

CPHBUSINESS COMPLETE COURSE CATALOGUE

(Semester Descriptions 2017-2018)

Please note that semester packages described in this course catalogue are subject to change.

We will do our best to notify students in good time, should changes occur.

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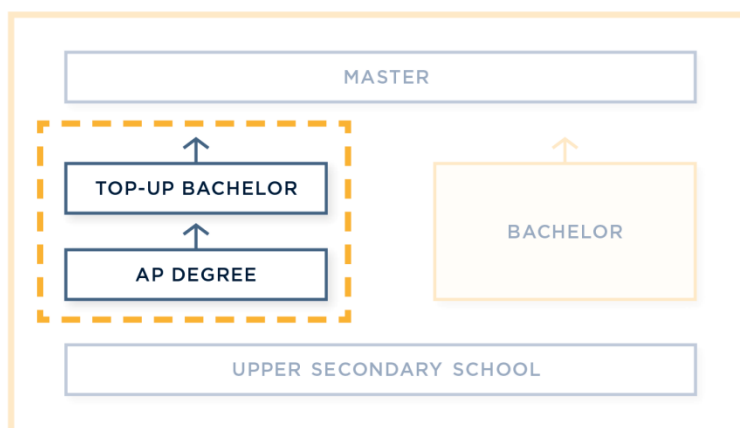
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STRUCTURE OF PROGRAMMES AT CPHBUSINESS

At Cphbusiness we have a flexible structure of programmes. The students start by taking an AP Degree programme (120 ECTS), which is equivalent to the first 2 years of a “traditional” Bachelor programme. After graduation, they choose a major to specialize in, which we call Top-Up Bachelor (90 ECTS) and which is equivalent to the final 1,5 years of a “traditional” Bachelor programme.

The structure of programmes at Cphbusiness is illustrated in the diagram below.



As mentioned in our Fact-sheet, incoming students must choose a whole semester package (30 ECTS) for their study abroad period at Cphbusiness.

The educational programmes are not modularized. The teaching and the exams are often interdisciplinary. This means that it is not possible for you to select individual courses/classes of one educational programme and combine with other courses/classes of another programme in order to compose your own individual study programme.

It also means that students might get only one grade at the end of the semester. Students can also get a “pass” or “not passed” grade.

A description of [the Danish grading scale can be found by clicking here](#).

All semester packages are described in this course catalogue and by “Academic level/Semester” we indicate the succession of the semesters in the academic programme (and not in the academic year).

All our programmes (both AP Degree and Top-Up Bachelor) start in the autumn.

Some of the programmes also have study-start in the spring. This means that, for these particular programmes, the first, second and third semester (where applicable) will be available both in the autumn and in the spring.

You can see an overview of all semesters available for exchange students in autumn and spring in the overviews on the following pages.

Before you start your semester, it is very important to read about the [Study Environment at Copenhagen Business Academy](#). Please click here for the link.

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SEMESTER OVERVIEW

AUTUMN 2017

Semester dates: end August 2017 – 31 January 2018

All academic levels / semesters in the table below are offered in the autumn semester.

To see a description of each semester, please click on the active links to the right.

Programme name	Academic level/Semester	Campus	Semester package code (active link)
AP Degree in Computer Science	First	Lyngby	L-COS-1-E-17
	Third	Lyngby	L-COS-3-E-17
AP Degree in Marketing Management	First	Sørerne	S-MEC-1-E-17
	First	Lyngby	L-MEC-1-E-17
	Second	Sørerne	S-MEC-2-E-17
	Third	Sørerne	S-MEC-3-E-17
	Third	Lyngby	L-MEC-3-E-17
AP Degree in Multimedia Design and Communication	First	Lyngby	L-MIL-1-E-17
	Third	Lyngby	L-MIL-3-E-17
AP Degree in Service, Hospitality and Tourism Management	First	Nørrebro	N-SEM-1-E-17
	First	Lyngby	L-SEM-1-E-17
	Second	Nørrebro	N-SEM-2-E-17
Bachelor Degree in Financial Management and Services	Third	City	C-FIB-3-E-17
Top-Up Bachelor Degree in Innovation and Entrepreneurship	First	Lyngby	L-INE-1-E-17
Top-Up Bachelor Degree in International Sales and Marketing Management	First	Sørerne	S-INS-1-E-17
	Second	Sørerne	S-INS-2-E-17
Top-Up Bachelor Degree in International Hospitality Management	First	Nørrebro	N-IHA-1-E-17
Top-Up Bachelor Degree in Sport Management	First	Lyngby	L-SPM-1-E-17
Top-Up Bachelor Degree in Software Management	First	Lyngby	L-SOD-1-E-17
Top-Up Bachelor Degree in Web Development	First	Lyngby	L-WED-1-E-17

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AUTUMN 2017

AP Degree in Computer Science (Cphbusiness Lyngby)

L-COS-3-E-17 (Third semester – Cphbusiness Lyngby)

Subject	Content	ECTS
Programming & Technology	Enterprise systems where the entire architecture, front-, middle- and backend is used. Javascript including angular and node.js Java EE 2. Restful web services and JPA.	20
Systems Development	Agile in practice with focus scrum and XP. Classifications of systems development methods; Compare various systems development methods and paradigms; Choose and adapt systems development; Different project models; Evaluate the quality of a product and a process.	10

AP Degree in Marketing Management

S-MEC-1-E-17 (First semester – Cphbusiness Søerne)

