



# Cphbusiness Course Catalogue

*Spring 2020*

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Semester packages marked with \* are at Bachelor Top-Up level and have special admission criteria. Please read more in the relevant chapters.

# STRUCTURE OF PROGRAMMES AT CPHBUSINESS

At Cphbusiness, we offer business programmes with a flexible structure.

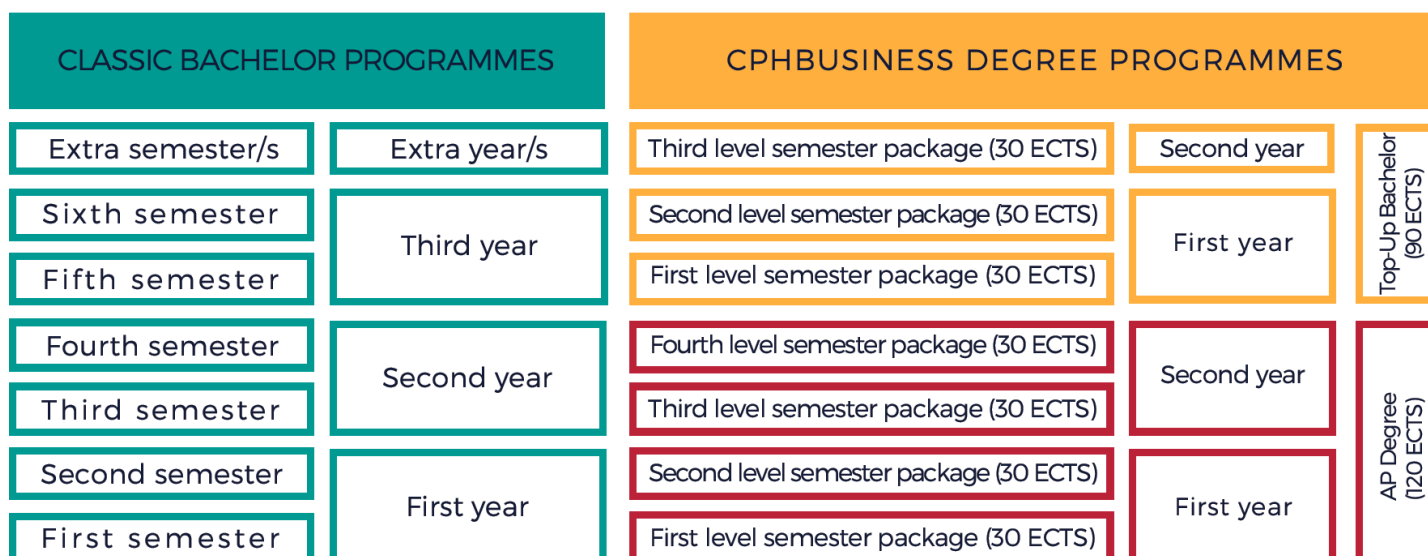
The students start by taking an **AP Degree programme (120 ECTS)**, which is equivalent to the first 2 years of a classic Bachelor programme.

After graduation, they choose a major. This is called **Top-Up Bachelor (90 ECTS)** and is equivalent to the final 1,5 years of a classic Bachelor programme. Thus, the first semester of a Top-Up Bachelor programme is equivalent to the fifth semester of a classic Bachelor programme.

**Incoming exchange students must choose a whole semester package (30 ECTS) for their study abroad period at Cphbusiness.**

Each semester package has a different academic level. A first level on a Top-Up Bachelor Programme is different from a first level on an AP Degree.

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



## TEACHING METHODS

The teaching and exams at Cphbusiness are often **interdisciplinary**. This means that it is not possible for students to select individual courses/classes of one educational programme and combine with other courses/classes of another programme in order to compose a tailor-made study programme.

Interdisciplinary teaching means “classic” subjects might be replaced (both in the curriculum and the time-table) with themes or focus areas. A theme may be “Understanding the market” where students will learn and apply theories and models from different disciplines, which related to the business market.

Students will have responsibility for their own learning. This means they will often have to prepare for teaching in advance by reading relevant literature. They will be placed in a group (usually with students of different nationalities and backgrounds) and together they will have to solve cases inspired by the real business world with the help of the theories and models studied.

Lecturers at Cphbusiness are facilitators and their role is often to guide the students and ensure correct understanding and application of theories and methods. In the learning situation, the lecturer will assist the group in correct understanding of the problem they need to solve and make sure they understand and use correct theories and models.

All semester packages described in this course catalogue will be offered in the spring semester 2020.

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

# EXAM FORMS AND GRADING SYSTEM

## *Exam forms*

Most exams at Cphbusiness are interdisciplinary and they can take many forms:

1. **Written exams**, which can take several forms: short multiple choice exam or written exams with open questions, lasting up to six hours\*.
2. **Oral exams**, which can be based on written work/projects written by a student individually or by a group of students. The written work/projects can take different forms, e.g. it can be a specific case given to one student /group of students by a lecturer. Both case / project work and presentations can be made in multicultural groups or individually.\*

*\*Please note these are only examples, several forms of exams may apply, depending on study programme and semester*

“Interdisciplinary” means that students are expected to apply theories and models from several subject areas in order to answer questions, solve cases or write projects.

