are due 15th January and 1st March – in accordance with the payment details listed on www.brock.dk

Please note that lack of payment before the deadline may lead to student status being interrupted until the fee has been covered in full. Ultimately the student status may be terminated.

4. TEACHING AND LEARNING

4.1 General Approach

This degree is concerned with both the acquisition of a body of theory and its evaluation in the light of the practical circumstances surrounding modern organisation life. Thus, while theory may be adequately presented by the use of traditional teaching methods, formal lectures do no more than provide a foundation which permits the student to participate in the learning process. Therefore, students take a large measure of responsibility for their own learning and intellectual development.

For additional information about the mutual commitment between the DMU staff and students, please read the DMU Student Charter:

<http://www.dmu.ac.uk/dmu-students/student-resources/student-charter/student-charter.aspx>

4.2 Specific Methodology

Teaching methods will include the use of the following:

All modules in the programme of study are taught through a process of directed reading which is elaborated upon through lectures and reinforced by the use of essays or practical written or class assignments.

Beyond this, depending upon the nature of the module, all or some of the following teaching methods will also be employed:

- (1) Seminars/Tutorials - through which the student can develop a range of communication and inter-personal skills while taking the opportunity to relate theory to practice in a group setting.
- (2) Projects and computer based exercises - to enable the student to develop a range of skills appropriate to the needs of modern managers.
- (3) Case studies - which enable students to examine, analyse and solve problems of a real and practical nature. This method also provides the student with real-life experience beyond his/her present work position.
- (4) Visiting Speakers - provide opportunities for students to learn from practising managers and/or others possessing valuable expertise.

The teaching/learning methods enumerated above will create a learning environment in which the students play an active role rather than passively receive information by way of exclusively conventional teaching. To achieve this, the students will be encouraged to adopt a knowledge-seeking attitude and to build up confidence in their own ability to learn and communicate. This will include the training and use of presentations in front of class and/or camera.

4.3 Attendance

To progress satisfactorily on the course a good standard of attendance is required and attendance is mandatory. This is monitored. In case students are absent due to illness, their absence is noted. Full medical certificates should be available when sickness or absence is for more than three days or when illness interferes with vital presentations or the completion of assessed work.

Please note that a major purpose of this monitoring is to help and advise students with regard to an appropriate way to approach their studies. Where a student problem is identified, the student will be advised to consult the relevant authorities or designated persons for advice and assistance.

4.4 Coursework

Coursework is central to all programmes of study. This may be in the form of group assignments, individual essays, plenary presentations and multiple choice (M/C) tests. M/C tests may be used on some modules to interrogate understanding of concepts, often requiring an ability to distinguish between nuances of terminology. For this reason – and for your general academic and business success – it is very important to expand and strengthen your English vocabulary to get as close as possible to the level of native, professional speakers.

The following section demonstrates the importance attached to coursework assignments:

The essay component is designed to enable students to research a topic and to structure a discussion based upon wider reading and critical thinking. The students must produce a coherent, well structured, single voiced narrative, written in good English. They should substantiate their points with expert statement, or empirical evidence wherever possible... A proper system of citation should be used and a bibliographical section must include all sources used, and these should be accurately recorded. Word limits must be adhered to, and where appropriate, additional detail about theory or evidence which might be deemed to interrupt the flow of the narrative, should be included as appendices.

You should obtain a receipt for each piece of work, which you submit, and you should retain this as proof of submission. It is imperative that you always keep an electronic copy of the work.

4.5 Assignment Deadlines

Course deadlines are published in order to provide equity of treatment to all students and to permit sound administration by assessors. In this light all written work must be handed in before the deadline specified by the module tutor, to the appropriate person or collection point. Meeting deadlines is an important aspect of management and a skill the course seeks to develop.

As the programme seeks to encourage business-like behaviour, late work is not accepted without prior written extension granted by the Dean of Academic Affairs. Requests for extensions must be submitted in writing before the deadline and should be supported by documentary evidence (such as a doctor's certificate) where appropriate.

Extensions will only be given for situations which can be described as "crises" which could

not reasonably be anticipated and which are of sufficient severity and duration to interfere with the production of assessed work. Examples which may result in an extension include illness of the student or a close relative, unavoidable absence from the country, or significant circumstances at the workplace. Extensions to deadlines will not be considered for a period in excess of 14 days.

If an extension beyond 14 days is required, you will need to apply for Deferral and you must fill in a "Request for Deferral of Coursework on Grounds of Extenuating Circumstances", available from the programme administration.

Late Submission of Assessments

Work submitted prior to deadlines will be accepted and marked as normal.