Subject	Theme		
	Theme 1 Business Understanding	Theme 2 Market Understanding	Theme 3 Methodology
International Marketing (12 ECTS)	Business model (exemplifying through different types of companies) Mission/vision Value chain Generic strategies (1 ECTS)	Marketing audit External analysis: PEST Competitors' analysis Porter's 5 Forces Customer analysis Buying behaviour Segmentation STP; Segmentation, Targeting and Positioning (5 ECTS)	Marketing research process: Desk research (data search and understanding) Field research (qualitative and quantitative) Statistics Forecasting Population/sampling Determination of sample size (6 ECTS)
Economics (5 ECTS)	Accounting (1 ECTS)	Microeconomics: Supply and demand Elasticity Market forms Production and costs Descriptive- and macroeconomics: Population Labour market Income (2 ECTS)	Use of spreadsheet tools Ratios preparation and analysis Presentation of quantitative data Benchmarking ABC (Activity Based Costing) (2 ECTS)

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Business Law (2 ECTS)		Types of companies Personal data protection Replacement and product responsibility Intellectual property Sources of law and legal information search	
Communication (5 ECTS)		Cultural understanding Internal and external communication Sales cycle Personal selling Sales psychology Negotiation techniques CRM (Customer Relationship Management)	
Organization and Supply Chain Management (6 ECTS)	Resources: Organizational structure and resources User involvement and innovation Innovative business models 3 (ECTS)	Project Management Personal Leadership Team work Project writing Presentation techniques Strategic Supply Chain Management Purchasing and distribution (2 ECTS)	Trend analysis CSR and externalities in Supply Chain Management (1 ECTS)



(!) L-MEC-1-E-17 (First semester – Cphbusiness Lyngby)

Updated information coming soon

Classes at Cphbusiness Lyngby have a different structure than the ones at Cphbusiness Søerne.

The teaching is highly interdisciplinary and the students will not study the subjects in the classical way (e.g. Marketing, Business Law or Economics as separate disciplines).

Instead, the curriculum is divided into “theme modules” with different learning objectives. Each learning objective is achieved by learning and working with tools and theories across the traditional disciplines and sometimes across different programmes.

Although structured differently, the workload is similar to the description below.

Subject	ECTS
International Marketing	12
Economics	5
Business Law	2
Communication	5
Organization and Supply Chain Management	6

Theme modules of the first semester:

Module 1: Intro and customers – qualitative research

Module 2: Customers and market research – quantitative research

Module 3: External environment of the company

Module 4: Analysis and methodology

Module 5: Creating value in the company

S-MEC-2-E-17 (Second semester – Cphbusiness Søerne)

Subject	Theme	
	Theme 4 Tactical and operational marketing on B2C including digitalizing	Theme 5 Tactical and operational marketing on B2B including digitalizing
International Marketing (8 ECTS)	Marketing parameters 4(+) P's Pricing Marketing Plan and budgeting Collection and use of trade parameters offline and online (5 ECTS)	STP Marketing Plan Collection and use of trade parameters offline and online Business Buying Behaviour offline and online (3 ECTS)
Economics (10 ECTS)	Budgeting and follow-up on campaigns Pricing (VAT) Business Case (6 ECTS)	Budgeting / scenarios (coverage, break-even, sensitivity analysis, ROI, liquidities, etc.) (4 ECTS)
Business Law (3 ECTS)	Act on Contracts Act on Sales of Goods	

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	Act on Marketing E-business International Business Law (3 ECTS)	
Communication (5 ECTS)	Marketing communication (campaigns, message, materials, use of media including online marketing) POS (point of sales) measuring effect and ROI (5 ECTS)	
Organization and Supply Chain Management (4 ECTS)	Assortment Distribution Retail / E-commerce (1 ECTS)	Relationship types Supply Chain Management Choice of distribution, storage-control, form of establishment and partner management (3 ECTS)

S-MEC-3-E-17 (Third semester – Cphbusiness Søerne)

This semester package consists of two mandatory courses and four electives. The structure is described in the table below.

Subject	ECTS
International Marketing (mandatory)	5
This course digs into the different strategies a company can employ for internationalisation (from an overview of the benefits and possible pitfalls of internationalisation to working in depth with market assessment and selection to choice of entry strategies.)	
International Economics (mandatory)	5
This course supports the marketing subject in providing tools for describing and assessing economic factors relevant to the company's internationalization efforts, and goes further in determining the financial effects of investing in new markets. The criteria for selecting international markets are investigated using trade theories, exchange rate formation, causes of inflation and employment as well as looking into the sources of financing internationalization.	
Elective subject (You will have to choose 4 from a list of offers. The final list will be available in May. The list below can be used for inspiration. Please note changes may occur.)	(4x) 5
Examples of possible elective subjects. Do NOT use the below for your learning agreement. Contact us at incoming@cphbusiness.dk for an updated list over elective subjects for your semester.	
<ul style="list-style-type: none"> Statistics Managerial Economics Business law Entrepreneurship Export marketing Retail management Marketing in practice Digital marketing and SoMe 	



(!) L-MEC-3-E-17 (Third semester – Cphbusiness Lyngby)

Updated information coming soon

Classes at Cphbusiness Lyngby have a different structure than the ones at Cphbusiness Søerne.

The teaching is highly interdisciplinary and the students will not study the subjects in the classical way (e.g. Marketing, Business Law or Economics as separate disciplines).

Instead, the curriculum is divided into “theme modules” with different learning objectives. Each learning objective is achieved by learning and working with tools and theories across the traditional disciplines and sometimes across different programmes.

Although structured differently, the workload is similar to the description below.

