

CPHBUSINESS COMPLETE COURSE CATALOGUE

(Semester Descriptions Autumn 2017)

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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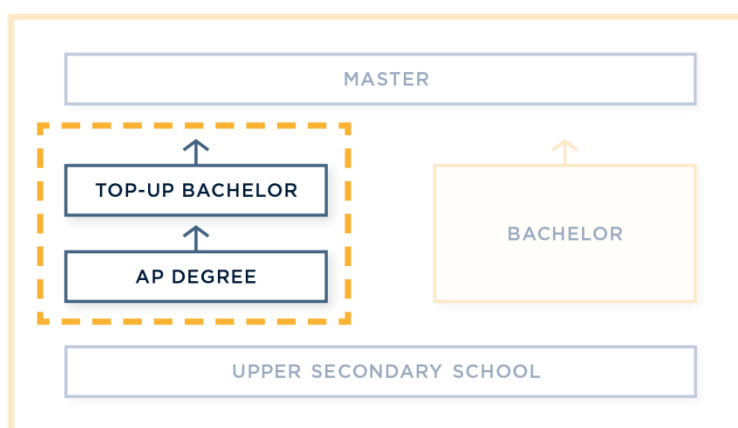
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STRUCTURE OF PROGRAMMES AT CPHBUSINESS

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.



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

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)
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)

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 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)

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

OBS!

There is no exam after the first level. Instead, students' performance will be assessed with the help of obligatory activities, portfolio elements and logbook performance. Students will receive "pass / no pass"

Educational Element	ECTS
<p>Service and Experiences</p> <p>Content: The Services & Experiences subject area includes analyses of the hospitality concept and the understanding of the concept of guests, including customer behaviour in relation to the company's services.</p> <p>Learning objectives:</p> <p><i>Knowledge</i> The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • The practice and development of the service and experience industry • What characterise services and experiences • The development of the demand for experience products • The sustainable financial operation of service and experience companies • The development of the hospitality concept and the understanding of the concept of guests <p><i>Skills</i> The students should be able to:</p> <ul style="list-style-type: none"> • Identify and assess customer satisfaction, customer behaviour and market situation in respect of the company's services and experiences • Apply creative techniques to design, develop, assess, plan and communicate services and experiences • Set up the financial basis for decisions as well as communicate proposed decisions • Use service management as a framework for assessing and communicating practice-related solution models • Use the hospitality concept in practice <p><i>Competencies</i> The students should be able to:</p> <ul style="list-style-type: none"> • Handle new knowledge, skills and competences within services and experiences in an interdisciplinary cooperation as well as structure data collection as a basis for new solutions 	15
<p>Business Understanding</p> <p>Contents: The Business understanding subject area includes an analysis of the company's livelihood. Focus is on the internal and external situation with a view to developing the company's financial operations and creating a holistic understanding of the company's present situation.</p> <p>Learning Objectives:</p> <p><i>Knowledge</i> The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • The service and experience industry's company, organisation, market and competition forms as well as an understanding of the vision, mission, goals and values of companies • The legal matters of importance to the service and experience company <p><i>Skills</i></p>	15

The students should be able to:

- Analyse and assess the company's financial situation as well as set up a total budget for an experience or service company
- Set up and communicate a basis for decisions based on the company's positioning, target groups and micro- and macroeconomic situation

Competencies

The students should be able to:

- Take part in interdisciplinary work on drawing up and assessing the internal and external analysis with a view to the running of the company
- Acquire new knowledge, skills and competences concerning the running of service and experience companies at a tactical and operational level



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

Updated

OBS!

Only the elective subjects will conclude with exams at the end of the semester. The compulsory elements will be assessed during the semester through the obligatory learning activities. Students will receive “pass / no pass”.