Policy for the unauthorised late submission of work (Turnitin copy):

Late Submission up to 14 actual days after the submission date	14 or more actual days after the submission date
The work will receive a mark of up to a maximum of 40% **	0%

**** Please note that this applies to first submissions ONLY. Late submission of a referred piece of work will result in a 0% fail mark.**

5. ASSESSMENTS

The De Montfort University Regulations set out in the university's Handbook & Regulations for Undergraduate Awards will apply to all matters pertaining to assessment, academic progress and discipline except in so far as local conditions suggest the course specific regulations indicated below should apply. The regulations are published on the internet via:

<https://www.dmu.ac.uk/current-students/student-support/exams-deferrals-regulations-policies/student-regulations-and-policies/index.aspx>

The quality of assessment is guaranteed using the following system: Academic staff at Niels Brock mark student in-course and examination material. This is then sent to DMU module leaders, who moderate the work in the context of other module work produced across the university. Finally the material is set before an external examiner from another university who judges the overall quality of the work, and the appropriateness of the grades awarded.

It is the policy of both De Montfort University and Niels Brock to observe strict rules of confidentiality in all student matters, including the submission of student work.

As part of this policy anonymous marking has been introduced to ensure that all students are confident that their work is marked solely on its academic merit. This is achieved through student number identification in preference to student name identification and it relates to all coursework and exam work where applicable. Please note that due to the nature of the specific assignments, anonymous marking will not be applicable to presentations and dissertations.

5.1 Grade descriptors

This is a guide to the criteria used by staff in assigning a mark to a piece of work. The final mark awarded to a piece of work will be informed by its predominant character. In each Mark Range the criteria indicate the quality of the work. Within each band it is possible for a piece of work to have some flaws provided that such weaknesses are sufficiently compensated by the quality of the remainder of the work. These principles apply to all formally assessed work with some differences in emphasis for assessments completed in different circumstances. For example, the standards for English and referencing are likely to be higher for coursework than for examinations (for instance, exam answers would not normally include detailed references to cited works but, where appropriate, the latter should appear in coursework).

Markers are encouraged to use the full range of marks from 0-100%. They will signal first class answers by awarding marks above 70% and marks above 80% will be used to indicate outstanding work. Thus in principle, a technically excellent answer may merit a first class mark overall, even if it is slightly deficient in terms of structure or grammar. Conversely, **marks below 40% will indicate a Fail grade** (shown in the Grade Descriptors by the shaded boxes) and will be awarded for answers that fail to demonstrate a satisfactory achievement of the assessment's learning outcomes. For example, an answer that indicates a complete ignorance of the relevant subject content will fail, even if it is presented in the correct format.

Modules generally use a range of assessment methods designed to monitor your progress and to find out whether or not you have achieved the intended module learning outcomes. It would be unusual for all learning outcomes to be tested in a single assessment.

Therefore, you should note that the marking criteria will be adapted to suit the requirements of particular assessments. **It is your responsibility to ensure that you understand the criteria being applied in any particular assessment.**

5.2 Marking Scale

Module marks reflect the assessment criteria and weighting between assessment components that are specified in the module template.

Mark Range	Criteria
90-100% First class honours Distinction	<ul style="list-style-type: none"> • Responds to all of the assessment criteria for the task. • Displays exceptional degree of originality. • Exceptional analytical, problem-solving and/or creative skills. • No fault can be found with the work other than very minor errors, for example minor typographical issues.
80-89% First class honours Distinction	<ul style="list-style-type: none"> • Responds to all of the assessment criteria for the task. • Work of outstanding quality, evidenced by an ability to engage critically and analytically with source material. • Likely to exhibit independent lines of argument. • Highly original and/or creative responses. • Extremely wide range of relevant sources used where appropriate.
70-79% First class honours Distinction	<ul style="list-style-type: none"> • Responds to all of the assessment criteria for the task. • An extremely, well developed response showing clear knowledge and the ability to interpret and/or apply that knowledge. • An authoritative grasp of the subject, significant originality and insight, • Significant evidence of ability to sustain an argument, to think analytically, critically and/or creatively and to synthesise material. • Evidence of extensive study, appropriate to task.
60-69% Upper second class honours (2:1) Merit	<ul style="list-style-type: none"> • Responds to most of the assessment criteria for the task. • A detailed response demonstrating a thorough grasp of theory, understanding of concepts, principles, methodology and content. • Clear evidence of insight and critical judgement in selecting, ordering and analysing content. • Demonstrates ability to synthesise material, to construct responses and demonstrate creative skills which reveal insight and may offer some originality. • Draws on an appropriate range of properly referenced sources.
50-59% Lower second class honours (2:2) Pass	<ul style="list-style-type: none"> • Responds to most of the assessment criteria for the task. • An effective response demonstrating evidence of a clear grasp of relevant material, principles and key concepts • An ability to construct and organise arguments. • Some degree of critical analysis, insight and creativity. • Demonstrating some conceptual ability, critical analysis and a degree of insight. • Accurate, clearly written/presented.