Sitting exams in groups of several students (“multicultural groups”) means all students in a certain group will be responsible for solving a case, writing (and presenting) a project or answering a question, thus determining (part of) the outcome of the exam (the grade).

The oral presentations (performed either individually or in groups) form the basis of a discussion between students and lecturer (and / or external assessor), which may take its point of departure in the written product (project or case solution) submitted by the students but will not be limited to this.

This means that, regardless of the form of the exam, **students are expected to master all theories and models studied during the semester** and be able to **answer questions, which are not necessarily directly related to the contents of the case/project, they might have submitted**.

## *Exam dates*

Exam catalogues and timetables (dates) will be displayed at the electronic student platform Moodle as soon as possible after semester start.

Students are advised NOT to buy their homebound tickets until they know the exact date of their final exam (or re-exam if necessary, please see below).

## *Failing exams*

In case of failing exams, students have to sit 2 re-exams. Usually the first re-exam is scheduled up to 2 weeks after the (normal) exam and right before the official end date of the semester.

## *More information*

More information is provided in the ["Examination Regulations at Cphbusiness" document available on our website here](#). Programme and semester specific information will be available for students after semester start in the “Exam catalogue” of their own study programme. It is the students’ own responsibility to collect and read relevant information about exams before these take place and in good time to allow proper preparation.

**Relevant and updated information about exams on your semester package is available on Moodle → General Information → Exam. (Cphbusiness log-on required)**

Exams at Cphbusiness are graded according [to the Danish 7-Point Grading Scale](#) or with “pass / no pass”. A “pass / no pass” will be awarded to students at the end of a semester, where no formal exams are organized, according to a specific set of criteria defined by lecturers.

# Courses in Marketing Management

## S-MEC-1-F-20 (Marketing Management 1 Sørerne)

Marketing Management – level 1 – Cphbusiness Sørerne.

The courses of this semester package take place at Cphbusiness Sørerne (Nansensgade 19, 1366 Copenhagen K) during the spring semester 2020.

### 1. An illustration of the level of the semester package

The first semester of the AP Degree in Marketing Management is equivalent to the first semester of a classic Bachelor degree.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

### 2. Admission requirements

#### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR \(Common European Framework for Languages\)](#) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

### 3. Information about exams

The first semester of the AP Degree in Marketing Management finishes with a group-based case exam, where groups of students get 48 hours to solve a case. This is followed by an individual oral exam. The case and oral exam cover all subjects mentioned in the table below, which means all 30 ECTS points of the semester.

For [general information about exams and grading scale](#), please check the relevant chapter.

### 4. Description of subjects

At Cphbusiness, we use different methods of teaching. The common denominator is that the students get to use the theories and models in a practical context. We do that by working with cases, exercises and projects that incorporate the tools in a real life situation.

As students advance from theme to theme (see the table below), new materials build on the lessons learned from previous themes and advance the student's competencies and knowledge by working with a multidisciplinary approach.

In order to ensure progress, a number of Obligatory Learning Activities (OLA) planned and conducted during the semester. The three OLA's per semester allow the students to deliver assignments and/or projects and receive feedback from their teachers, which help them reflect on their progress.

	<b>Theme 1: Business Understanding</b>	<b>Theme 2: Market Understanding</b>	<b>Theme 3: Methodology</b>
<b>Marketing (11 ECTS)</b>	Business model (exemplifying through different types of companies) Mission/vision Value chain Generic strategies Digital marketing  <b>(2 ECTS)</b>	Marketing audit External analysis: PEST Competitors' analysis Porter's 5 Forces Customer analysis Buying behaviour STP; Segmentation, Targeting and Positioning  <b>(5 ECTS)</b>	Marketing research process: Desk research (data search and understanding) Field research (qualitative and quantitative) Primary and secondary data Big data, A/B testing Population/sampling Determination of sample size  <b>(4 ECTS)</b>
<b>Economics (8 ECTS)</b>	Accounting Annual report and flow of information in the firm  <b>(3 ECTS)</b>	Microeconomics: Supply and demand Elasticity Market forms Production and costs Descriptive- and macroeconomics: Population Labour market Income  <b>(2 ECTS)</b>	Use of spreadsheet tools Ratios preparation and analysis Presentation of quantitative data Benchmarking ABC (Activity Based Costing) Statistics Test of fit  <b>(3 ECTS)</b>
<b>Business Law (3 ECTS)</b>	Types of companies Personal data protection  <b>(1 ECTS)</b>	Replacement and product responsibility Intellectual property  <b>(1 ECTS)</b>	Sources of law and legal information search  <b>(1 ECTS)</b>
<b>Supply Chain Management (2 ECTS)</b>		CRM Strategic Supply Chain Management Purchasing and distribution CSR  <b>(2 ECTS)</b>	
<b>Organization, projects &amp; innovation (6 ECTS)</b>	Organizational structure and resources User involvement and innovation Innovative business models  <b>(4 ECTS)</b>		Project management Project writing  <b>(2 ECTS)</b>



# S-MEC-2-F-20 (Marketing Management 2 Sørerne)

Marketing Management – level 2 – Cphbusiness Sørerne.