Subject	ECTS
Global Marketing (mandatory)	5
This course digs into the different strategies a company can employ for internationalisation (from an overview of the benefits and possible pitfalls of internationalisation to working in depth with market assessment and selection to choice of entry strategies.)	
Global Economics (mandatory)	5
This course supports the marketing subject in providing tools for describing and assessing economic factors relevant to the company's internationalization efforts, and goes further in determining the financial effects of investing in new markets. The criteria for selecting international markets are investigated using trade theories, exchange rate formation, causes of inflation and employment as well as looking into the sources of financing internationalization.	
Elective subject (You will have to choose 2 from a list of offers. The final list will be available in May. The list below can be used for inspiration. Please note changes may occur.)	(2x) 10
Examples of possible elective subjects. Do NOT use the below for your learning agreement. Contact us at incoming@cphbusiness.dk for an updated list over elective subjects for your semester. <ul style="list-style-type: none">• Entrepreneurship• Business Economics• Digital marketing• Retail marketing	



AP Degree in Multimedia Design and Communication (Cphbusiness Lyngby)

L-MIL-3-E-17 (Third semester – Cphbusiness Lyngby)

Subject	Contents	ECTS
Communication and Presentation	Media Sociology. Prepare, choose and present a communication strategy and communication forms.	5
Design and Visualisation	Apply methods to the documentation of design. Design interactive user interfaces for different digital media based on a synthesis. Techniques to produce and finish video and audio. Theories and methods in relation to storytelling and production techniques.	5
Interaction Development	Complex dynamic multimedia applications integrated with databases. Multimedia applications in a client/server environment. Modelling, structuring and programming of functionality.	10
Elective	In recent years we have offered topics like: <ul style="list-style-type: none"> • Content Management Systems • Video editing and campaign development • Mobile applications Topics are subject to change.	10

AP Degree in Service, Hospitality and Tourism Management

(!) N-SEM-1-E-17 (First semester – Cphbusiness Nørrebro)

Updated information coming soon

Please note a new curriculum for the AP Degree in Service, Hospitality and Tourism Management is under development. The new curriculum will be used already from autumn 2017 which means changes will occur in the semester description below.

You can use this description to get an idea about what kind of subjects you are going to study, but please note new subjects might be added or there will be changes in the amount of ECTS per subject.

We will update the semester description as soon as possible.

Educational Element	ECTS
First year Interdisciplinary exam part one (internal)	
Service Industry:	
Industry knowledge	5
<i>Knowledge</i> The student must: <ul style="list-style-type: none"> • Be knowledgeable about the development, tendencies and structure of the service industry both from a national and international perspective 	

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<ul style="list-style-type: none"> • Be knowledgeable about the specialisation courses of the programme, including understand the relation between them • Be able to relate the experience economy to the service industry in general and specifically to the specialisation courses of the programme <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • assess and evaluate relevant aspects of the service industry and the experience economy in analyses and reports • explain developments in the specialisation courses of the programme and identify the latest trends within the service industry and experience economy • relate the service industry and the experience economy to the remaining courses of the programme <p><i>Competencies</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • take part in relevant work processes related to the service industry and experience economy • apply theories of experience economy into practice • act in the service industry in accordance with the codes of conduct that prevail in the respective specialisation areas of the programme 	
Service Design	4
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • know about service management systems, service concepts and service delivery systems • be knowledgeable about different principles for quality control • Acquire new knowledge in order to improve service management systems and concepts • Be knowledgeable about different principles for quality control <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • participate in the designing and development of service concepts and service delivery systems 	
Organizational Development:	
Leadership and Project Management	4
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • be familiar with the most common and advantageous tools for project management (including IT) • Be knowledgeable about theories & models for understanding the structure & culture of service companies as well as the factors that influence motivation in service companies <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • Analyze, plan, argue, evaluate and provide reasons for the practical execution of projects including a rough estimation of the final costs related hereto. • Choose an appropriate method for project planning – just as a student must be able to assess when and if an IT based system can be used advantageously <p><i>Competence</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • Apply concrete methods and tools for project management as well as define objectives for a project group • Take responsibility, as well as plan and lead a project from beginning to end 	
Business Development	
Creativity and Innovation	2
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • be knowledgeable about differences and relations between creativity, innovation, 	



<p>entrepreneurship and intrapreneurship with a distinct focus on, how creativity is encouraged in the company</p> <ul style="list-style-type: none"> • be knowledgeable about creative tools • be knowledgeable about how creative and innovative processes can be planned, initiated and evaluated <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • manage different tools for idea generation and creativity in a practice-oriented context • assess the appropriateness of each tool for idea generation in practice <p><i>Competencies</i></p> <p>The student must be able to</p> <ul style="list-style-type: none"> • include aspects of creativity in projects and cases • take part in and carry out creative processes in service companies 	
Service Marketing and Trends	2
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • Be knowledgeable about the concept of culture and cultural elements • Understand the impact of culture on communication • Be knowledgeable about the conditions that regulate the internationalization of service companies • Be knowledgeable about the customer behaviour and market conditions of service companies <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • take part in the execution of a customer behaviour analysis • identify relevant customer behaviour and market conditions in relation to a specific company 	
Strategy & Business Plan:	1
<p><i>Knowledge</i></p> <ul style="list-style-type: none"> • The student must be knowledgeable about the service company's competitive position <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • analyse the strategic position of the service company • conduct both internal and external analyses 	
Service Economics	
Global Service Economics	3
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • be knowledgeable about the global economy's impact on the development of both national and regional societies • be knowledgeable about the mechanisms of the global economy, including the macroeconomic conditions • be knowledgeable about the effects of different economic/political options available <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • assess various competition and market structures • describe and analyse the most significant macroeconomic factors' effect on market conditions <p><i>Competencies</i></p> <p>The student must be able to</p> <ul style="list-style-type: none"> • include socio-economic conditions in analyses and assessments 	
Communication	
Intercultural Competence	1