<p>40-49% Third class honours Pass</p>	<ul style="list-style-type: none"> • Overall insufficient response to the assessment criteria. • A weak response, which, while addressing some elements of the task, contains significant gaps and inaccuracies. • Indicates an answer that shows only weakly developed elements of understanding and/or other skills appropriate to the task. • May contain weaknesses in presentation that constitute a significant obstacle in communicating meaning to the assessor.
<p>30-39% Fail</p>	<ul style="list-style-type: none"> • Overall insufficient response to the assessment criteria. • A poor response, which falls substantially short of achieving the learning outcomes. • Demonstrates little knowledge and/or other skills appropriate to the task. • Little evidence of argument and/or coherent use of material.
<p>20-29% Fail</p>	<ul style="list-style-type: none"> • Overall insufficient response to the assessment criteria. • A very poor response demonstrating few relevant facts. • Displays only isolated or no knowledge and/or other skills appropriate to the task. Little adherence to the task.
<p>10-19% Fail</p>	<ul style="list-style-type: none"> • Overall insufficient response to the assessment criteria. • Displays virtually no knowledge and/or other skills appropriate to the task. Work is inappropriate to assessment task given.
<p>0-9% Fail</p>	<ul style="list-style-type: none"> • Overall insufficient response to the assessment criteria. • A weak response, which, while addressing some elements of the task, contains significant gaps and inaccuracies. • Indicates an answer that shows only weakly developed elements of understanding and/or other skills appropriate to the task. • May contain weaknesses in presentation that constitute a significant obstacle in communicating meaning to the assessor.

5.3 COMPARISON OF MARKING SCALES

UK grading scale (BA)	85-100	75-85	68-78	58-70	48 - 60	43-50	40-45	30-39	20-29	0-19
ECTS grading scale	A	A	B	C	C	D	E	Fx	F	F
DK 7-point grading scale	12	12	10	7	7	4	02	00	00	-3
DK 13-point grading scale	13	11	10	9	8	7	6	5	03	00

5.4 Feedback

Feedback on formal assessments should be linked to the marking criteria. This feedback can take different forms, including generic oral feedback to a whole class or individual comment sheets. The aim of the feedback is to help you develop the knowledge and skills needed for successful completion of the module.

Informal feedback from tutors is used to inform you of your progress and takes place through individual meetings and classroom discussions. Peer feedback between students is usually encouraged through group meetings, seminar and class discussions. You should make use of all these different forms of feedback to evaluate your learning and identify further appropriate learning activities.

Students may expect to receive preliminary coursework feedback from module teachers within 2-4 weeks and no later than 20 days. This will often be in a standardised format incorporating the option of individual comments and advice. However students should note that until in-course work and examination papers have been moderated by DMU module leaders, considered by external examiners, and approved and ratified by the Subject Authority Boards (SABs) and the Faculty Ratification Panel at DMU, all marks remain provisional. Final marks will be released approx. one month after the exams. No additional feedback is given after the exams.

5.5 Serious Failures

The Programme Team at Niels Brock in consultation with the Programme Administration at DMU reserves the right to indicate to a student that the level of performance achieved is unlikely to be sufficient to complete the programme successfully.

In such cases a student will be advised of their options, for example, remain on the programme and improve the performance standard, interrupt their studies or withdraw.

The decision to remain on the programme, and improve the performance standard, or to interrupt study so as to be able to sort out any difficulties, remains with the student.

6. EXAMS

Especially for Danish students, it is worth noticing that there are significant differences between British and Danish higher education exams. Where Danish programmes often provide the privilege of 4-5 hours with open books, UK university examinations, including the BA (Hons) Business Administration degree, are normally 1 or 2-hour closed book tests. This obviously requires a higher degree of “ready-to-go” skills, which – once mastered – are extra assets in a business career.

Exams reflect the range of types of assignments undertaken as coursework. Thus they may be based upon case studies and case study questions, which require students to answer the questions using a variety of written formats. On other occasions students are required to write essay answers to a specified number of questions, which the student selects from a larger number of questions. Students are expected to demonstrate their ability to analyse the situation, synthesise and apply their knowledge of alternative theories to solving the problem in question.

6.1 *Illness at Exam time*

If you are not able to take an examination because of illness or other good reason or you believe that your performance in an examination was adversely affected by such circumstances, you can apply to have the assessment deferred on the grounds of extenuating circumstances. To apply, you should complete a ‘Deferral Form’ or an ‘Extenuating Circumstances Form’ and without delay submit it to the Dean of Academic Affairs at Niels Brock for onward dispatch. The form must be submitted within 10 days of the exam.