Educational Element	ECTS
Elective elements	
Local Elective 1 (Web Creating)	5
<p>Aim: The elective qualifies the student to get an understanding of what is required using digital platforms to communicate with customers. The elective aims to give the students hands on practical knowledge and understanding of the process of producing a website, enabling the student to take part in development, optimization and evaluation of professional webpages.</p> <p>Learning objectives:</p> <ul style="list-style-type: none"> • Gain knowledge about the concepts of computational thinking and computer programming • Gain knowledge about Algorithms • Gain insights into usability testing • Gain insights into Content Management systems (CMS) • Gain insights into SEO/SEM <p>Acquire skills in the fundamentals of:</p> <ul style="list-style-type: none"> • Using relevant programs to create a webpage • Assessing the potential requirement for layout in connection to target group • Performing relevant usability test of webpages • Communicating with web agencies/suppliers <p>Acquire competences to:</p> <ul style="list-style-type: none"> • Handle, design and evaluate a webpage in cooperation with other stakeholders. <p>Take part in decision making in website development processes.</p>	
Local elective 2 (students must choose A or B from below)	10
<p>(A) Event management (10 ECTS). Aim: That the student gains understanding of events practice, with the overall aim to be able to work with others to develop, plan and implement small and medium sized events.</p> <p>Learning objectives: The student should acquire knowledge of:</p> <ul style="list-style-type: none"> • What events are, and the development they have gone through over time. • The different tasks that are involved with the event lifecycle. <p>Skills: The student should acquire skills.</p> <ul style="list-style-type: none"> • to prepare and evaluate the relevance of a concept in relation to, amongst others, the target group and the stakeholders. • to identify and evaluate possible sponsor and fundraising possibilities. • to evaluate whether a given event is economically sustainable. • to evaluate which people and competences are necessary to run the event, inclusive of volunteers. • to evaluate the suitability of different communication channels in the promotion of events. • to use digital planning tools for the development of events. • to evaluate the practical risks and legal aspects involved with events. Competences • The students should acquire competences to: 	

- Participate in operational, tactical and strategic tasks in developing, planning and implementing small and medium sized sustainable events.

(B) Data Driven Service Innovation (10 ECTS)

Aim:

The elective focuses on getting the student to understand and apply new technologies and innovative design processes for the development and implementation of service concepts.

The student will gain understanding of, and will participate in, the development of practical business concepts, where the focus is on the interplay between the customer, social networks, new and future technologies, together with different business models.

The students should acquire knowledge about:

- Use of new technologies and data in creative and innovative processes.
- Exponential product and business processes.
- Trends within social media communication. The students should acquire skills
- To analyse service and experience products, and processes based on their technology driven innovation potential.
- To develop content in service and experience products with a starting point in future business models.
- To use relevant tools, especially with a focus on social media, in the service company's communication.
- To analyse business models in a marketplace driven by exponential developments. The students should acquire competences to:

To work with design processes for the design of concepts and delivery of service and experience products.

Compulsory elements

Service and Experiences

5

Content:

The Services & Experiences subject area includes analyses of the hospitality concept and the understanding of the concept of guests, including customer behaviour in relation to the company's services.

Learning objectives:

Knowledge

The students should have acquired knowledge of:

- The practice and development of the service and experience industry
- What characterise services and experiences
- The development of the demand for experience products
- The sustainable financial operation of service and experience companies
- The development of the hospitality concept and the understanding of the concept of guests

Skills

The students should be able to:

- Identify and assess customer satisfaction, customer behaviour and market situation in respect of the company's services and experiences
- Apply creative techniques to design, develop, assess, plan and communicate services and experiences
- Set up the financial basis for decisions as well as communicate proposed decisions
- Use service management as a framework for assessing and communicating practice-related solution models
- Use the hospitality concept in practice

Competencies

The students should be able to:

Handle new knowledge, skills and competences within services and experiences in an interdisciplinary cooperation as well as structure data collection as a basis for new solutions

Cooperation and Relations

10

Content:

The Cooperation & Relations subject area includes communication and management forms in an intercultural perspective, with focus on the interaction with the guest and the employee. Focus is on analysis and data material as the basis of developing internal and external communication in a national and international perspective.

