

Appendix 1. MSc Web Communication Design. Coherence between the qualifications framework for higher education, the competence objectives of the course of study and the individual subject element learning objectives.

Qualification Framework for Danish Higher Education	Competence objectives	Learning objectives of the individual subject elements
<b>Knowledge:</b>		
Must possess knowledge of one or more subject areas which, in selected fields, is based on the highest international research within a subject area.	<ul style="list-style-type: none"> <li>Understand organisational structures and processes as well as analyse and assess their impact on an organisation's web communication and other communication</li> <li>Knowledge of theories and methods for effective web communication</li> <li>Knowledge of teaching and learning, including e-learning, in organisational contexts</li> </ul>	Organizational Communication  Web Communication and Web Production, Value-based Design  It Pedagogics in Organisations
Must be able to understand and, on a scientific basis, reflect on the knowledge of the subject area(s) as well as be able to identify scientific issues.	<ul style="list-style-type: none"> <li>Understand, reflect on and evaluate theories, strategies, methods and standards in the field of communication, interaction and it</li> </ul>	All subject elements
<b>Skills:</b>		
Must master the scientific methodologies and tools of the subject area(s) as well as master general skills related to work within the subject area(s).	<ul style="list-style-type: none"> <li>Configure, apply and develop digital applications and information products with particular relevance to web-based communication</li> </ul>	Web Formats and Standards
	<ul style="list-style-type: none"> <li>Apply formats and standards for structuring, presenting and exchanging information content in web-based communication</li> </ul>	Web Formats and Standards
Must be able to evaluate and select among the scientific theories, methodologies, tools and general skills of the subject area(s), and set up, on a scientific basis,	<ul style="list-style-type: none"> <li>Apply the subject's theories, strategies and methodologies in planning or execution of web-based communication in a wider organisational context</li> </ul>	Web-mediated Communication and Interaction

new analysis and solution models.	<ul style="list-style-type: none"> <li>Design and implement tests of web application user friendliness on a theoretical basis</li> </ul>	User Studies and Evaluation of Digital User Interfaces
	<ul style="list-style-type: none"> <li>Analyse and evaluate web texts and information design on the basis of the subject's theories and methods</li> </ul>	Web Communication and Web Production
	<ul style="list-style-type: none"> <li>Describe and analyse ethical it issues in theory as well as submit design proposals that deal with such issues in a constructive way</li> </ul>	Value-based Design
Must be able to communicate research-based knowledge and discuss professional and scientific issues with both peers and non-specialists.	<ul style="list-style-type: none"> <li>Communicate about web communication and web applications with different target groups and collaborate with others on the development of solutions in these areas</li> </ul>	Web-mediated Communication and Interaction
	<ul style="list-style-type: none"> <li>Reflect on learning, organisational and ethical aspects of user-technology interaction and take account of such aspects in the planning and implementation of communication</li> </ul>	It Pedagogics in Organisations, Value-based Design
	<ul style="list-style-type: none"> <li>Perform web-based communication</li> </ul>	Web Communication and Web Production, It Pedagogics in Organisations
	<ul style="list-style-type: none"> <li>Reflectively apply theory of pedagogy and it-mediated learning for the design and consultancy of web-mediated courses used for skills development in the workplace</li> </ul>	It Pedagogics in Organisations
Competences:		
Must be able to manage work situations and developments that are complex, unpredictable and require new solution models.	<ul style="list-style-type: none"> <li>Manage work and development situations related to the analysis, assessment and production of web-based communication, including it-mediated learning designs</li> </ul>	Web Communication and Web Production, Value-based Design, It Pedagogics in Organisations
Must be able to independently initiate and carry out discipline-specific and interdisciplinary collaboration and assume professional	<ul style="list-style-type: none"> <li>Independently initiate and carry out subject-specific and interdisciplinary collaboration and assume professional responsibility</li> </ul>	Project, Master's Thesis

responsibility.		
Must be able to independently take responsibility for their own professional development and specialisation.	<ul style="list-style-type: none"> <li>independently take responsibility for their own professional development and specialisation.</li> </ul>	All subject elements
	<ul style="list-style-type: none"> <li>understand and make use of academic texts in English</li> </ul>	All subject elements
	<ul style="list-style-type: none"> <li>formulate academic English</li> </ul>	Master's Thesis