Claims for deferral submitted after the published deadlines will not be considered unless there are wholly exceptional and valid reasons (such as physical incapacity due to a serious accident) backed by third party evidence, for the claim not having been submitted earlier.

Claims of extenuating circumstances will be considered by an Academic Board panel at DMU. This will look at claims across the university to ensure fairness between different courses and departments. The decisions of the panel will be final and binding on you and the module tutors.

Claims for deferrals must meet the following criteria, otherwise they will be dismissed:

1. The circumstances must consist of one or more of:
 - Serious illness or death of a member of the immediate family, normally a parent, child, brother, sister or partner;
 - A serious debilitating illness, chronic or acute, involving an authorised absence from study of at least three weeks, for example to undertake a course of chemotherapy;
 - A serious accident or acute illness occurring immediately before or at the time of the assessments concerned;

- Other unforeseen circumstances, of equivalent weight, that have seriously disrupted the ability to study, for example the need to care for a very ill child over a number of weeks.
2. The circumstances must be supported by reliable third party evidence.
 3. The circumstances must relate directly to a stated assessment or assessments. Claims of a highly personal nature can be addressed in confidence to the Chair of the Panel who will not disclose the material to other persons without the permission of the student.

The following circumstances will NOT be accepted:

1. Illness or injury not falling within the definition of serious debilitating illness or serious accident as stated above.
2. Circumstances which arise from negligence or carelessness, for example not getting up on time, failing to attend at the right time or location for an examination.
3. Circumstances which could have been avoided by good planning, for example holiday or travel arrangements.

The only outcome possible, if extenuating circumstances in relation to a formal examination or phase test are accepted, will be deferral in the examination/phase test concerned. Marks or grades cannot be changed.

If an assessment is deferred after a student has actually taken an assessment and that student subsequently achieves a lower mark than s/he achieved in the original assessment, then the final mark should stand. The original mark is declared void.

Any deferrals granted as a result of consideration of extenuating circumstances will be taken at the next time the assessment is normally available. (May > August, August > May.)

6.2 DMU Rules Relating to Cheating in Examinations, Copying and Plagiarism

'Handbook and regulations for undergraduate awards' The General Regulations and Procedures Affecting Students provides details of the rules relating to the above. This handbook is available via the Internet at:

<https://www.dmu.ac.uk/current-students/student-support/exams-deferrals-regulations-policies/student-regulations-and-policies/index.aspx>

General information relating to the nature and definition of plagiarism and copying is provided below:

Plagiarism

Plagiarism amounts to the attempt to gain unfair advantages, and thus attracts a severe penalty.

This is a very serious matter and can result in reduction of the mark awarded, a mark of zero or in extreme cases, exclusion from the University. For details of the rules on cheating and plagiarism see Chapter 4 of the [General Regulations and Procedures Affecting Students](#).

"Plagiarism is the verbatim (or very substantial verbatim) copying of another's work (whether an author, another student or any other person) without clear indication in the Programme work (i.e., linking the specific passages or quotations to its source) of the true

origins of the material. It consists also of the submission of Programme work which was not in fact wholly written by the student who is passing off the work as his own.

Students assisting acts of plagiarism may be guilty of plagiarism also, and subject to penalty". Obvious examples of plagiarism include: taking passages from books, reports and articles without placing them in quotation marks and attributing the source; copying other people's essays - in whole or part. In these circumstances the person whose essay is copied is just as much at risk of penalty as the copier.

Clearly, you are expected to make use of text books and journal articles and judgements when writing essays but you must make sure that you acknowledge the source of any quotations you use or else convey the ideas in your own words.

Plagiarism can be avoided by following certain good academic practice. The proper procedure will be highlighted during Induction and the details provided by module instructors, but here are some useful general guidelines:

- Use your own words where possible.
- Use passages from other works sparingly, and ensure they are fully attributed.
- If you are adopting other people's arguments, make that clear (eg, "Cross argues that "...").
- Try to avoid over-reliance on one particular source.
- In dissertations or mini-projects, you should always cite in both the text and/or in the bibliography, any source which has been relied upon substantially.

If you are in genuine doubt as to proper academic presentation of work, do not hesitate to ask tutors for guidance. What you must not do is pass off other people's work as your own.

For more information on how to avoid plagiarism, please visit:

<http://www.dmu.ac.uk/documents/about-dmu-documents/partnerships/educational-partnerships/how-to-avoid-plagiarism-and-be-citation-wise.pdf>

Copying

Sometimes, you might find that you work closely with a fellow student when preparing notes or essays. In such situations it is imperative that you actually write your essay on your own in your own words to avoid any possibility of either of you copying the work of the other.