Learning objectives:

Knowledge

The students should have acquired knowledge of:

- Management within service and experience industries
- The applied practice concerning intercultural interaction and communication with the national as well as the international guest, customer, employee, volunteer, etc.
- Recruitment, employment, retention and dismissal of employees and volunteers

Skills

The students should be able to:

- Build up a personal and professional network with a view to strengthening relations with the labour market
- Identify and assess managerial issues and set up suggested solutions
- Develop internal and external communication, digitally, in writing and orally to guests, customers, colleagues and business partners
- Apply knowledge of intercultural aspects in relations with the company's internal and external partners and stakeholders

Competencies

The students should be able to:

- Take part in interdisciplinary cooperation with internal and external partners and stakeholders in an international environment
- Take part in the development of the professional communication

Acquire new knowledge, skills and competences concerning management and communication within the service and experience industry at a tactical and operational level



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

Updated

The second level will conclude with two exams:

- The first year exam, covering “Cooperation and Relations” graded according to the 7-point grading scale
- Elective exam 1 (see details below)

Subject	ECTS
Cooperation and Relations Content: The Cooperation & Relations subject area includes communication and management forms in an intercultural perspective, with focus on the interaction with the guest and the employee. Focus is on analysis and data material as the basis of developing internal and external communication in a national and international perspective. Learning objectives: <i>Knowledge</i> The students should have acquired knowledge of: <ul style="list-style-type: none"> • Management within service and experience industries • The applied practice concerning intercultural interaction and communication with the national as well as the international guest, customer, employee, volunteer, etc. • Recruitment, employment, retention and dismissal of employees and volunteers <i>Skills</i> The students should be able to: <ul style="list-style-type: none"> • Build up a personal and professional network with a view to strengthening relations with the labour market • Identify and assess managerial issues and set up suggested solutions • Develop internal and external communication, digitally, in writing and orally to guests, customers, colleagues and business partners • Apply knowledge of intercultural aspects in relations with the company's internal and external partners and stakeholders <i>Competencies</i> The students should be able to: <ul style="list-style-type: none"> • Take part in interdisciplinary cooperation with internal and external partners and stakeholders in an international environment • Take part in the development of the professional communication • Acquire new knowledge, skills and competences concerning management and communication within the service and experience industry at a tactical and operational level 	15
Elective Educational Element A	10
Please see descriptions in the table below.	
Elective Educational Element B	5
Please see descriptions in the table below.	

Elective Educational Element A (students must choose one of the below)	
Assessment: Individual assessment. One single grade is given according to the 7- point grading scale. The exam will test Elective educational element A & B (15 ECTS in total).	
Hotel and Restaurant Management	10
Content: Understanding of the hotel and restaurant industry's practice with the guest in focus, including an understanding of the individual hotel and restaurant company's role in the industry Learning objectives <i>Knowledge</i> <ul style="list-style-type: none"> • The students should have acquired knowledge of: • The practice and development of the hotel and restaurant industry, including ownership structures • The organisation and operation of the hotel as well as the interaction between the different 	

