



AALBORG UNIVERSITET

CURRICULUM FOR MA IN CULTURE, COMMUNICATION AND GLOBALIZATION, 2020

MASTER OF ARTS
AALBORG

[Link to this studyline](#)

Curriculum for MA in Culture, Communication and Globalization, 2020

Link(s) to other versions of the same line:

[Curriculum for the Master's Programme in Culture, Communication and Globalization, 2022](#)

[CURRICULUM FOR THE MASTER'S PROGRAMME IN CULTURE, COMMUNICATION AND GLOBALIZATION, 2023](#)

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§ 1: PREFACE

Pursuant to consolidation Act 778 of August 7, 2019 on Universities (the University Act), the following is established.

The programme also follows the Examination Policies and Procedures for Aalborg University.

§ 2: BASIS IN MINISTERIAL ORDERS

The Master's programme is organised in accordance with the Ministry of Higher Education and Science's Order no. 20 of January 9, 2020 on Bachelor's and Master's Programmes at Universities (the Ministerial Order of the Study Programmes) and Ministerial Order no. 22 of January 9, 2020 on University Examinations (the Examination Order). Further reference is made to Ministerial Order no. 153 of February 26, 2020 (the Admission Order) and Ministerial Order no. 114 of February 3, 2015 (the Grading Scale Order).

§ 3: CAMPUS

The programme is offered in Aalborg.

§ 4: FACULTY AFFILIATION

The Master's programme in Culture, Communication and Globalisation belongs under the auspices of Faculty of Social Sciences and Humanities, Aalborg University.

§ 5: STUDY BOARD AFFILIATION

The Master's programme in Culture, Communication and Globalisation belongs under the auspices of the Study Board of International and Cross-Cultural Studies

§ 6: AFFILIATION TO CORPS OF EXTERNAL EXAMINERS

The Master's programme is associated with the external examiners corps on International and European Studies

§ 7: ADMISSION REQUIREMENTS

Bachelor's degrees that qualifies for direct admission:

- A Bachelor's degree in Language and International Studies, English (Aalborg University)

Bachelor's degrees that may qualifie for admission

- Bachelor's degree in Language and International Studies, Spanish (Aalborg University)
- Language and International Studies, Spanish (Aalborg University)
- International Business Communication (Aalborg University)
- International Business Communication (Aarhus University)
- Humanistisk basisdel, Internationale Studier, Journalistik (Roskilde Universitet)
- Kultur- og sprogødestudier (Roskilde Universitet)
- Anvendt filosofi (Aalborg Universitet)
- Statskundskab (Aarhus Universitet)
- Historie (Aalborg Universitet)
- Sociologi (Aalborg Universitet)
- Politik og Administration (Aalborg Universitet)
- International Sales and Marketing (professionsbachelor).

Other Bachelor's degrees may be relevant. A Bachelor's degree is considered relevant if its central subjects provide the student with competencies which are equivalent to at least 30 ECTS within one or more subject areas of the CCG programme, e.g. cultural studies, international and/or intercultural relations, communication relevant to the scope of the CCG programme, consumption and market communication, organisation and management, international politics and relations and migration.

In addition, documented education within the methodologies of the humanities or social sciences is required.

For further information, visit <http://www.en.aau.dk>

§ 8: THE PROGRAMME TITLE IN DANISH AND ENGLISH

The Master's programme entitles the graduate to the Danish designation Cand.mag. i kultur, kommunikation og globalisering. The English designation is: Master of Arts (MA) in Culture, Communication and Globalization.

§ 9: PROGRAMME SPECIFICATIONS IN ECTS CREDITS

The duration of the Master's programme in Culture, Communication and Globalisation is two years, equivalent to 120 ECTS points

§ 10: RULES CONCERNING CREDIT TRANSFER (MERIT), INCLUDING THE POSSIBILITY FOR CHOICE OF MODULES THAT ARE PART OF ANOTHER PROGRAMME AT A UNIVERSITY IN DENMARK OR ABROAD

The Study Board can approve that passed programme elements from other educational programmes at the same level replaces programme elements within this programme (credit transfer).

Furthermore, the Study Board can, upon application, approve that parts of this programme is completed at another university or a further education institution in Denmark or abroad (pre-approval of credit transfer).