<i>Knowledge</i> The student must: <ul style="list-style-type: none"> • Be knowledgeable about the concept of culture and cultural elements • Understand the impact of culture on communication <i>Skills</i> The student must be able to: <ul style="list-style-type: none"> • Assess the impact of the student's own cultural background when communication with people with different cultural backgrounds. • Use his or her own knowledge of culture in relation to the global service company • Use intercultural knowledge in relation to global service companies 	
Methodology	1
<i>Knowledge</i> <ul style="list-style-type: none"> • The students must be knowledgeable about how a combination of different methods can be employed when examining an issue 	
Specialisation (No exam until 2.semester) Students can choose between: <ul style="list-style-type: none"> • Hotel Management • Service • Tourism 	2
Economics (No exam before 2 nd semester)	5
<i>Knowledge</i> The student must: <ul style="list-style-type: none"> • be knowledgeable about the company's financial management • Be knowledgeable about the possibilities that alternative reporting create, and how they may support the strategic work of the management • Be knowledgeable about principles relevant for financial reporting • be knowledgeable about financial analysis, including the methods used in the service industries <i>Skills:</i> The student must: <ul style="list-style-type: none"> • possess the IT-skills necessary to process financial problems • set up key figures relevant to the service company <i>Competences:</i> The student must: <ul style="list-style-type: none"> • be able to set up financial results in preparation for analysis 	

(!) L-SEM-1-E-17 (First semester – Cphbusiness Lyngby)

Updated information coming soon

Please note a new curriculum for the AP Degree in Service, Hospitality and Tourism Management is under development. The new curriculum will be used already from autumn 2017 which means changes will occur in the semester description below.

You can use this description to get an idea about what kind of subjects you are going to study, but please note new subjects might be added or there will be changes in the amount of ECTS per subject.

We will update the semester description as soon as possible.

Subject	ECTS
Methodology	5
<i>Knowledge</i> The student must: <ul style="list-style-type: none"> • be knowledgeable about how a combination of different methods can be employed when examining an issue • have basic knowledge of scientific approaches <i>Skills</i>	



<p>The student must:</p> <ul style="list-style-type: none"> • on the basis of different theories have the skills to interpret both qualitative and quantitative data • have the skills to communicate the scientific methods in writing as well as orally • have the skills to communicate issues and solutions <p><i>Competencies</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • both individually and in cooperation with fellow students and service companies be able to design investigations, just as the student must be able to collect and analyse information 	
The Service Company	
- Industry Knowledge	5
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • be knowledgeable about the development, tendencies and structure of the service industry from both a national and international perspective • be knowledgeable about the specialisation courses of the programme, including understand the relation between them • be knowledgeable about the development of the experience economy, its importance as a growth factor as well as the concepts and theories related hereto • be able to relate the experience economy to the service industry in general and specifically to the specialisation courses of the programme <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • assess and evaluate relevant aspects of the service industry and the experience economy in analyses and reports • explain developments in the specialisation courses of the programme and identify the latest trends within the service industry and experience economy • relate the service industry and the experience economy to the remaining courses of the programme <p><i>Competencies</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • take part in relevant work processes related to the service industry and experience economy • put theories of experience economy into practice • act in the service industry in accordance with the codes of conduct that prevail in the respective specialisation areas of the programme 	
- Service Design	4
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • know about service management systems, service concepts and service delivery systems • be knowledgeable about different principles for quality control <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • participate in the designing and development of service concepts and service delivery systems <p><i>Competencies</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • acquire new knowledge with the purpose of improving service management systems and concepts 	
Organisation	
- Leadership and Project Management	5
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • be knowledgeable about different organisational structures, and how they affect the efficiency and overall well-being within the service company • be knowledgeable about theories and models for understanding the structure and culture of service companies as well as the factors that influence motivation in service companies • be knowledgeable about how management theories and models can be applied to service companies • be knowledgeable about which management conditions apply when a work group is to be put together with the purpose of creating the best possible performance 	



<ul style="list-style-type: none"> be familiar with the most common and advantageous tools for project management (including IT) <p><i>Skills</i> The student must be able to:</p> <ul style="list-style-type: none"> assess the applicability of theories and models in actual management situations communicate management decisions to seniors, colleagues and other employees analyse, plan, evaluate and provide reasons for the practical execution of a project, including a rough estimation of the financial costs related hereto choose an appropriate method for project planning – just as the student must be able to assess when and if an IT-based system can be used advantageously <p><i>Competencies</i> The student must be able to:</p> <ul style="list-style-type: none"> participate in decision-making at a management level apply specific methods and tools for project management as well as outline goals and objectives for a project group take responsibility for as well as plan and manage a project from beginning to end 	
Planning	
- Strategy and Business Plan	2
<p><i>Knowledge</i> The student must:</p> <ul style="list-style-type: none"> be knowledgeable about the service company's competitive position <p><i>Skills</i> The student must be able to:</p> <ul style="list-style-type: none"> analyse the strategic position of the service company conduct both internal and external analyses 	
- Service Marketing and Trends	1
<p><i>Knowledge</i> The student must:</p> <ul style="list-style-type: none"> be knowledgeable about basic service marketing concepts be knowledgeable about the customer behaviour and market conditions of service companies <p><i>Skills</i> The student must be able to:</p> <ul style="list-style-type: none"> identify relevant customer behaviour and market conditions in relation to a specific company <p><i>Competencies</i> The student must be able to:</p> <ul style="list-style-type: none"> take part in the execution of a customer behaviour analysis 	
- Finances (economy)	3
<p><i>Knowledge</i> The student must:</p> <ul style="list-style-type: none"> be knowledgeable about the company's financial management be knowledgeable about principles relevant for financial reporting be knowledgeable about the possibilities that alternative reporting create, and how they may support the strategic work of the management <p><i>Skills</i> The student must:</p> <ul style="list-style-type: none"> possess the IT-skills necessary to process financial problems be able to set up financial results in preparation for analyses 	
- Global service economy (macro economy)	3
<p><i>Knowledge</i> The student must:</p> <ul style="list-style-type: none"> be knowledgeable about the global economy's impact on the development of both national and regional societies be knowledgeable about the mechanisms of the global economy, including the macroeconomic conditions be knowledgeable about the effects of different economic/political options available <p><i>Skills</i> The student must be able to:</p> <ul style="list-style-type: none"> describe and analyse the most significant macroeconomic factors' effect on market conditions assess various competition and market structures 	



