Welcome to
Copenhagen Business Academy

Did you know that...

• The Danish higher educational system ranks among the top 3 in the world in 2020.

• 9 out of 10 expats in Denmark are happy with their life in Denmark.

• Danes are among the top 5 best non-native English-speakers in the world.

• Denmark is one of the 5 most peaceful countries in the world.

• Denmark ranks as the 2nd happiest nation in 2020.
Why choose Cphbusiness?

All programmes include an internship
For many Cphbusiness graduates the internship is a stepping stone to their first job.

You will learn skills that employers look for
Companies, trade bodies and other organisations are closely involved in the development of our study programmes.

Because of the way you will learn
Cphbusiness differs from a traditional university in its unique combination of academic theory and practical application. You will learn how to use academic theory to solve real-life challenges that businesses and organisations face.

You write your final project in collaboration with a company.

Dialogue-based lectures
We have approx. 35 students per class, and many learning activities take place in smaller groups. Open debate and problem-based learning methods will encourage you to express yourself to pursue experiments and collaborate with others.

You will have a close dialogue with your lecturers and get to know them by their first name.

Location
Copenhagen is the capital of Denmark - and the home of many international companies. You have great chances of finding:
- A part-time job (also before you learn Danish)
- A relevant internship
- An interesting job upon graduation

Cphbusiness prepares you for the job market.
You will learn how to apply academic theory in practice.

650+ international students with more than 50 nationalities attend Cphbusiness.

Location
in Denmark
What is an AP degree?
An Academy Profession (AP) degree programme is a two-year higher education programme that combines theoretical studies with a practice-oriented approach and includes a mandatory internship. AP degree programmes are offered by business academies and university colleges in Denmark.

Recognition
Cphbusiness is accredited under the Danish accreditation legislation for higher education, and all of our degrees can be used as accreditation for further studies. Please note that additional subjects may be required, if you want to study further. It is your responsibility to look into the requirements of the university you wish to apply to.

The European Credit Transfer System (ECTS) ensures easy recognition within other European educational institutions.

The English-taught AP degree programmes offered at Cphbusiness take two years of full-time studies and correspond to 120 ECTS points.
AP Degree in Service, Hospitality and Tourism Management

Would you like to work with people? And do you want to work as an event coordinator, travel consultant or guest relations or conference manager? Then the AP Degree in Service, Hospitality and Tourism Management is the right choice for you.

In this programme you learn how to stage memorable experiences. Upon your graduation you can create, plan, coordinate and deliver professional services in an existing company or in a startup company.

Read more about the programme: cphbusiness.dk/english/service-hospitality-and-tourism-management

Outcome
When you graduate from Cphbusiness you will possess business skills, such as a digital and international mindset. You will have learned to cooperate and contribute as a part of a team, and you will have gained the ability to think innovatively and critically. These business skills will enable you to succeed in your future career.

Further studies
If you wish to continue your studies you can apply for Cphbusiness’ Top-up Bachelor’s degree programmes in Innovation and Entrepreneurship, International Hospitality Management or Sport Management. You can also apply to a university abroad.

Please note
Cphbusiness is a business academy that offers career-oriented degrees. Our focus is to educate you for the Danish labour market rather than for further studies in Denmark. Our Top-up Bachelor’s degree programmes receive more applications each year than we can enrol. Therefore, an AP degree does not grant you automatic admission to a Bachelor’s degree. Some universities may choose to grant you credit equal to two years of university studies. Others might require that you supplement your AP degree with additional subjects before enrolling you into the third year of a Bachelor’s degree.

It is your responsibility to look into the requirements of the university you wish to apply to.

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It is your responsibility to look into the requirements of the university you wish to apply to.
Do you dream of a career in marketing and sales? Then apply for an AP Degree in Marketing Management.

You will learn how to analyse, plan and implement domestic and international marketing activities in the trade, production and service industries. The programme also provides you with a good basis for starting your own company.

Read more about the programme: cphbusiness.dk/english/marketing-management

Outcome

When you graduate from Cphbusiness you will possess business skills, such as a digital and international mindset.

You will have learned to cooperate and contribute as a part of a team, and you will have gained the ability to think innovatively and critically. These business skills will enable you to succeed in your future career.