When it appears that two or more students have co-operated in creating a piece of work which has been identified as an 'Individual Assignment', then the matter will immediately be reported to the Module Leader and the Subject Assessment Board. If the case is proven, it could result in exclusion from the programme. It is to be noted that those students who knowingly lend their work to others for the purpose of copying will be treated the same as those who copy. The penalties for copying and other examples of what is considered bad academic practice are outlined in the Chapter 4 of the General Regulations and Procedures Affecting Students, as are the penalties for students who are deemed to have cheated in an examination.

The Harvard System of Referencing must be applied to essays and coursework. For more information on the Harvard System of Referencing, please visit:

<https://libguides.library.dmu.ac.uk/harvardguide>

In addition, essays and coursework must be uploaded to turnitin via Blackboard as stated in

the individual Module Guides. Blackboard may be accessed through Moodle or directly through the following link: <https://vle.dmu.ac.uk/>

Finally, in order to access the 'Higher Education Assignment Toolkit' on how to prepare assignments, please visit: <http://libguides.library.dmu.ac.uk/class/HEAT>

7. REASSESSMENT

Below items are meant for easy reference to students and staff at Niels Brock, Copenhagen. For full details, please go to: [Handbook and regulations for undergraduate awards](#).

1. All modules must be passed (40%+ or compensated fail/general credit) in order to be awarded an Honours Degree (first/upper second/lower second/third class)
2. "Compensated Fail":
You can receive general credit for modules totalling 30 UK credits, in which you have achieved final grades between 30-39% and thereby still get an Honours Degree. If you achieve a compensated fail in up to either two 15 credit or one 30 credit module, with the remaining modules all having been passed at 40% or above, this means that you have satisfied the minimum award criteria. You will automatically receive your degree and will not be entitled to take any resits.
3. If you do not satisfy the minimum award criteria as detailed above, you are entitled to resit failed modules (<40%) totalling 60 UK credits in any combination, e.g. one attempt at two 30 credit modules, or two attempts at one 30 credit module. One module attempt may consist of redoing failed coursework and/or retaking the exam.
4. When calculating your classification, your overall module mark will be capped at 40% (pass). Further reference is made to the Handbook above.
5. There is a 15-month time limit to complete any required assessment in order to pass overall.
6. The fee for restudying modules is DKK 11,000 for a 15 UK credit module, DKK 22,000 for a 30 UK credit module.
7. Students who have used up their resit options but have achieved a minimum of 60 UK credits in their final year may apply for a non-honours award.
8. Students who have been awarded a non-honours degree may return after three years to study the final year again (new full fee).
9. Students who have not been able to achieve a non-honours degree, may also apply for new admission after three years, once they have successfully completed additional courses deemed relevant to their Bachelor's degree programme. (New full fee.)

8. CLASSIFICATION OF AWARD

The university's regulations in relation to assessment, classifications and re-assessment are complex. For further information consult the university's "Handbook and Regulations for Undergraduate Awards." These regulations are published on the Internet via:

<https://www.dmu.ac.uk/documents/about-dmu-documents/quality-management-and-policy/academic-quality/academic-regulations-assessment-boards/academic-regulations-2019-20.pdf>

The Handbook and Regulations provides information on such issues as:

- A description of the Undergraduate Modular Scheme
- Requirements for awards
- The assessment scheme and regulations
- Progression regulations between years of your programme
- Reassessment opportunities
- The determination of honours classifications

Regulations are complex, but in simple terms your degree classification will be based upon the average mark obtained across your modules. Honours classifications are as follows:

Honours Classification

Classification	Grade Point Average	
	From	To
First	70	100
Upper Second (2.1)	60	69
Lower Second (2.2)	50	59
Third	40	49

9. MANAGEMENT POLICIES

Overall responsibility for the supervision, co-ordination, development and management of the partnership between DMU and Niels Brock College rests with the Programme Management Board (PMB) of the Department of Strategy and Management (CORP) at DMU. Liaison between the Strategy and Management SAB and Niels Brock is undertaken by the DMU Programme Co-ordinator Angie Worwood.

Modules offered at Niels Brock come from a number of subject areas in addition to Strategy and Management (CORP modules). The Department of Marketing has academic responsibility for modules prefixed with the letters MARK, and the Department of Accounting and Finance has academic responsibility for modules prefixed with the letters ACFI.

Academic staff from Niels Brock may and do attend Subject Authority Board Meetings.