<i>Competencies</i> The student must be able to: <ul style="list-style-type: none"> include socio-economic conditions in analyses and assessments 	
Communication	
- Communication	1
<i>Knowledge</i> The student must: <ul style="list-style-type: none"> be knowledgeable about basic communication theory and models as well as how they are used for concrete communication tasks be knowledgeable about how messages are communicated appropriately, orally as well as in writing 	
- Culture	1
<i>Knowledge</i> The student must: <ul style="list-style-type: none"> be knowledgeable about the concept of culture and cultural elements understand the impact of culture on communication be knowledgeable about hospitality in an intercultural perspective <i>Skills</i> The student must be able to: <ul style="list-style-type: none"> use his or her knowledge of culture in relation to the global service company assess the impact of the student's own cultural background when communicating with people with different cultural backgrounds 	



(!) N-SEM-2-E-17 (Second semester – Cphbusiness Nørrebro)

Updated information coming soon

Please note a new curriculum for the AP Degree in Service, Hospitality and Tourism Management is under development. The new curriculum will be used already from autumn 2017 which means changes will occur in the below semester description.

You can use this description to get an idea about what kind of subjects you are going to study, but please note new subjects might be added or there will be changes in the amount of ECTS per subject.

We will update the semester description as soon as possible.

Subject	ECTS
Leadership and Project Management/Management	3
<i>Knowledge</i> <ul style="list-style-type: none"> • Be knowledgeable about relevant models and methods for setting personal development goals • Be knowledgeable about relevant models for identifying the needs for specific competencies in the service industry • Be knowledgeable about which management conditions apply when a work group is to be put together with the purpose of creating the best possible performance <i>Skills</i> <ul style="list-style-type: none"> • Apply relevant models and methods for identifying competencies • Apply relevant models and methods for setting personal development goals <i>Competence</i> <ul style="list-style-type: none"> • Set personal development goals • Identify competencies in the service industry as well as the student's own competencies 	
Communication and Network	3
<i>Knowledge</i> <ul style="list-style-type: none"> • Understand the importance of business networking in relation to the development of not only employee but also the service company <i>Skills</i> <ul style="list-style-type: none"> • Identify networks relevant to the development of employees and thereby the development of the organization <i>Competence</i> <ul style="list-style-type: none"> • Initiate or take part in relevant networking with the intention of developing his or her own competencies 	
Marketing and Trends	1
<i>Skills</i> <ul style="list-style-type: none"> • Use parameter mix in relation to a company's customer relations <i>Competence</i> <ul style="list-style-type: none"> • Assess the correlation between the company's parameter mix and customer relations • Take part in the creation of a service company's marketing strategy, including the development of a marketing plan 	
Strategy	3
<i>Knowledge</i>	

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<ul style="list-style-type: none"> • Be knowledgeable about the basic strategic concept and tools that influence the service company's choice of strategy <p><i>Competence</i></p> <ul style="list-style-type: none"> • Take part in the development of the service company's strategic plan 	
Service Design	4
<p><i>Knowledge</i></p> <ul style="list-style-type: none"> • Possess knowledge about parameters essential to the establishment of optimum customer relations, including loyalty and quality <p><i>Skills</i></p> <ul style="list-style-type: none"> • Assist in creating value-adding customer relations <p><i>Competence</i></p> <ul style="list-style-type: none"> • Establish lasting relations with customers and put forward suggestions for improvement 	
Methodology	4
<p><i>Knowledge</i></p> <ul style="list-style-type: none"> • Student must have basic knowledge of scientific approaches <p><i>Skills</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • on the basis of different theories have the skills to interpret both qualitative and quantitative data • have the skills to communicate the scientific methods in writing as well as orally • have the skills to communicate issues and solutions <p><i>Competence</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • both individually and in cooperation with fellow students and service companies be able to design investigations, just as the student must be able to collect and analyse information 	
Economics	4
<p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • be knowledgeable about pricing methods • be knowledgeable about the execution of revenue management • be knowledgeable about financial analysis, including the methods used in the service industries • be knowledgeable about different types of budgeting, budget structuring and budget methods <p><i>Skills</i></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> • propose solutions in terms of various types of calculations and simulations, including variable costing, absorption costing, retrograde calculation, total method and the differential calculus method • set up key figures relevant to the service company • draw up budgets relevant to a company and a project <p><i>Competence</i></p> <p>The student must be able to:</p>	