The Study Board's decisions regarding credit transfer are based on an academic assessment.

§ 11: EXEMPTIONS

The Study Board's possibilities to grant exemption, including exemption to further examination attempts and special examination conditions, are stated in the Examination Policies and Procedures published at this website:

<https://www.studyservice.aau.dk/rules>

§ 12: RULES FOR EXAMINATIONS

The rules for examinations are stated in the Examination Policies and Procedures published at this website:

<https://www.studyservice.aau.dk/rules>

§ 13: RULES CONCERNING WRITTEN WORK, INCLUDING THE MASTER'S THESIS

In the assessment of all written work, regardless of the language it is written in, weight is also given to the student's formulation and spelling ability, in addition to the academic content. Orthographic and grammatical correctness as well as stylistic proficiency are taken as a basis for the evaluation of language performance. Language performance must always be included as an independent dimension of the total evaluation. However, no examination can be assessed as 'Pass' on the basis of good language performance alone; similarly, an examination normally cannot be assessed as 'Fail' on the basis of poor language performance alone.

The Study Board can grant exemption from this in special cases (e.g., dyslexia or a native language other than Danish).

The Master's Thesis must include an English summary. If the project is written in English, the summary can be in Danish. The summary is included in the evaluation of the project as a whole.

§ 14: REQUIREMENTS REGARDING THE READING OF TEXTS IN A FOREIGN LANGUAGE

It is assumed that the student can read academic texts in his or her native language as well as in English and use reference works etc. in other European languages.

§ 15: COMPETENCE PROFILE ON THE DIPLOMA

The following competence profile will appear on the diploma:

A Candidatus graduate has the following competency profile:

A Candidatus graduate has competencies that have been acquired via a course of study that has taken place in a research environment.

A Candidatus graduate is qualified for employment on the labour market based on his or her academic discipline as well as for further research (PhD programmes). A Candidatus graduate has, compared to a Bachelor, developed his or her academic knowledge and independence so as to be able to apply scientific theory and method on an independent basis within both an academic and a professional context.

§ 16: COMPETENCE PROFILE OF THE PROGRAMME

The Master's programme in Culture, Communication and Globalisation is a research based full-time programme that provides students with a basis for the execution of professional functions and qualifies them for admission to PhD studies. In particular, the programme prepares students for employment as communication officers, project managers or case officers in internationally or interculturally oriented private or public enterprises or organisations. In particular, it constitutes the basis for employment in areas such as public administration, culture dissemination and analysis, internal/external communication and human resource management, marketing and PR, aid work, etc.

The Master's programme focuses on the interplay and the relations between culture and communication in a globalised world. The aim is for students to acquire knowledge about globalisation processes and to develop interculturally oriented knowledge, understanding, skills and competencies relating to communication, culture and social analysis at an advanced level. Students should acquire the knowledge, understanding, skills and competencies necessary for the execution of academic job functions within a wide range of private and public organisations, institutions and enterprises.

Graduates will be capable of carrying out international and intercultural communication, information, analysis and clarification tasks; contribute actively to the internationalisation process of the organisation by supporting and initiating international cooperative relationships (in terms of marketing as well as political, social and cultural aspects); analyse and evaluate development trends in the surrounding society, nationally and globally.

Through the Master's programme, students will have the possibility to compile the knowledge, understanding, skills and competencies necessary to carry out the above tasks, either by specialising within one of the three disciplinary profiles: 'Consumption and Market Communication'; 'Organisation and Leadership'; and 'International Politics, Migration and Movements'.

During the study programme, students have the option of specialising within the area study Arctic Studies.

In order to obtain the full specialisation, students must choose the topic of their study stay abroad and their Master's thesis from within the field of Arctic studies.

The overall objectives of the acquisition of **knowledge and understanding** are that students will be able to:

- acquire theoretical knowledge of intercultural and social aspects of globalisation processes
- build theoretical knowledge of communication between cultures as well as social identity formation processes in the global world
- critically reflect on scientific knowledge of the disciplinary areas mentioned above and identify issues within these which may be the objects of scientific study.