9.1 De Montfort University Policy

It is University Policy that:

- a student is entitled to the fullest information possible about his/her academic and personal development
- there should be someone who can, if necessary, draw the attention of the Subject Assessment Board to any problems that have arisen and which need to be taken into account in any assessment

The University views as fundamental the importance of establishing a rapport between students and staff that enables information to be exchanged and appropriate counsel given. Individual support in academic departments is not an alternative to Student Counselling or other student services, but rather as an academic working relationship in which the tutor does not look for problems but should be in a position to identify them and enable the student to seek appropriate help.

For additional information about the mutual commitment between DMU and students, please read the DMU Student Charter:

<http://www.dmu.ac.uk/dmu-students/student-resources/student-charter/student-charter.aspx>

9.2 Niels Brock Policy

It is Niels Brock policy that our work and everyday are based on our 4 values;

- Respect
- Development
- Excellence
- Professionalism

We strive to incorporate these values in our daily work and hope to witness the values exemplified in numerous ways. The values are designed to ensure that your stay at Niels Brock will be remembered as a positive and wonderful experience.

Respect

Every student and staff at Niels Brock is treated with respect and we address each other politely. We ensure that students know where relevant information (be it written, oral or personal) can be obtained. We encourage you as a student to arrange approved ways of communication with your lecturers. Unless marked “confidential” all information regarding the normal administration of the programme is considered as public domain. Personal, confidential information should be given to the Academic Counsellor only, cf.10.3

If special arrangements have not been agreed on, please adhere to normal working hours when contacting lecturers, either via e-mail or phone. The working hours are Mon-Friday 9a.m.-4 p.m. Administrative staff and management has specific office hours which should be respected.

Development

It goes without saying that things can always be improved. Hence the BA Programme has Monthly Meetings (held with study group representatives). You have ample opportunity to influence and improve the BA Programme at these meetings by bringing our attention to issues that can be improved and making suggestions to new ways and ideas.

Excellence

Niels Brock want to be the best at what we do including delivering the best BA Programme to you. This is done inter alia by ensuring that we adhere to De Montfort University policies and British and Danish quality assurance initiatives.

Professionalism

Every aspect of your time at Niels Brock should be met by professionals. We therefore strive to provide you with the best lecturers, we strive to communicate competently and ensure that your work is treated professionally. Please consult the Student Handbook and Module Outlines for further specific information regarding submission and feedback policies.

9.3 Programme Management, Copenhagen:

Address:

DMU programmes at Niels Brock
Bispetervet 1-3
DK-1358 Copenhagen K
Denmark

Charlotte Forsberg

Executive Vice
President

T: (+45) 3341 9424

M: (+45) 2321 4554

E: cfo@brock.dk

Kathrine Lassen

Dean of Academic Affairs

T: (+45) 3341 9395

M: (+45) 2321 4546

E: kat@brock.dk

Xia Wang

Programme Administrator

T: (+45) 3341 9527

E: xwa@brock.dk

Please see to it that the programme administrator has your most recent telephone, e-mail and postal address data.

For details about the roles of individuals and the programme management and assessment boards see section 5.2 in the Handbook and Academic Regulations for Taught Programmes:

<https://www.dmu.ac.uk/documents/about-dmu-documents/quality-management-and-policy/academic-quality/academic-regulations-assessment-boards/academic-regulations-2019-20.pdf>

All external examiner reports will be made available to students on Moodle.

9.4 Student Feedback

Programme feedback meetings are held as formal Monthly Meetings between student representatives and programme staff at Niels Brock.

Feedback to students from staff on their progression is made in accordance with provision given in each particular Module Guide. Special feedback forms may be employed.

Student feedback about modules is obtained using De Montfort University module evaluation forms at the end of the course.

Informal feedback by students to any member of staff is always welcomed as a more immediate method of communicating about the modules or the entire programme of study.

9.5 Complaints Procedure

What to do if you have a problem with the Course itself and/or an assessment or exam:

- a) See the Tutor/Lecturer concerned. If not satisfied about the outcome:
- b) See the Dean of Academic Affairs at Niels Brock. If not satisfied about the outcome:
- c) Write formally to the Complaints and Student Conduct Manager at DMU using a Formal Complaint Form available at <http://www.dmu.ac.uk/dmu-students/the-student-gateway/academic-support-office/student-complaints/student-complaints-procedure.aspx> If not satisfied about the outcome:
- d) Appeal to the Office of the Independent Adjudicator via www.oiahe.org.uk

Please follow this procedure as this is the most effective way to operate. DO NOT miss out a stage as this is in your own interest.

10. LEARNING ENVIRONMENT AND RESOURCES (add Lib info)

The programme is based at the following Niels Brock city sites:

- Bispetorvet 1-3 (classrooms, offices) - near Nørreport Metro Station

College facilities include e-learning centres, a business library, multimedia studio, lecture and assembly halls, cafeterias and open-air recreational areas. There is easy access to the City-, University-, Royal- and Business School libraries in Copenhagen.