AP Degree in Marketing Management

Marketing Management graduates from Cphbusiness earn €3150 on average per month in their first job in Denmark*.

Further studies

If you wish to continue your studies you can apply for Cphbusiness’ Top-up Bachelor’s degree programmes in Innovation and Entrepreneurship, International Hospitality Management, International Sales and Marketing or Sport Management. You can also apply to a university abroad.

Please note

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Content

1st year
- Business Understanding
- Market Understanding
- Market Research
- The Marketing Plan - Strategy and Tactics
- The Marketing Plan - Implementation

2nd year
- Internationalisation
- Electives
- Internship
- Final Examination Project

Duration 2 years (4 semesters)
ECTS 120
Level AP degree

Marketing Management graduates from Cphbusiness earn €3150 on average per month in their first job in Denmark*.

Overview

Business Manager
- Senior Business Security Consultant
- Commercial Assistant
- Customer Service Agent
- CEO
- Marketing Manager
- Consultant
- Influencer
- Marketing Assistant

Account Manager
- Marketing and Sales Coordinator
- Customer Service Advisor

Sales Consultant
- Team Coordinator
- Purchase Trainer
- Freelancer

Marketing Coordinator
- Project Worker
- Campaign Specialist
- Senior Project Manager
- Junior Project Manager
- Project Worker
- Space and Floor Planning Consultant
- Sales and Customer Service Specialist
- Sales Representative
- Key Account Consultant
- Content Manager
- Freelance Copywriter
- Customer Service Advisor

Examples of job titles graduates have one year after graduation

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It is your responsibility to look into the requirements of the university you wish to apply to.

*Ruddannelseszoom.dk
Top-up Bachelor’s degrees

Cphbusiness offers five Top-up Bachelor’s degree programmes taught in English. You can apply for admission after finishing your AP degree programme or a similar programme with at least the same amount of ECTS points.

The programmes last an additional 1½ years (90 ECTS) and lead to a Bachelor’s degree. Read more about the programmes at cphbusiness.dk/english/study-programmes/top-up-bachelors-degree

Support

From idea to business
If you are eager to start your own business, the Cphbusiness Incubator is the place for you to go. At the incubator, we nurture student start-ups and help our dedicated student entrepreneurs scale up their company and connect with other businesses and funding partners. The incubator is located at Cphbusiness Søerne and Cphbusiness Lyngby.

Cphbusiness Alumni
Our alumni network provides our graduates and students with inspiration and tools for personal and career development through a wide range of offers and events.

Study and career guidance
Our student counsellors will assist you if you encounter any challenges during your studies or if you need someone to talk to about your future career aspirations. Each semester we arrange a welcome event for new international students and support is offered to help you get settled in Denmark.

Please note
Cphbusiness is a business academy that offers career-oriented degrees.

Our focus is to educate you for the Danish labour market rather than for further studies in Denmark.

Our Top-up Bachelor’s degrees receive more applications each year than we can enrol.

Therefore, an AP degree does not grant you automatic admission to a Top-up Bachelor’s degree programme.

English-taught study programmes at Cphbusiness. Copenhagen and Lyngby refer to the campus location.
Teaching methodology and exams, assessments and feedback

Study activities
We believe that the best way to learn is by working with academic theory in practice. Therefore, our learning activities are less focused on traditional teaching and to a greater extent built around activities, where you play an active role. You will have co-responsibility for and influence on your own learning.

Teaching at Cphbusiness
Each semester is divided into a number of flows. A flow typically lasts three to five weeks. Each flow is centred around a theme and will often include a project that is relevant to and can be used by a company. By the end of each flow, students are expected to have acquired new business skills. Feedback is an integrated part of each flow. You can expect that some learning activities within a flow will take place online. Besides traditional teaching, the study activities will include project work, cases and assignments. You will solve tasks with your fellow students and your lecturers will be your counsellors.

Exams
You need to pass at least one exam each semester. Most exams are interdisciplinary, which means they test your ability to combine knowledge from various subjects into one solution of value to a company. An examination can take many forms - it can be based on a project, a case, a report or a portfolio. You must take it individually or as a part of a group. Often you will have to make a presentation for a group of students and/or an internal lecturer and sometimes in front of an external evaluator.