<p>internal and external business partners</p> <ul style="list-style-type: none"> • The characteristics of hotel and restaurant services, including international and Danish concepts • International and Danish classification systems within the hotel and restaurant industry <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Apply the hotel and restaurant industry's professional financial terminology • Set up and select options for menu plans along with calculations • Apply the industry's average numbers and key figures to set up and simulate options • Identify and apply the hotel and restaurant industry's distribution channels • Assess digital possibilities and suggest a solution within digital marketing • Identify critical control areas in production and set up plans for self- monitoring <p><i>Competences</i> The students should be able to:</p> <ul style="list-style-type: none"> • Identify and take part in developing and changing processes and deliveries with respect to the service concept • Take part in pricing the services of the hotel and restaurant 	
<p>Tourism Management</p> <p>Content: Understanding of the practice of tourism with the destination as the central component, including an understanding of the individual tourism company's role in the tourism system</p> <p>Learning objectives</p> <p><i>Knowledge</i> The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • The practice, development and strategy of tourism in the public – private interaction • What characterise tourism products • Tourism supply and demand – Incoming & Outgoing <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Collect and process data with a view to preparing a destination analysis • Identify the tourism distribution and marketing channels • Turn strategy into practice, involving relevant business partners <p><i>Competences</i> The students should be able to:</p> <ul style="list-style-type: none"> • Take part in planning and developing destinations, including a destination analysis • Take part in planning and developing new and existing tourism products • Use the tourism distribution and marketing channels 	10
<p>Event Management</p> <p>Content: The student is to acquire an understanding of the practice of the event with the overall aim of being able – in cooperation with others – to handle the development, planning, and implementation of small and medium-sized events</p> <p>Learning objectives</p> <p><i>Knowledge</i> The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> • What events are and what development they have undergone • What tasks are connected with the life cycle of events <p><i>Skills:</i> The students should be able to:</p> <ul style="list-style-type: none"> • Draw up and assess the suitability of a concept with respect to target group and stakeholders • Identify and assess potential sponsorships and fundraising options • Assess whether the event is financially sustainable • Assess which persons and competences are required to run the event, including volunteers • Assess the suitability of different communication channels for the promotion of events • Apply digital planning tools to develop of events • Assess practice-related risks and legal aspects <p><i>Competences</i> The students should be able to</p> <ul style="list-style-type: none"> • Take part in the operational, tactical, and strategic tasks in developing, planning, and implementing sustainable small and medium-sized events 	10

Elective Educational Element B (students must choose one of the below)

Assessment: Individual assessment. One single grade is given according to the 7- point grading scale. The exam will test Elective educational element A & B.	
Study Trip (to another country than Denmark)	5
Objectives: <i>Knowledge:</i> <ul style="list-style-type: none"> The graduate will gain knowledge of culture, that will result in the ability to participate in different interactions with people from other cultures. The development in the service industry in an international context <i>Skills:</i> The graduate will be able to: <ul style="list-style-type: none"> Cooperate with companies / other students / teachers in an international context Perform in professional situations in English. Acquire new knowledge and skills and use these in "real-life situations". <i>Competencies</i> The graduate will be able to: <ul style="list-style-type: none"> Use tools from the education and the study trip to produce solutions to practical problems within the service industry in an international context. 	
Trend Forecasting	5
The purpose of Trend Forecasting is for the student to be able to work with trends in different industries (restaurants, retail, tourism and others) and in different categories (physical products, services, and experiences) Learning objectives <i>Knowledge</i> The graduate will <ul style="list-style-type: none"> Have knowledge about the historical development of trend research Be able to understand the trend process Have knowledge about trend forecasting techniques <i>Skills</i> <ul style="list-style-type: none"> The graduate will Be able to apply trend forecasting techniques Be able to evaluate a trend's place in the trend cycle <i>Competence</i> The graduate will <ul style="list-style-type: none"> Be able to take part in innovation processes using trend forecasting techniques 	
Sales within Service	5
Content: The purpose of Sales within Service is to create an understanding of sales in practice with the customer as a focal point, including an understanding of sales phases and negotiation for sales purposes in the industry's areas. Learning objectives <i>Knowledge</i> <ul style="list-style-type: none"> The graduate will gain knowledge about: Basic sales and sales structures within the service industry Sales Management in the service industry The various phases of sale Sales in intercultural contexts <i>Skills</i> The graduate will be able to: <ul style="list-style-type: none"> Apply basic sales tools Set up and choose options for specific sales situations Apply the industry's key figures to set goals Prepare a sales meeting <i>Competencies</i> The graduate will be able to: <ul style="list-style-type: none"> Prepare and participate in sales meetings in all sales phases of small and medium-sized sales. Analyse, evaluate and come up with solutions for specific sales issues in the service sector Participate in the planning and conducting outreach sales meetings and telephone sales 	
IT Project Management	5