The overall objectives for the acquisition of **skills** are that students will be able to:

- master scientific methods and tools and master general skills related to occupation within culture, communication and globalisation, including the skills to analyse, identify and define a scientific problem
- critically assess and choose among theories, methods, tools and general skills within the above disciplinary profiles and set up new models for analysis and problem solving on a scientific basis
- analyse communication situations and communicate between and across cultures in the global reality
- communicate research based knowledge and discuss professional and scientific issues with both peers and non-specialists.

The overall objectives for the acquisition of **competencies** are that students will be able to

- operationalise acquired knowledge and skills within the subject areas of culture, communication and globalisation and thus be able to control work and development situations in international and intercultural environments which are complex, unpredictable and require new models for problem solving
- independently launch and implement disciplinary and cross-disciplinary collaboration within private and public organisations, institutions and enterprises
- assume responsibility for personal academic development and specialisation within the subject areas of the programme.

§ 17: STRUCTURE AND CONTENTS OF THE PROGRAMME

The duration of the Master's programme in Culture, Communication and Globalisation is two years, equivalent to 120 ECTS points. The programme spans four semesters (semesters 1-4). The programme includes an optional project oriented course in Denmark or abroad. Study activities (mobility stay) corresponding to 30 ECTS points at another university in Denmark or abroad may replace the project-oriented course. The Master's Thesis (30 ECTS) must be completed during the 4th semester of the programme.

In this programme, English is the language of tuition.

The structure of the programme ensures that students acquire qualifications and extensive theoretical and methodological knowledge within one or a number of three disciplinary profiles within which globalisation has rendered readjustment and understanding of modern communication processes between and across cultures distinctly relevant:

- **Consumption and Market Communication:** consumer studies and market communication, with a special focus on intercultural communication and culture studies
- **Organisation and Leadership:** organisational culture and management, with a special focus on intercultural understanding and multi-cultural management
- **International Politics, Migration and Movements:** international politics and relations, with a special focus on issues relating to global politics, migration, civil society and movements

Program structure

The programme is compiled of modules and structured as a problem based and predominantly project organised programme within all profiles of study. Study activities include compulsory modules of a total of 110 ECTS (regardless of profile), and elective modules of 5 ECTS each, of which students must select two. The modules in combination will make it possible for students to fulfil the objectives stated in section 4.

In semesters 1 and 2 of the programme, students will attend joint courses and profile courses which will constitute the basis of a project, as well as courses in 'philosophy of science and methodology' and 'applied methods', which are both completed with an examination. Finally, in each of the two semesters students will complete an elective module.

In semester 3 of the programme, students will attend a project oriented course (internship) in an enterprise/organisation/institution abroad or in Denmark. The project oriented course may be replaced by a mobility stay at a university abroad or in Denmark offering courses at master level within the central disciplinary areas of the programme corresponding to a minimum of 30 ECTS. Study activities and appertaining examinations at the selected university will then replace the module "project oriented course" and the appertaining examination.

Any plans as regards project oriented course/mobility stay must be prepared by the student and approved by the study board before the semester begins.

In the 4th semester of the programme, students will write their Master's Thesis. Students must select a thesis subject from within the central disciplinary areas of the programme. The thesis subject must be approved by the study board on the basis of a synopsis including argumentation for the relevance of the subject as well as theoretical and methodological points of departure, a description of the planned structure and outline.

Upon approval, a deadline for submission of the thesis will be set. Students cannot expect to receive any supervision after this deadline. Preparatory workshops for thesis writing will be offered with a special emphasis on methodological questions.

Specialisation in Arctic Studies (AS)

As stated in section 16, the student has the option to specialise in the field of Arctic Studies (AS). The focus of the area specialisation in Arctic Studies is the study of societies and cultures in terms of social and cultural encounters, intercultural communication, nation-building, international politics and globalization, governance and sustainable development. Lectures and seminars introduce Arctic communities and cultures as well as relevant theories. The theories are applied in the analysis of a number of studies from different parts of the Arctic, with more emphasis, however, on Greenland.