<ul style="list-style-type: none"> critically evaluate different tools for optimization in relation to a company's financial state execute an annotated financial analysis assess a company's financial development and include budgeting in the financial management 	
Specialization	8
<p>Students choose between 4 different streams:</p> <ul style="list-style-type: none"> Events Management & Experience Design, Tourism Management Hospitality Management Retail Management. (During autumn semester 2017 Retail Management is not available in English) 	
TOTAL	30



Bachelor Degree in Financial Management and Services

C-FIB-3-E-17 (Third semester – Cphbusiness City)

Subject	Contents	ECTS
Statistics I	<p>The student is intended to achieve developing based knowledge of scientific work methods, in order to understand the connection between knowledge, method and result.</p> <p>The goal is that the student can use qualitative and quantitative methods in project design, data selection and reports, together with a statistic analyze of financial and economic issues.</p>	5
Economics II (Macro Economics)	<p>In this learning element, the student works with relevant theoretical models, which should be used by the student to describe, analyse and evaluate macro-economic issues.</p> <p>The issues have their starting point in macroeconomic goals, income formation, competitiveness, interest and generation of exchange rates, together with economic politics.</p>	5
International Capital Markets	<p>Throughout this element, the student shall obtain knowledge of the International Capital Market, using theory and methods, and achieve knowledge of the connection between the Macro economic development and the development of the international capital market in general.</p> <p>The student shall work with knowledge about new tools, and tendencies in the international world of finance.</p>	5
Organization	<p>The course “Organization” gives the student knowledge of organizational concepts, methods and tools, in order to use the theory within an organization.</p> <p>The student obtains an understanding of his/hers own placement in the organization and how to participate in a professional cooperation, and contribute to the best possible working environment.</p>	5
International Marketing	<p>The student learns to use marketing theories and tools to analyse company strategies, and hereby learn assessing customers, within the financial sector, in order to contribute to create value for the company.</p>	5
Cultural Understanding	<p>In this learning element the student shall obtain an understanding of organizational and corporate culture challenges, when a company is established in a foreign country (B2B).</p> <p>The student should be prepared to work as a part of an international organization and cooperate with colleagues with other cultural backgrounds.</p>	5

BAK JAN 2017

There are approximately 30 Students in one class. The classes on 3rd semester are running on a daily basis, starting at 08:15 until 16:15. There is a lunchbreak between 12:00 and 12:30. The students' work load is approximately 40 hours per week + mandatory tasks.

A day combines group-work, self-study and teaching by a lecturer. Events can be expected, with several classes on same semester, in an Auditorium plenum. A schedule for the entire semester is available on the Learning Management System, (Moodle) before semester start.

The 3rd semester of the Bachelor Programme in Financial Management and Services, runs only in the Autumn/Fall semester, from 29 August (2017) and ends with exams in January 2018.

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Top-Up Bachelor Degree in Innovation and Entrepreneurship

L-INE-1-E-17 (First semester – Cphbusiness Lyngby)

Specific prerequisites that you must fulfil in order to successfully attend the Bachelor Top-up in Innovation and Entrepreneurship:

- At least 2-3 years (120 ECTS) of undergraduate studies e.g. within the fields of design, finance, graphics, computer science, marketing or service

We only admit exchange students on the first semester, which is in the autumn. Students who consider staying for a full year can continue their studies on the second semester taking place in spring. Cphbusiness reserves the right to reject requests for prolongation, if students' performance during the first semester is not satisfactory.

Subject	Contents	ECTS
Innovation and Development		
Creativity & Innovation	Creative and innovative processes	5
Business Proposition	Windows of opportunities Business proposition	5
Methodology & Research	The relationship between knowledge, methodology and results in the connection with scientific research Qualitative and quantitative methods Investigations and dissemination of knowledge	5
Management and Network		
Project Management & Network	Project management Network management Organization of the company	5
Business Operations		
Practical Business Operations	Business teams Illustration, documentation, prototypes Marketing and sales plans Relational sales IT-systems Basic financials Financial management system	10

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Top-Up Bachelor Degree in International Sales and Marketing Management

(!) S-INS-1-E-17 (First semester – Cphbusiness Søerne)

Updated information coming soon

Please note a new curriculum for the AP Degree in Service, Hospitality and Tourism Management is under development. The new curriculum will be used already from autumn 2017 which means changes will occur in the semester description below.

You can use this description to get an idea about what kind of subjects you are going to study, but please note new subjects might be added or there will be changes in the amount of ECTS per subject.

We will update the semester description as soon as possible.

Specific prerequisites that students must fulfil in order to successfully attend the Bachelor Top-up programme in International Sales and Marketing Management:

At least 2 years (120 ECTS) of undergraduate studies within Marketing, Economics and Management, Organisation, Supply Chain Management and Logistics, including

- Marketing - 20 ECTS
- Management, Organisation, Supply Chain Management, Logistics - 10 ECTS
- Economics - 15 ECTS

Subjects	Course elements*				ECTS per subject
	The Customer as Starting Point	Innovation	Industry and Competition	Methodology	
Marketing					10
Organization					3
Supply Chain Management					3
Economics					4
Law					5
Theory and Methods					5
ECTS per course element	15	5	5	5	30

*Detailed description of the course elements:

Course element	Content	ECTS
The Customer as Starting Point	An analysis of current and potential customers, their strategic situation, needs and wants as a basis for an assessment of a company's total efforts Assessment of a company's business model and competencies Analysis of relations and marketing mix Analysis of effectiveness in a company's supply chain with a view to determining the company's core competencies and ability to satisfy the customers' needs Assessment of choice of geographical positioning of centres of production and know how, including partnerships and outsourcing	15