<p>Content: IT Project Management will focus on different project management systems in relation to service industry, and how these may be helpful for service companies and organizations.</p> <p>Learning objectives</p> <p><i>Knowledge</i> The graduate will possess knowledge of:</p> <ul style="list-style-type: none"> • Different principles of project management systems and how this can be used in the service industry. • Different IT tools and their application for service organizations. <p><i>Skills</i> The graduate will be able to:</p> <ul style="list-style-type: none"> • Apply different principles of project management to a specific service company • Apply IT tools in project management • Communicate an IT based project plan to relevant stakeholders <p><i>Competencies</i> The graduate will be able to:</p> <ul style="list-style-type: none"> • In collaboration with others undertake and perform job tasks and roles in a project • In a structured manner, to obtain new knowledge, skill and competences in relation to IT project management tools. 	
<p>Hotel Wellness and Spa</p> <p>Content: The purpose of this elective is for the students to develop knowledge, skills and competencies of wellness & spa operations within hotels.</p> <p>Learning objectives</p> <p><i>Knowledge</i> The graduate will:</p> <ul style="list-style-type: none"> • Be knowledgeable of recent trends and developments of the wellness & spa industry • Understand the role of facility management in the design of wellness & spa outlets • Be knowledgeable of the different services offered by wellness & spa facilities <p><i>Skills</i> The graduate will:</p> <ul style="list-style-type: none"> • Apply experience economy within wellness & spa operations • Evaluate the role that other departments play in wellness & spa management • Be able to communicate how co-branding can create lasting relationships with wellness & spa suppliers • Evaluate the opportunity costs connected to wellness & spa outlets within the hospitality industry <p><i>Competencies</i></p> <ul style="list-style-type: none"> • The graduate will obtain new knowledge in relation to designing and developing successful wellness & spa packages and experiences 	5



Bachelor Degree in Financial Management and Services

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

Subject	Contents	ECTS
Statistics I	The student is intended to achieve developing based knowledge of scientific work methods, in order to understand the connection between knowledge, method and result. 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.	5
Economics II (Macro Economics)	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. The issues have their starting point in macroeconomic goals, income formation, competitiveness, interest and generation of exchange rates, together with economic politics.	5
International Capital Markets	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. The student shall work with knowledge about new tools, and tendencies in the international world of finance.	5
Organization	The course "Organization" gives the student knowledge of organizational concepts, methods and tools, in order to use the theory within an organization. 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.	5
International Marketing	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.	5
Cultural Understanding	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). The student should be prepared to work as a part of an international organization and cooperate with colleagues with other cultural backgrounds.	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.



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



Top-Up Bachelor Degree in International Sales and Marketing

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

Updated

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

	International Marketing and Sales	Organisation, Management, Supply Chain	Economics	Law	Methodology	Total
Theme 1: The Company's Strategic Basis (Business Model) (10 ECTS)	2,5	2,0	2,0	1,0	2,5	10
Theme 2: The Customer as the Starting Point (20 ECTS)	9,0	3,5	3,0	3,0	1,5	20
Total	11,5	5,5	5	4	4	30