Compulsory modules

Global processes	1th sem.	15 ECTS	
Philosophy of Science and Methodology	1th sem.	5 ECTS	
Profile course I	1th sem.	5 ECTS	
Cultural and Communicative Aspects of Global Processes	2th sem.	15 ECTS	

Applied methods	2th sem.	5 ECTS	
Profile course II	2th sem.	5 ECTS	
Project oriented course (internship in Denmark or abroad)*	3th sem.	15 + 15 ECTS	
Master's Thesis	4th sem.	30 ECTS	

* May be replaced by a mobility stay (see section 15 subsection 4)

Elective modules, students will choose two of these modules *

Current issues I	1th sem.	5 ECTS	
Cultures, Societies and Histories of the Peoples of the Arctic	1th sem.	5 ECTS	
Current issues II	2th sem.	5 ECTS	
The Arctic in the Age of Globalisation	2th sem.	5 ECTS	

The stated elective modules will be offered if the study board finds that the number of applicants is sufficient.

In the assessment of examinations, grades from the 7-point grading scale or a pass/fail grade will be awarded.

Examinations will be either internally or externally co-examined. If no other provisions are stated, examinations will be assessed by the examiner along with a second internal or an external examiner.

Examinations will be conducted in English. This applies to both written and oral examinations

Project groups and examinations

Projects may be written jointly in groups of max. 5 students. 4th semester projects (master's theses) may be written in groups of max. 3 students. Project examinations will normally take the following shape:

An oral examination on the basis of the written project, whether this is prepared individually or together with others. The project will be viewed as the joint responsibility of the group. Consequently, the project report is the basis for examination and assessment, and one combined grade will be awarded for the project report and the oral performance. At oral group examinations, the examination must be conducted in such a way that individual assessment of each individual student's performance is ensured.

The examination will take the form of a conversation between the student(s), the examiner and the external examiner on the basis of the project report written by the student(s). Individual students may request to be informed of their grade without the presence of their group; however, this must be stated by the student at the beginning of the examination.

Rules regarding written work

Where rules have been stipulated regarding the volume of written work, one page will correspond to 2400 typographical characters, including spaces. The stipulated number of pages only includes the actual body text of the report, as title page, preface, table of contents, bibliography and appendices will not be calculated. Whereas notes will be included in the calculation of pages, illustrations will not. The total page number must be stated on the title page.

The stipulated time intervals for oral examinations will include voting and announcement of the result.

In the assessment of written work, the students' spelling skills and fluency will be considered. The assessment of communicative performance will be based on orthographic correctness and correspondence with the norms of formal, academic writing standards and stylistic proficiency. The communicative performance will always be assessed as a dimension in the overall assessment.

The study elements on which the individual examinations are based are rated as proportions of an annual full-time equivalent, this being calculated as the annual work of a full-time student, including holidays. An annual full-time equivalent is 60 ECTS.

Registration for the Master's thesis examination

Students who wish to register for the Master's thesis examination must have successfully passed all previous examinations, incl. examinations of any electives (altogether equivalent to 90 ECTS).

Weighted average

In order for a student to graduate from the programme, each examination must be passed with a minimum grade of 02 or a 'Pass' grade. A weighted average will be calculated for the examinations assessed according to the 7-point scale, on the basis of the ECTS weight of each individual examination. So the average is defined as the sum of individual grades, each multiplied by the ECTS of the examination in question, divided by the sum of the ECTS points of the examinations included in the average.

Examinations assessed as pass/fail will not be included in this calculation. The average grade with one decimal digit will be stated on the examination certificate.

The examination provisions in these regulations and curriculum are subordinate to the examination regulations in force at any time at Aalborg University.

List of compulsory examinations

No.	Name	Internal Pass/Fail	Internal 7 point-scale	External Pass/Fail	External 7 point-scale
1	Global Processes (project)		15 ECTS		
2	Philosophy of Science and Methodology	5 ECTS			
3	Profile course I	5 ECTS			
4	Cultural and Communicative Aspects of Global Processes				15 ECTS
5	Applied Methods	5 ECTS			
6	Profile course II		5 ECTS		
7	Project Oriented Course (internship)*	15 ECTS			
8	Internship Project*		15 ECTS		
9	Master's Thesis				30 ECTS

* Examination 7 and 8 may be replaced by a mobility stay

List of elective examinations

No.	Name	Internal Pass/Fail	Internal 7 point-scale	External Pass/Fail	External 7 point-scale
10	Current issues I		5 ECTS		
11	Cultures, Societies and Histories of the Peoples of the Arctic		5 ECTS		
12	Current issues II		5 ECTS		
13	The Arctic in the Age of Globalisation		5 ECTS		

§ 18: OVERVIEW OF THE PROGRAMME

In the assessment of examinations, grades from the 7-point grading scale or a pass/fail grade will be awarded.

