

Portfolio Exam in Summer University courses - guidelines

The Board of Studies for Economics and Business Administration has decided that the exam in all future Summer University courses offered by the Board will have two elements: (1) a portfolio exam based on work done during the course and (2) a written take-home exam that students are given a set amount of time to complete (5 ECTS course: 3 hours; 10 ECTS: 4 hours).

Information about the number of assignments to be included in the portfolio and their form (individual or group-based, written or written *and* oral (e.g. PowerPoint presentations), set and/or on a topic of the student's choice) should **be described in the course description** in general terms. Details on this, along with the deadline for submission of the portfolio and date of the final exam is to be announced at the start of the course.

The following general text in the course description will be used to describe the exam:

5 ECTS courses

Exam

The exam consists of a portfolio containing 3 assignments and a subsequent written 3-hour take-home exam. While students may work on the portfolio assignments in groups during the course, the final submitted portfolio and the take-home exam is individual. The two will be assessed together and one overall grade is given.

Please note that students who do not submit the final portfolio will not be allowed to participate in the final take-home exam and will have used one examination attempt.

Comments on the exam

"WHAI+WHAI"

Take-home assignments submitted digitally in WISEflow.

Only students who have participated in at least 80 per cent of classes will be able to participate in the exam.

Re-exam: written take-home exam (max. 24,000 characters including spaces).

10 ECTS courses

Exam

The exam consists of a portfolio containing 4 assignments and a subsequent written 4-hour take-home exam. While students may work on the portfolio assignments in groups during the course, the final submitted portfolio and the take-home exam is individual. The two will be assessed together and one overall grade is given.

Please note that students who do not submit the final portfolio will not be allowed to participate in the final take-home exam and will have used one examination attempt.

Comments on the exam

"WHAI+WHAI"

Take-home assignments submitted digitally in WISEflow.

Only students who have participated in at least 80 per cent of classes will be able to participate in the exam.

Re-exam: written take-home exam (max. 36,000 characters including spaces).

Below you will find some guidelines to help you develop the assignments and the portfolio exam in your course.

Relation between assignments and portfolio exam

The exam consists of a portfolio and a written take-home exam. Both are to be uploaded in AU's digital exam system WISEflow at the end of the course.

The portfolio is based on the work that each student will be doing for the assignments during the course. Each assignment functions as a section in the portfolio (see outline example below). The assignments are not graded, but the portfolio exam is. You are encouraged to provide feedback on the assignments, either individually or collectively. It is also possible to use peer feedback in this connection.

Think of the assignments as drafts/work-in-progress towards the writing of the portfolio. The idea is to ensure students are active during the course, and to help them with collecting the relevant information (notes during class, research literature, photos during excursions etc.), which will enable them to do the assignments to be included in their final portfolio exam.

Handing in the assignments during the course is not mandatory, but of course highly recommended as otherwise students will not get feedback on their work (whether from teachers or peers).

About the assignments

- In a 5 ECTS course, students should be given 3 assignments.
- In a 10 ECTS course, students should be given 4 assignments.
- The form of the assignments can, e.g., be small written assignments or PowerPoint presentations given during the class. It is important that the assignments exist in writing in some form in order to ensure that it is possible to handle any student complaints about the grading.
- As a general rule, students should be able to do the assignments based on materials from the lectures (their own notes, presentations, in-class discussion) and readings. It is also possible to ask students to use relevant secondary sources (literature, databases, etc.) if relevant and made clear from the beginning of the course.

The final portfolio

- The portfolio is to be written reusing and developing on the work that students have already done for the individual assignment.
- Please specify the maximum number of characters (the number should include blanks and footnotes, but exclude title page, list of contents and bibliography).

Final exam

- A standard written exam relevant for the topic and learning outcomes of the course.

Assessment

- One final grade is given based on your overall assessment of the portfolio and final exam submitted by each student.
- Grading should be based on the degree of fulfilment of the learning goals in your course.
- Remember that grading in Denmark is absolute and not relative.

Example of assignment and portfolio

In the Marketing course students should develop competences in using the concepts, models and theories of the course to identify, analyse and discuss how a specific company interacts (or could interact) with relevant other actors in its context. Training and development of these competences is facilitated by working with a company of the student's own choosing. It is important that students have a good understanding of the company they choose to analyse or can find the relevant information.

During the course, students hand in three assignments. Each assignment is based on material covered in the course. The three assignments are as follows:

1. Identity, context and value creation

Discuss how your company sees itself (i.e., its identity) and its context using relevant concepts and frameworks. Then discuss how this identity and understanding of its context is reflected in the company's approach to value creation.

2. Relationships

In order to function, companies work together with a host of other companies and stakeholders. Typically, relationships with some actors are more important than others. Choose a particularly important relationship and analyse it using relevant concepts and frameworks.

3. Marketing channels

Analyse the company's marketing channels using relevant concepts and frameworks. In this connection, please pay particular attention to how the ongoing digitization influence how marketing channels function and are organised.

Each assignment should be max. 7.000 characters (including spaces and footnotes) plus references.