Description of the course areas

Course element contents:	ECTS
The Company's Strategic Basis (Business Model)	10
<p>Content:</p> <p>The subject element includes strategic analyses of companies, including strategic directions and business models for B2C, B2B and B2G, and analyses of the company's resources and competencies, including in relation to the company's innovative platform, processes and driving forces. The analyses also incorporate the company's economic and financial foundation, cost perceptions, capacity utilisation and product mix optimisation.</p> <p>The subject element covers an understanding of the supply chain/SCM and the geographical location of production and competence centres, including choices for distribution channels, partnerships and outsourcing. The subject element also covers various legal aspects, including sources of law, international private law, types of conflict resolution and distribution forms.</p> <p>The subject element also includes a review of the scientific theory paradigms and perspectives on knowledge, insight and knowledge recognition.</p> <p>Learning objectives:</p> <p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> • Have knowledge of different types of business models and of models and theories used to understand a company's strategic base • Have knowledge about different strategic directions related to the concept of innovation • Have knowledge of disruption as a concept and development direction • Have knowledge and understanding of relevant theories and models to analyse the company's strategic platform, including resources and competences • Have knowledge and understanding of theories about the company's innovative platform, creative processes and management • Have knowledge of the elements of a company's supply chain (both functional and innovative products) • Have knowledge of theories and models to assess insourcing and outsourcing • Have knowledge and understanding of relevant economic models and theories in relation to the business model • Have knowledge of localization analysis and distribution strategy (both digital and physical – omni-channel) • Have knowledge and understanding of relevant economic models in relation to business models • Have knowledge of important perspectives on knowledge, insight and cognition • Have knowledge and understanding of key paradigm shifts in business economics • Have a solid understanding of what knowledge is in a sociological sense and be aware of the role of 	

- knowledge in a business economics perspective
- Have a basic knowledge of major theoretical issues and schools within a social science perspective and particularly in the core areas of marketing, organisation/management and economics
- Have knowledge of international sources of law and their mutual relations as well as relations with national legal sources
- Have knowledge of international dispute resolution

Skills

The student must:

- Be able to apply and discuss the different strategic directions
- Be able to use disruption and innovation to challenge a company's existing business model
- Be able to analyse and evaluate the company's strategic and innovative platform and development opportunities
- Be able to assess the impact of a company's site selection and form of distribution/channel
- Be able to assess the consequences of the choice of external partners
- Be able to assess the company's economic and financial base using relevant indicators
- Be able to carry out an economic analysis, assessment and prioritisation of product mixes in different cost models
- Be able to critically apply empirical-analytical theory and discuss what knowledge is, how it is generated and how it interacts with practice
- Be able to communicate theoretical issues and consequences to peers
- Be able to assess theoretical and practical issues in relation to the philosophy of science
- Be able to apply rules of applicable law and jurisdiction in international sales and assess the consequences of the choices made
- Be able to apply the rules of the different distribution forms in an analysis and assessment of the choice of distribution form

Competencies

The student can:

- Independently participate in interdisciplinary cooperation in order to assess a company's strategic position
- Make recommendations for the optimization of a company's business model
- Work with innovation in all phases of the business model
- Participate in the multidisciplinary development of a company's innovative foundation
- Identify elements of value creation in the supply chain
- Develop economic decision making options related to corporate strategy, business cases, cost and price structure
- Discuss different epistemological paradigms
- Discuss hypotheses in relation to different epistemological paradigms
- Discuss the consequences of the epistemological choice

The Customer as the Starting Point

20

Content:

The subject element covers analyses of current and potential customers, including their strategic situation, needs and wishes. These analyses provide the basis for developing the company's strategies and market offerings for existing and potential customers. In this connection, the element covers work on the development and retention of the customer base through relationship strategies.

The subject element also covers analyses of the company's sales organisation in relation to the sales team and purchase centre, including relations to other corporate functions and business partners. It also covers work with international strategies for the company's supply chain and logistic support for sales, and the integration of various sales channels – omni-channel, digital and physical. Strategies are based on an analysis of the company's financial situation, including product and customer mix, economic customer life cycle analyses and the legal context, including international purchasing and contract law, transport law and public procurement law.

The subject element's analyses and strategies are based on the students' ability to combine commercial theory with methodology in scientific projects.