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	<p>A company's strategic foundation and focus</p> <p>The organisation of the sales department – strategically, tactically and operationally</p> <p>Organisational analysis of the sales team and buy centre in relation to a sales assignment</p> <p>The relation of the sales department to other departments, including business partners</p> <p>Competency analysis</p> <p>The rules for international agreement contracts and international sales of goods and services</p> <p>EU employment law concerning employment contracts and posted employment</p> <p>International conflict management</p> <p>The economic and financial foundation of the sale</p> <p>Activity-based costing</p> <p>Customer profitability, including credit assessment</p>	
Innovation	<p>Analysis of growth basis of businesses</p> <p>Analysis of product and concept development strategies and processes</p> <p>Consequences of innovation for a company's supply chain</p> <p>Assessment of the innovative platform along with a company's innovative processes and incentives</p> <p>International/EU incorporeal law</p> <p>Project management and measurement systems</p>	5
Industry and Competition	<p>Analysis of the increasing complexity of forms of competition</p> <p>Analysis of competitors, clustering, and applications of benchmarking</p> <p>Benchmarking of a company's supply chain</p> <p>Ethics and social responsibility including corporate social responsibility</p> <p>Regulation of competition</p> <p>An analysis and assessment of international economic environment relations</p> <p>Financial and economic benchmarking</p>	5
Theory and Methods	<p>Theory and Methods refers to the specific subject area's considerations of its existence as an academic discipline</p> <p>Illustration of what consequences the choice of scientific paradigms have for choice of method and what it ultimately means for the analysis and assessment of practice</p> <p>A foundation for academic work</p> <p>Research into the central methodological approach within the disciplines of business economics</p> <p>Systematization of the ability of the approach to produce knowledge</p> <p>Understanding and command of the academic challenges encountered in modern society</p>	5



S-INS-2-E-17 (Second semester – Cphbusiness Søerne)

Specific prerequisites that students must fulfil in order to successfully attend the Bachelor Top-up programme in International Sales and Marketing Management:

At least 2 years (120 ECTS) of undergraduate studies within Marketing, Economics and Management, Organisation, Supply Chain Management and Logistics, including

- Marketing - 20 ECTS
- Management, Organisation, Supply Chain Management, Logistics - 10 ECTS
- Economics - 15 ECTS

Subjects	Course elements*				ECTS per subject
	Developing the Sales Base	The Tactical and Operational Sales Performance	Implementation and Follow-Up	Elective	
Marketing					8
Organization					4
Supply Chain Management					4
Economics					4
Elective Subject					10
ECTS per course element	10	5	5	10	30

*Detailed description of the course elements

Course element	Content	ECTS
Developing the Sales Base	Development of international sales strategies Development of CRM strategies from attracting new customers to retaining and developing existing customers. Includes key account management (KAM) and global account management (GAM) Development of sales plans Development of international strategies for a company's supply chain to support sales strategies and plans Adaptation of action parameters Organisational development and innovation management Personal development, including self-leadership and stress management Team building Competence development plans Management of partnerships Strategic behaviour and game theory Economic value added and Weighted Average Costs of Capital (WACC) Forecasting models Implementation power	10



The Tactical and Operational Sales Performance	<ul style="list-style-type: none"> Implementation of sales strategies and sales plans Coordination and cooperation in a company's supply chain Preparation of back-up plans Recruitment and selection of sales personnel Incentive strategies Coaching Conflict management Management of the sales department including stress management Activity-based costing and value-chain optimisation Foreign currency and option theory 	5
Implementation and Follow-up	<ul style="list-style-type: none"> Customer follow-up tools MIS (Marketing Intelligence Systems) CRM software Measuring effectiveness of a company's supply chain Evaluation of the sales department's efforts, including personal, professional, cultural and social competencies Preparation of analysis of employee satisfaction Balanced scorecard Variable analysis with basis in the marketing mix 	5
Elective course element	The student must immerse him/herself in an elective course element and study the element in greater detail. The elective course element is chosen from a list of ideas set by the tutors or a self--selected topic – possibly inspired by one or more external lecturers.	10



Top-Up Bachelor Degree in International Hospitality Management (Cphbusiness Nørrebro)

(!) N-IHA-1-E-17 (first semester – Cphbusiness Nørrebro)

Updated information coming soon

Please note a new curriculum for the Top-Up Bachelor Degree in International Hospitality Management is under development. The new curriculum will be used already from autumn 2017 which means changes will occur in the semester description below.

You can use this description to get an idea about what kind of subjects you are going to study, but please note new subjects might be added or there will be changes in the amount of ECTS per subject.

We will update the semester description as soon as possible.

Specific prerequisites that students must fulfil in order to successfully attend the Bachelor Top-up programme in International Hospitality Management:

At least 2 years (120 ECTS) of undergraduate studies within Hospitality, Marketing, Economics, Organisation and Management, including

- Marketing - 15 ECTS
- Management, Organisation - 15 ECTS
- Economics - 15 ECTS

Subject	ECTS
Economics	15
<p>Content: Includes the following:</p> <ul style="list-style-type: none">• Test of academic level (1 ECTS)• Financial management through key figures and annual report (3 ECTS)• Costs and cost-related pricing (3 ECTS)• Forecasting and revenue management (4 ECTS)• Budget (the 3 budgets) and budget control (4 ECTS) <p>Learning Objectives:</p> <p><i>Knowledge</i></p> <p>The student will be able to demonstrate knowledge of:</p> <ul style="list-style-type: none">• Fundamental accounting principles, how to draw up budgets and accounts for analysis of the corporate key figures• Investment and financing, the more complex issues of budgeting, and the cost structure in the international hospitality context• Establishing a company, including how to obtain a trade license• Various principles for cost analyses (calculations) and their application within the industry• Central concepts of yield and revenue management in the international hospitality context• Mixed costs and (in-)direct costs and methods for the distribution of these <p><i>Skills</i></p> <p>The student will have acquired skills in:</p> <ul style="list-style-type: none">• Developing departmental- and activity budgets and accounts for further analysis• Preparing cost calculations according to recognized methods in the industry and calculations for specific industry key figures• Using different methods for the distribution of mixed and indirect costs• Creating well-founded alternative proposals for investment and financing• Applying the principles of yield and revenue management in order to give input for improving the turnover of the company on both the short and long term	