What we expect of you
We believe that active participation in the study activities will prepare you for the future job market. Therefore, we expect that you:

▪ Participate in both online and offline study activities with lecturers, in study groups, and that you set aside time for individual preparation.
▪ Participate in a mix of project work, workshops, digital learning activities and traditional teaching.
▪ Want to learn in groups along with your fellow students with diverse backgrounds.
▪ Work full-time with your studies - approx. 40 hours per week.
▪ Want to challenge your intercultural and linguistic skills.

Internship
Prior to my start at Cphbusiness I thought it was enough to gain competencies in the hospitality industry through work experience. My time at Cphbusiness has changed the way I think and act at work. Through many group projects with companies I have widened my mindset, and I feel, I have become a professional, who is always ready to perform even in tough situations in order to get the best result.

I did my internship at the Michelin restaurant Geranium. The internship is an opportunity to step out of your comfort zone and impress a future employer. The internship is also an experience which helps you really understand what you have learned at Cphbusiness.

Personally, I felt that the internship was the right moment for me to test my newly acquired skills.

Andrea Breschi
24 years old, Italy

Study programme Service, Hospitality and Tourism Management
Internship company Geranium
Student life

Copenhagen is the home of some of the major educational institutions in Denmark, including four universities.

This means you will become part of a vibrant international student community in Copenhagen with many opportunities for involvement in communities and associations.

At Cphbusiness you can join our student organisation Cphbusiness Students. Each year volunteers from Cphbusiness Students arrange a wide variety of events - both of an academic and social nature.

Living expenses and earnings

Tuition fees
There are no tuition fees for students from Denmark, the Nordic and the EU/EEA countries. All other students can find information about tuition fees at our website cphbusiness.dk/english.

Mandatory study books
Up to € 700 per year depending on the study programme.

Savings
Cphbusiness advises you to bring a minimum of € 6500 to set up your new life in Denmark.

Public transportation
Student price is € 53 - 81 per month depending on distance.

Rent
Private accommodation € 535 - 875 per month.

Private accommodation deposit
€ 535 - 2625.

Hourly wage
€ 15 - 18 per hour.

Personal expenses
Food and social activities € 310 - 360 per month.
Campus **Cphbusiness Nørrebro**

Blågårdsgade 23B  
DK-2200 Copenhagen N  
Tel: (+45) 36 15 45 05  
Email: noerrebro@cphbusiness.dk

Cphbusiness Nørrebro houses our study programmes in the field of Service and Experience. The campus is situated in an old factory building.

The interior is bright, modern and functional, and the decor is well suited for an educational environment that combines theory and practice. The open areas on each floor are ideal for group work.

Over the last couple of decades, Nørrebro has become one of the most popular districts in Copenhagen. The area attracts a multi-cultural crowd and is home to many cool cafés and popular public parks.

**Programmes taught in English at Cphbusiness Nørrebro**

**AP degree**
- Service, Hospitality and Tourism Management

**Top-up Bachelor’s degree**
- International Hospitality Management

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Campus **Cphbusiness Søerne**

Nansensgade 19  
DK-1366 Copenhagen K  
Tel: (+45) 36 15 45 01  
Email: soerne@cphbusiness.dk

Cphbusiness Søerne is located in Nansensgade near a beautiful park, within walking distance to the heart of the city centre of Copenhagen. Nansensgade is the home of many cafés and trendy shops.

This campus is the focal point of our full-time study programmes in the fields of Sales and Marketing.

The building has been totally renovated to meet the requirements of a modern educational institution.

On the ground floor, you will find the new Cphbusiness library located next to a new student lounge. In addition, there are open learning areas on most floors of the building.

**Programmes taught in English at Cphbusiness Søerne**

**AP degree**
- Marketing Management

**Top-up Bachelor’s degree**
- International Sales and Marketing

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The campus has a total of 850 full-time students and 30 lecturers.

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Campus

Cphbusiness Lyngby

Nærhøjsvej 30
DK-2800 Kgs. Lyngby
Tel: (+45) 36 15 45 04
Email: lyngby@cphbusiness.dk

Cphbusiness Lyngby is situated 16 minutes north of the city centre of Copenhagen. S-trains run every 5 to 10 minutes all day to and from Lyngby which is surrounded by green areas.