The Niels Brock Library

The Niels Brock Business Library is located at Bispetorvet 1-3, ground floor. In addition to books for reference and loan the library provides resources such as access to databases, journals, etc.

In addition to the library facilities at Niels Brock, De Montfort University programme students have access to research libraries at Copenhagen Business School, universities and all public libraries in Denmark.

Library Services and facilities

Library staff can offer assistance with using library facilities, basic IT advice and advice about how to access online resources.

- Total NB stock numbers: 1,837
- Number of current journals in the subject area:
- in paper format + 1000 via EBSCO Business Source Elite

All mandatory titles are available and recommended further readings are procured based on consultations with the DMU Programme Leader in collaboration between selected recommended further readings.

In case of not being able to provide direct access to materials, the NB librarian will advise the student on how and where to access the materials. (Please note that the Danish State offers all citizens and students free access to all academic and public libraries throughout Denmark.)

Library main opening hours: Bispetorvet 1-3, 10am-5pm (Mondays, Wednesdays and Thursdays);

Library services may be made available outside main opening hours, e.g. by the NB librarian providing service on student location.

Loan entitlement (how many books and for how long)


There is no limit to the number of titles to be borrowed for one month.

Introduction to DMU Library and Learning Services

The DMU Directorate of Library and Learning Services (LLS) supports the learning, teaching and research activities of DMU providing high quality resources, learning spaces and learning and academic skills development.

See the dedicate library webpage for partner students that outlines how you can access online information and support <https://library.dmu.ac.uk/partnerstudents>.

Guide contents



Your Institution will provide you with the key resources that you need for your assignments
 As a student on a DMU course, you can also access a range of library services and resources provided by DMU.
 This guide will introduce you to the main services and facilities
 Use the tabs at the top or the menu below to find out more information

- [Accessing online](#)
- [Free online resources](#)
- [DMU's libraries](#)
- [Referencing](#)
- [Support and Guidance](#)

See our [contact page](#) for details on how to contact us and to find answers to Frequently Asked Questions

Contact us

Contact us via phone or via our online services (JustAsk or live libchat). Find details a <https://dmu-ac-uk.libanswers.com>.

Resources

Your home institution will provide you with the key resources that you will need for your assignments, such as books, journal articles and other material. However, you will also have access to the physical library at DMU and online books and journals where our licences allow for access.

Accessing online material

Your **single sign-on** username and password allows access to library and university functions, including: DMU student email account; Blackboard VLE (if applicable); computing services; and e-books, e-journals and databases where our licences permit usage. Your username is your university ID card 'P' number. You will initially login with a default password. We recommend for security reasons that you change this password for future access.

Databases and ebook collections that DMU can provide can be accessed from the partner students libguide <https://library.dmu.ac.uk/partnerstudents>.

Learning and Academic Skills online guides

DMU provide a number of online guides and tutorials that can help you with academic skills, such as Critical Thinking, Academic Writing, Referencing, Maths and Statistics. These can be accessed from the Support and Guidance tab of our Partner Students Webpage at <https://library.dmu.ac.uk/partnerstudents/support>. You will also have access to LinkedIn Learning <https://library.dmu.ac.uk/linkedin/accesslinkedinlearning> providing access to online courses and videos business, technology and creative professional skills.

Student feedback on DMU Library and Learning Services (LLS)

DMU LLS welcomes any constructive comments or feedback about the provision of services, facilities and resources. Feedback can be provided online at: <https://libguides.library.dmu.ac.uk/feedback>.

Library and University Regulations

Use of the library comes with some simple rules for everyone's benefit. Don't forget your ID card, don't share your card or IT credentials with anyone else and please respect designations for quiet and silent study, and food and drink restrictions. Full library regulations are available at <https://libguides.library.dmu.ac.uk/aboutus/regulations>. Failure to comply with library or university regulations may result in disciplinary action.

10.1 Niels Brock Online

The latest information on the programme or modules will be made available at the Moodle Intranet site accessed via www.brock.dk. Here you will find general information and teachers' notes and instructions. The site offers course room facilities for the exchange of news and views on assignments and events.

Your University Email Account

The university will automatically create an e-mail account for you.

All email communication from the Niels Brock administration and Copenhagen lecturers will be sent to your @niels.brock.dk account. It is expected that you check your student email account daily for urgent issues. Please note that all email from the university will be sent to your official DMU student email address and/or your Niels Brock email account. We are not able to use personal email accounts.