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- assess internal control systems and motivate relevant solutions

Competencies

The student must have obtained competences in:

- Producing budget proposals and key figures as part of the company's financial management, based on inputs from the company's various departments and activities
- Analysing the company's situation as well as making and assessing various proposals for optimizing its operations

Assessment:

1st semester: Economics Exam

Management

15

Content: Includes the following:

- Organisational structures (2 ECTS)
- HR/Competency Development (3 ECTS)
- Leadership (5 ECTS)
- Personnel law (5 ECTS)

Learning Objectives:

Knowledge

The student will be able to demonstrate knowledge of:

- The role of the various types of organisations and organizational structures in competency development and management.
- The company's objectives and how to control, structure, and organize
- Activities pertaining to the objectives.
- The legal framework of the industry, including individual and collective labour law in an international context.
- The needs of the company for structural and managerial actions in relation to internal and external changes affecting the company.
- The methods and theories used to prevent and manage conflicts between groups of employees and between employees and management
- Work-related stress, work-life balance, and managerial challenges associated herewith
- The company's social, environmental, and economic responsibilities (CSR), including the Law on Work Environment
- Various approaches to change management

Skills

The student will have acquired skills in:

- Evaluating and assessing practical and theoretical methods for identifying the organisation's competence gap on a strategic, departmental, and individual level with the objective of making reasoned decisions.
- Evaluating one's leadership skills on the basis of both theoretical and practical problem statement as well as making a reasoned selection of relevant management styles.
- Acting within the existing framework of personnel law, including being able to make independent assessments of labour-related legal issues and assessing the need for and selecting relevant collaborators.
- Assessing management's role and impact on the service company's work environment and general organizational culture
- Assessing the appropriateness of the service company's structure and its relation to management styles in relation to the company's vision, mission, goals, and values.
- Evaluating and defining a strategy for change in relation to the company's needs
- Recommending methods for the prevention and management of conflicts between groups of employees and between employees and management
- The ability to search for relevant legal sources

Competencies

The student must have obtained competences in:



- Managing complex types of organisations' impact on competency development and one's own management style.
- Independently developing a competency development plan for the organization on a group and individual level in accordance with professional ethics.
- Identifying one's own development needs and developing one's own competences in relation to the company's strategy and one's own area of activity
- Contributing to the development and implementation of organizational change projects
- Managing the company in a way that satisfies the company's CSR-related responsibilities

Assessment:

1st semester: Management Exam

Top-Up Bachelor Degree in Sport Management

(!) L-SPM-1-E-17 (First semester – Cphbusiness Lyngby)

Updated information coming soon

Please note a new curriculum for the Top-Up Bachelor Degree in Sport Management is under development. The new curriculum will be used already from autumn 2017 which means changes will occur in the semester description below.

You can use this description to get an idea about what kind of subjects you are going to study, but please note new subjects might be added or there will be changes in the amount of ECTS per subject.

We will update the semester description as soon as possible.

Specific prerequisites that you must fulfil in order to successfully attend the Bachelor Top-up programme in Sports Management:

At least 2 – 3 years (120 ECTS) of undergraduate studies within the field of Business including:

- Marketing/Strategy - 15 ECTS
- Service Management/Organisation etc. - 20 ECTS
- Business Economics/Financial Management - 15 ECTS
- Event Management/Experience Economy or equivalent - 5 ECTS
- Methodology/Research Methods - 5 ECTS

Subject	Contents	ECTS
Sports Industry	Sports Enterprises and Surrounding World Sports and Health Event and Leisure Industry Importance of Globalization	5
Sports Marketing 1	Consumer Behaviour Sponsorships and Fundraising Event Management Promotion Partnerships	10
Sports and Event Management 1	Strategy Organisation and Management Theories Strategy and Organizational Development	5
Sports Economics 1	Strategic Financial Analysis Sports Economics	5
Methodology and Research in Sports	The relationship between knowledge, methodology and results in the connection with scientific research in sport management. Qualitative and quantitative methods in sports Investigations and dissemination of knowledge	5



Top-Up Bachelor Degree in Web Development

L-WED-1-E-17 (First semester – Cphbusiness Lyngby)

Specific prerequisites that you must fulfil in order to successfully attend the Bachelor Top-up programme in Web Development:

At least 2 – 3 years (min. 120 ECTS) of undergraduate studies within multimedia design, communication, and interaction development including:

- Design and Visualisation - 30 ECTS
- Communication and Presentation - 30 ECTS
- Interaction development - 30 ECTS

Subject	ECTS
Web Development (bridge course): Front-end / Back-end Programming	10
<ul style="list-style-type: none">• Object-oriented web programming• Client servers and network theory• Design and visualisation	
Databases	10
<ul style="list-style-type: none">• Relational databases and their use• Advanced SQL• Publishing databases online• XML	
Interface Design	10
<ul style="list-style-type: none">• Human computer interaction• Design methods and evaluation techniques• Online communication• Information architecture, visual design and layout	

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