Examinations will be either internally or externally co-examined. If no other provisions are stated, examinations will be assessed by the examiner along with a second internal or an external examiner.

Offered as: 1-professional

Module name	Course type	ECTS	Applied grading scale	Evaluation method	Assessment method	Language
1 SEMESTER						
Philosophy of Science and Methodology (KACCG20202)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Profile Course I (KACCG20204)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Global processes (KACCG20203)	Project	15	7-point grading scale	Internal examination	Oral exam based on a project	English
Elective modules 1st semester Choose 5 ECTS credits	Course	5				
2 SEMESTER						
Applied Methods (KACCG202010)	Course	5	7-point grading scale	Internal examination	Written exam	English
Profile Course II (KACCG20205)	Course	5	7-point grading scale	Internal examination	Written exam	English
Cultural and Communicative Aspects of Global Processes (KACCG20207)	Project	15	7-point grading scale	External examination	Oral exam based on a project	English
Elective Modules 2nd semester Choose 5 ECTS credits	Course	5				
3 SEMESTER						
Project Oriented Course (KACCG20208)	Project	30	7-point grading scale	Internal examination	Written exam	English
4 SEMESTER						
Master's Thesis (KACCG20209)	Project	30	7-point grading scale	External examination	Master's thesis/final project	English

Elective modules 1st semester Choose 5 ECTS credits							
Module name	Course type	ECTS	Applied grading scale	Evaluation Method	Assessment method	Language	
Current Issues I (KACCG2206)	Course	5	7-point grading scale	Internal examination	Written exam	English	
Cultures, Societies and Histories of the Peoples of the Arctic (KACCG2211)	Course	5	7-point grading scale	Internal examination	Written exam	English	
Chinese Area Studies I: Traditions and Transformations (DIRES005)	Course	5	7-point grading scale	Internal examination	Oral exam	English	
Contemporary Latin American Studies (DIRES006)	Course	5	7-point grading scale	Internal examination	Oral exam	English	

Global Gender Studies (DIRES007)	Course	5	7-point grading scale	Internal examination	Oral exam	English
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Elective Modules 2nd semester Choose 5 ECTS credits						
Module name	Course type	ECTS	Applied grading scale	Evaluation Method	Assessment method	Language
Current Issues II (KACCG2201)	Course	5	7-point grading scale	Internal examination	Written and oral exam	English
The Arctic in the Age of Globalization (KACCG2212)	Course	5	7-point grading scale	Internal examination	Written exam	English
Chinese Area Studies II: Global China (DIRES014)	Course	5	7-point grading scale	Internal examination	Written exam	English
Social Movements and Civil Society in Modern Latin America (DIRES015)	Course	5	7-point grading scale	Internal examination	Written exam	English
Global Gender Studies II: Gendering Global Governance (DIRES016)	Course	5	7-point grading scale	Internal examination	Written exam	English

Offered as:						
Specialisation: Arctic Studies						
Module name	Course type	ECTS	Applied grading scale	Evaluation method	Assessment method	Language
1 SEMESTER						
Philosophy of Science and Methodology (KACCG2202)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Profile Course I (KACCG2204)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Global processes (KACCG2203)	Project	15	7-point grading scale	Internal examination	Oral exam based on a project	English
Cultures, Societies and Histories of the Peoples of the Arctic (KACCG2211)	Course	5	7-point grading scale	Internal examination	Written exam	English
2 SEMESTER						
Applied Methods (KACCG2210)	Course	5	7-point grading scale	Internal examination	Written exam	English
Cultural and Communicative Aspects of Global Processes (KACCG2207)	Project	15	7-point grading scale	External examination	Oral exam based on a project	English
The Arctic in the Age of Globalization (KACCG2212)	Course	5	7-point grading scale	Internal examination	Written exam	English
Profile Course II						
3 SEMESTER						