Cphbusiness Lyngby offers programmes with a strong focus on business development and new technology. Along with this, we strive to equip our students with an innovative and entrepreneurial mindset. A key to this is the Cphbusiness InnoTechSpace and the Cphbusiness Incubator, both hosted by Cphbusiness Lyngby.

The layout of the campus is modern with good student facilities.

Programmes taught in English at Cphbusiness Lyngby

AP degree
- Marketing Management

Top-up Bachelor’s degrees
- Innovation and Entrepreneurship
- Sport Management
- Web Development

The campus has a total of 1,500 full-time students and 70 lecturers.

Do you want to know what it is really like to be student at Cphbusiness and live in Denmark?

Learn more from the real experts - chat with our Cphbusiness Student Ambassadors and read about their student life experiences.

cphbusiness.dk/chat
Admission requirements

Admission requirements for AP degrees
Marketing Management
Level B in business economics or mathematics (Danish level B).
Note: When applying for admission, you must provide a certified document proving at least 210 hours of business economics or 250 hours of math within the last 3 years of your upper secondary school.

Service, Hospitality and Tourism Management
Level C in business economics or mathematics (Danish level C).
Note: When applying for admission, you must provide a certified document proving at least 75 hours of business economics or 125 hours of math within the last 3 years of upper secondary school.

You can apply with an upper secondary school diploma or a vocational diploma.

Upper secondary school diploma

Denmark and Scandinavian countries
Upper secondary school diploma.

The US and countries with similar educational systems
A high school graduation diploma.

The UK and countries with similar educational systems
GCE Advanced Level-exam (at least three A-levels) in combination with GCSE-exams or in combination with GCE/AS-level exams or a BTEC National certificate or diploma.

African countries, Bangladesh, India, Pakistan, the Philippines, and countries with similar educational systems
Upper secondary school diploma.

Others
The International or the European Baccalaureate (from Schola Europaea).

Vocational diploma

Certain Danish vocational diplomas and vocational diplomas from abroad that Cphbusiness considers equivalent hereto.

Applicants with a vocational diploma must have the required competences in English and are – depending on the vocational diploma concerned – expected to have qualifications in business economics or mathematics.

Admission requirements for Top-up Bachelor’s degrees
Innovation and Entrepreneurship
AP Degree in Services, Hospitality and Tourism Management, AP Degree in Marketing Management – or equivalent education

International Hospitality Management
AP Degree in Services, Hospitality and Tourism Management, AP Degree in Marketing Management – or equivalent education

International Sales and Marketing
AP Degree in Marketing Management – or equivalent education

Sport Management
AP Degree in Services, Hospitality and Tourism Management, AP Degree in Marketing Management – or equivalent education

Web Development
AP Degree in Computer Sciences or AP Degree in Multimedia Design and Communication (Currently only taught in Danish at Cphbusiness) – or equivalent education

English requirements
AP degrees and Top-up Bachelor’s degrees

Test | Minimum score accepted
---|---
TOEFL Internet-based score (IBT) | 83
IELTS Academic Test | 6.5
Cambridge English Advanced (CAE) | Grade C
Cambridge English Proficiency (CEFR) | Grade C1
Cambridge First Certificate (FCE) | Grade A
Danish students | English level B (passed with a grade 3.0 or more)

Please note The admission requirements may be subject to change. Find the valid admission requirements at cphbusiness.dk/english/admission/full-degree-students

Facts

Full-time students 5,800
International students 650+
International exchange students 80
Student nationalities 50+
Campuses 6 (3 campuses offer programmes taught in English)

International partners
We collaborate with more than 60 universities around the world, such as:

- Anglia Ruskin University, United Kingdom
- Southern New Hampshire University, USA
- Pontificia Universidad Javeriana, Colombia
- Universidad Europea de Madrid, Spain
- Reutlingen University, Germany
- University of Ljubljana, Slovenia
- Kookmin University, South Korea

English requirements

AP degrees and Top-up Bachelor’s degrees

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Danish students | English level B (passed with a grade 3.0 or more)

Please note The admission requirements may be subject to change. Find the valid admission requirements at cphbusiness.dk/english/admission/full-degree-students

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Sources

Printed in September 2020