Learning objectives:

Knowledge

The student must:

- Have knowledge and understanding of relevant theories and models to analyse a company's competencies, customer base and development of a customer portfolio including profitability reports
- Have knowledge and understanding of the company's market opportunities and possible marketing strategies
- Have knowledge of general strategic approaches and models in structuring and organising sales
- Have knowledge and understanding of implementability and its relationship to other departments and partners, including competence assessment and communication structure

- Understand important implications for the company's logistics and supply chain of internationalization and innovative projects
- Be able to understand the theoretical tools in relation to the company's supply chain for the development of international sales bases – strategic, tactical and operational
- Have knowledge and understanding of tools and methods for the assessment of customer and product portfolios in relation to profitability, as well as alternative methods for profitability calculations
- Have gained an understanding of the application of methodology in project and report writing following the principles of scholarly work
- Have knowledge about how to collect, interpret and analyse data
- Have knowledge of the general principles of EU procurement rules for sales to public authorities

Skills

The student must:

- Be able to analyse and evaluate both the overall customer base and the individual customers in relation to the company's value proposition using methods and tools for analysing customer behaviour, including the use of big data and profitability reports
- Be able to carry out an assessment of customers profitability and future earnings potential and evaluate the relevance of a resource-based approach or a market approach
- Be able to develop the company's marketing strategies
- Starting from the customer, be able to analyse and assess the organization of the sale, including relationships with other business functions
- Be able to analyse and assess skill needs in the sales function in relation to customer requirements
- Be able to analyse and assess an internationally focused company's choice of supply chain with the involvement of relevant theory in the field
- Be able to analyse and organize the company's supply chain in relation to the sales organization and development of partnerships with a focus on ensuring customer satisfaction and quality of experience
- Be able to apply relevant models for the development of solutions for the company's supply chain in innovative projects
- Be able to evaluate and use methods and tools for the company's supply chain to support the tactical and operational sales
- Be able to calculate and assess the profitability of alternative cost allocation methods: Activity-Based Costing and traditional standard cost
- Be able to identify relevant total life cycle costs (TLCC)
- Be able to reflect on and engage in discussion about business financial perspectives in scientific contexts
- Be able to develop problem analysis and perform problem definition and put forward problems and hypotheses
- Be able to assess and select ideal survey forms for a given issue and compare critically to the survey forms used in practice
- Have knowledge of the transportation contract in maritime and road transport, with particular emphasis on carrier liability

Competencies

The student can:

- Independently participate in multidisciplinary teams in relation to the company's marketing intelligence, with customers as a starting point
- Select relevant data for analysis of the company's customer care and customer development structure
- Enter into a discussion about the company's ability to match the sales function to customer expectations
- Identify challenges in the company's supply chain in innovative projects
- Ensure the involvement of the company's supply chain in developing the sales strategy
- Prepare a reasoned decision presentation on the basis of alternative cost allocation models
- Evaluate a customer profitability portfolio and expected future earnings potential
- Critically assess opportunities and constraints related to quantitative and qualitative data
- Collect, process and interpret quantitative and qualitative data and relate it critically to existing or new data material, including knowledge of measurement scales and being able to judge the relevance, timeliness, validity, reliability and generalizability
- Prepare scientific reports and projects, including disseminating findings and solutions etc. in a clear and easily readable report containing a clear problem definition, methodology considerations and an evaluation of findings and prerequisites, reliability and validity
- Independently participate in professional and interdisciplinary cooperation on the conclusion of international sales agreements, with special emphasis on: CISG (International contracts and the international sale); Terms and conditions; INCOTERMS
- Securing the purchase price