Project Oriented Course (KACCG2208)	Project	30	7-point grading scale	Internal examination	Written exam	English
4 SEMESTER						
Master's Thesis (KACCG2209)	Project	30	7-point grading scale	External examination	Master's thesis/final project	English

Offered as:						
Specialisation: Chinese Area Studies						
Module name	Course type	ECTS	Applied grading scale	Evaluation method	Assessment method	Language
1 SEMESTER						
Philosophy of Science and Methodology (KACCG2202)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Profile Course I (KACCG2204)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Global processes (KACCG2203)	Project	15	7-point grading scale	Internal examination	Oral exam based on a project	English
Chinese Area Studies I: Traditions and Transformations (DIRES005)	Course	5	7-point grading scale	Internal examination	Oral exam	English
2 SEMESTER						
Applied Methods (KACCG2210)	Course	5	7-point grading scale	Internal examination	Written exam	English
Cultural and Communicative Aspects of Global Processes (KACCG2207)	Project	15	7-point grading scale	External examination	Oral exam based on a project	English
Chinese Area Studies II: Global China (DIRES014)	Course	5	7-point grading scale	Internal examination	Written exam	English
Profile Course II						
3 SEMESTER						
Project Oriented Course (KACCG2208)	Project	30	7-point grading scale	Internal examination	Written exam	English
4 SEMESTER						
Master's Thesis (KACCG2209)	Project	30	7-point grading scale	External examination	Master's thesis/final project	English

Offered as:						
Specialisation: Global Gender Studies						
Module name	Course type	ECTS	Applied grading scale	Evaluation method	Assessment method	Language
1 SEMESTER						

Philosophy of Science and Methodology (KACCG20202)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Profile Course I (KACCG20204)	Course	5	Passed/Not Passed	Internal examination	Active participation/continuous evaluation	English
Global processes (KACCG20203)	Project	15	7-point grading scale	Internal examination	Oral exam based on a project	English
Global Gender Studies (DIRES007)	Course	5	7-point grading scale	Internal examination	Oral exam	English
2 SEMESTER						
Applied Methods (KACCG202010)	Course	5	7-point grading scale	Internal examination	Written exam	English
Cultural and Communicative Aspects of Global Processes (KACCG20207)	Project	15	7-point grading scale	External examination	Oral exam based on a project	English
Global Gender Studies II: Gendering Global Governance (DIRES016)	Course	5	7-point grading scale	Internal examination	Written exam	English
Profile Course II						
3 SEMESTER						
Project Oriented Course (KACCG20208)	Project	30	7-point grading scale	Internal examination	Written exam	English
4 SEMESTER						
Master's Thesis (KACCG20209)	Project	30	7-point grading scale	External examination	Master's thesis/final project	English

Profile Course II						
Module name	Course type	ECT S	Applied grading scale	Evaluation Method	Assessment method	Language
Global Politics, Migration and Movements (Profile Course II) (KACCG202114)	Course	5	7-point grading scale	Internal examination	Written exam	English
Organization and Leadership (Profile Course II) (KACCG202115)	Course	5	7-point grading scale	Internal examination	Written exam	English
Consumption and Market Communication (Profile Course II) (KACCG202116)	Course	5	7-point grading scale	Internal examination	Written exam	English

§ 19: ADDITIONAL INFORMATION

On its website, the study board displays and maintains more detailed information on the programme, including examination.

§ 20: COMMENCEMENT AND TRANSITIONAL RULES

The curriculum is approved by the dean and enters into force as of 1 September 2020.

The Study Board does not offer teaching after the previous curriculum from 2016 after the summer examination examination 2021.

The Study Board will offer examinations after the previous curriculum, if there are students who have used examination attempts in a module without passing. The number of examination attempts follows the rules in the Examination Order.

§ 21: AMENDMENTS TO THE CURRICULUM AND REGULATIONS

Minor editorial changes have been made in connection with the digitisation of the study curriculum.

Prodekanen for uddannelse har d. 20. januar godkendt ændringer i modulet "Profile Course II" gældende fra foråret 2021