10.2 DMU Online

Once you have become registered by De Montfort University you will have free access to the DMU website and library databases via www.dmu.ac.uk. Current products available include:

- Blackboard with module information
- Managed Learning Environment (MLE)- students' profiles and results
- Searchbank (including 400 journals and magazines selected to reflect popular titles in British Business School libraries)
- Profound (Trade press and newspapers from around the world).

Interim assessment results will be found at your MyDMU section of www.dmu.ac.uk For more information regarding MyDMU, please visit:

<http://www.dmu.ac.uk/about-dmu/professional-services/information-technology-and-media-services/prospective-students/mydmu.aspx>

10.3 Academic Counselling

If you encounter any problem that affects your study in the course, please get in touch with the Academic Counsellor at Niels Brock who will help you come to terms with any set of problems, however trivial or serious. What you discuss will be strictly confidential, unless you give the Advisor specific permission to contact someone else to help solve your problem.

10.4 Scholarships

For further information please visit the CBS website at <https://copenhagenbusinesscollege.com>

11. WHAT TO DO IF YOU...

1. ... change your address or work place

Inform the Programme Administrator in writing of any change of home or company address, phone number or e-mail address.

2. ... are ill or there are other circumstances affecting your attendance or coursework

If you are ill for a maximum of three consecutive days, you do not need to contact anyone. However, in cases of illness beyond three consecutive days, please report the illness to the Student Affairs Coordinator, Lisbeth Sivertsen (lsi@brock.dk). Acceptable evidence is required (Certificate from your Danish GP).

Please note that the Course Calendar offers study breaks according to UK/Danish academic traditions, leaving little room for religious, political or festive traditions of other cultures. Students from cultures where weddings, funerals, New Year celebrations, etc. require their attendance for considerable time must contact the Dean of Academic Affairs as soon as possible to make any arrangements required. Students are strongly encouraged to abstain from long absences during the academic year.

3. ...are worried about your academic success, study techniques, career opportunities etc.

Contact the Academic Counsellor.

4. ...are worried about a particular module

If you are generally happy with your progress but have difficulties with a particular module, come and discuss it as soon as possible. Ideally, talk to the lecturer teaching the module but, if you are unhappy about doing this, or feel that it hasn't worked, come and discuss it with the Dean of Academic Affairs.

If there is a general feeling among students that a module isn't going well –for example the pace is too fast or too slow – get your study group or class representative to raise the issue. It is proper procedure to discuss it first with the lecturer concerned but, if this presents a problem, ask your representative to talk to the Dean of Academic Affairs or raise the issue at the monthly feedback meetings.

5. 5...fail a module component

Consult your module guide/handbook to learn if there is any way you can improve your result. If in doubt, contact your module teacher/tutor for advice.

In case of the first module paper it may be possible to redo it within a very short time- frame, but all other assignments are generally given on a once-only basis. If you pass the module overall, redoing any failed components becomes irrelevant.

6. ..fail an exam

Check out section 7 Reassessment of this Handbook. Contact your Academic Counsellor or Dean of Academic Affairs if in doubt.

7. ..have difficulty in paying your second semester tuition fee on time

Non-payment will terminate your studies with immediate effect!

Therefore, if you experience unforeseen financial problems, you must contact the Executive Vice President promptly in order to learn what options you may have. A strict payment plan will be required. Failure to observe the arranged payments will lead to the exclusion from the exams and/or the withholding of results achieved.

8. ... have any personal problems

Don't give up! Use your new network.

All sorts of problems – emotional/social/health/financial/accommodation – may be worrying you and affecting your performance. The problem may seem overwhelming but it will always be improved by discussing it with someone else. It is very unlikely that no other student has ever had the problem, or that nothing can be done about it.

12. PROFILES

Niels Brock

Niels Brock is the largest business college in Denmark. Founded in 1881 its name commemorates the merchant Niels Brock, one of the initiators of business education in Denmark. Throughout its history many famous and successful people have undertaken their training at the College, thus contributing to the excellent reputation it enjoys today. All departments have close links with business and industry to meet the educational needs of Danish and international companies and have partnerships with colleges and universities world-wide.

Further information on certificate, diploma, and degree programmes is available at www.brock.dk

De Montfort University

De Montfort University is a pioneering and innovative institution and one of Britain's largest universities with around 25,000 students enjoying a high rank in the university sector. De Montfort values the importance of research and scholarship as evidence that teaching programmes are based on up-to-date academic and business-related knowledge. The university is based in Leicester, Great Britain, and has a significant and growing international dimension to its activities.

Partnership agreements allow De Montfort University programmes to be delivered internationally under a strict regime of quality control, so as to ensure consistency of academic standards. These arrangements exist in Denmark, Hong Kong, China and India. Further information on undergraduate, postgraduate and professional programmes is available at www.dmu.ac.uk