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

The Tactical and Operational Sales Performance	<p>Implementation of sales strategies and sales plans</p> <p>Coordination and cooperation in a company's supply chain</p> <p>Preparation of back-up plans</p> <p>Recruitment and selection of sales personnel</p> <p>Incentive strategies</p> <p>Coaching</p> <p>Conflict management</p> <p>Management of the sales department including stress management</p> <p>Activity-based costing and value-chain optimisation</p> <p>Foreign currency and option theory</p>	5
Implementation and Follow-up	<p>Customer follow-up tools</p> <p>MIS (Marketing Intelligence Systems)</p> <p>CRM software</p> <p>Measuring effectiveness of a company's supply chain</p> <p>Evaluation of the sales department's efforts, including personal, professional, cultural and social competencies</p> <p>Preparation of analysis of employee satisfaction</p> <p>Balanced scorecard</p> <p>Variable analysis with basis in the marketing mix</p>	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

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
Management	15
<p>Content:</p> <ul style="list-style-type: none"> • Organisational structures (2 ECTS) • HR/Competency Development (3 ECTS) • Leadership (5 ECTS) • Personnel law (5 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"> • 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 <p><i>Skills</i></p> <p>The student will have acquired skills in:</p> <ul style="list-style-type: none"> • 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 own leadership 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 <p><i>Competencies</i></p> <p>The student must have obtained competences in:</p>	

- 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

Cultural Awareness and Customer Relations

10

Content:

- The concept of culture and the hospitality industry (2 ECTS)
- Guest/customer behaviour (3 ECTS)
- Organizational culture (3 ECTS)
- Negotiation techniques (2 ECTS)

Learning Objectives:

Knowledge

The student will be able to demonstrate knowledge of:

- How the organisational context is manifested in practice in the hospitality industry. This will include specific company culture, professional culture, functional culture, and departmental culture
- Concepts, theories, and models for cultural understanding and their application within the hospitality industry
- Communication techniques used with guests, customers, suppliers, stakeholders, etc.

The student will have acquired skills in:

- Applying the knowledge of culture in comparative studies of national cultures
- Applying and assessing cultural models and concepts as well as ideas for management and development within a hospitality company or organisation
- Applying and assessing rhetorical patterns as well as verbal and non-verbal communication

Competencies

The student must have obtained competences in:

- The ability to act ethically in an intercultural hospitality environment
- The ability to carry out and apply relevant cultural analyses in the hospitality industry
- Communicating and negotiating with internal and external stakeholders, companies and organisations across cultures
- The ability to perform hostmanship in a host-guest interaction setting

Assessment:

1st semester: Cultural Awareness and Customer Relations Exam

Theory of Science and Methodology

5

Knowledge

The student will be able to demonstrate knowledge of:

- Important perspectives on knowledge and insight
- What knowledge is in a social science context
- Fundamental schools and problem areas within theory of science, in a social scientific perspective
- Methodological approaches that support the generation of knowledge
- Being able to reflect upon central paradigms in a social science context
- Reflecting upon the IHM industry's application of theory and method

Skills

The student will have acquired skills in:

- Being critical of empirical studies, including being able to discuss what knowledge is, how it is generated and how it connects to practice
- Reflecting on, and taking part in a discussion on the generation of knowledge
- Working on problem areas within theory of science and methodology, and integrate the understanding of

- science and methodology with academic professionalism in project writing
- being critical of presented data material, including an understanding of different scales of measurements, the ability to evaluate the relevance, actuality, validity, reliability of data and the data's ability to be used to generalize
- the ability to prepare a problem analysis and problem delimitation. As well as a preparation of a problem formulation and possible hypothesis
- hypothesis, as well as making considerations about methods and substantiating choice of working methods

Competences

The student must have obtained competences in:

- Using scientific and methodological approaches in the research and solving of a practical problem
- Producing scientifically based reports and projects as well as communication of research results and suggestions in a clear and easy to read report. A report that consists of a problem formulation, methodological considerations and an assessment of the reliability and validity of the results and preconditions
- Be part of an interdisciplinary cooperation about the development of a study based on scientific principles, including an assessment of different methods' pros and cons



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Top-Up Bachelor Degree in Sport Management

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

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	