The courses of this semester package take place at Cphbusiness Sørerne (Nansensgade 19, 1366 Copenhagen K) during the spring semester 2020.

## 1. An illustration of the level of the semester package

The second semester of the AP Degree in Marketing Management is equivalent to the second semester of a classic Bachelor degree.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

## 2. Admission requirements

### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR \(Common European Framework for Languages\)](#) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

## 3. Information about exams

An individual written case-exam will conclude the second semester, where the students get 24 hours' preparation on a specific business related problem, followed by a 6 hours' written exam.

This exam covers all subjects studied during the semester (described in the table below) and therefore all 30 ECTS of the semester package.

For [general information about exams and grading scale](#), please check the relevant chapter.

## 4. Description of subjects

At Cphbusiness, we use different methods of teaching. The common denominator is that the students get to use the theories and models in a practical context. We do that by working with cases, exercises and projects that incorporate the tools in a real life situation.

As students advance from theme to theme (see the table below), new materials build on the lessons learned from previous themes and advance the student's competencies and knowledge by working with a multidisciplinary approach.

In order to ensure progress, a number of Obligatory Learning Activities (OLA) planned and conducted during the semester. The three OLA's per semester allow the students to deliver assignments and/or projects and receive feedback from their teachers, which help them reflect on their progress.

	<b>Theme 4 Tactical and operational marketing on B2C including digitalizing</b>	<b>Theme 5 Tactical and operational marketing on B2C including digitalizing</b>
Marketing (7 ECTS)	Marketing parameters 4(+) P's	STP Marketing Plan

	Pricing Marketing Plan and budgeting Collection and use of trade parameters offline and online (5 ECTS)	Collection and use of trade parameters offline and online Business Buying Behaviour offline and online (2 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)	
Sales and Market Communication (8 ECTS)	Marketing communication (campaigns, message, materials, use of media including online marketing) POS (point of sales) measuring effect and ROI (5 ECTS)	B2B communication Sales techniques, SPIN model Negotiations  (3 ECTS)
Organization and Supply Chain Management (2 ECTS)	Assortment Distribution Retail / E-commerce (1 ECTS)	Relationship types Supply Chain Management Choice of distribution, storage--control, form of establishment and partner management (1 ECTS)
Total ECTS per theme	20 ECTS	10 ECTS



## L-MEC-2-F-20 (Marketing Management 2 Lyngby)

Marketing Management level 2 – Cphbusiness Lyngby.

The courses of this semester package take place at Cphbusiness Lyngby (Noergaardsvej 30, 2800 Kgs. Lyngby) during the spring semester 2020.

### 1. An illustration of the level of the semester package

The second semester of the AP Degree in Marketing Management is equivalent to the second semester of a classic Bachelor degree.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES			
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)	
Sixth semester	Third year	Second level semester package (30 ECTS)	First year		
Fifth semester		First level semester package (30 ECTS)			
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)	
Third semester		Third level semester package (30 ECTS)			
Second semester	First year	Second level semester package (30 ECTS)	First year		
First semester		First level semester package (30 ECTS)			

## 2. Admission requirements

### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR \(Common European Framework for Languages\)](#) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

## 3. Information about exams

The exam on the second semester Marketing Management at Cphbusiness Lyngby will consist of solving a case. Students will have approximately 3 weeks to work on the case and prepare an oral presentation. There will be a 30 minutes oral exam, covering all subjects, at the end of June.

Failing the exam will mean students will not achieve any of the 30 ECTS.

For [general information about exams and grading scale](#), please check the relevant chapter.

## 4. Description of subjects

Teaching at Cphbusiness Lyngby is slightly different from the teaching at Cphbusiness Søerne.

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

Instead, the semester is divided into "theme flows" 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. This means that students sometimes solve cases and write projects together with fellow-students from other programmes of study.

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

In each flow, students will work in groups, solving cases or real problems for companies. Teaching is hands-on, quite intensive and students are responsible for preparing well for classes and cases, in order to both supply the case company with the best possible solution and to maximize their own learning.

To be noted: each flow will mix elements of the different subjects mentioned in the table above. The workload per subject will vary from module to module but at the end of the semester, students will have achieved the relevant ECTS.

### IMPORTANT INFORMATION

The work starts on the very first day of the semester and students will be placed in a group already then. Sometimes students will be asked to prepare for the first day (read some chapters from the relevant books).

It is therefore important students plan their arrival in Copenhagen the week before semester start, so they manage to pick up their books and get all relevant information in good time.

Theme / Subject	Marketing	Economics	Business Law	Sales and Marketing Communication	Organization and SCM	Total ECTS per theme
Tactical and operational marketing B2B	3 ECTS	4 ECTS	0 ECTS	0 ECTS	3 ECTS	10 ECTS
Tactical and operational marketing B2C	5 ECTS	6 ECTS	3 ECTS	5 ECTS	1 ECTS	20 ECTS
<b>Total per subject</b>	<b>8 ECTS</b>	<b>10 ECTS</b>	<b>3 ECTS</b>	<b>5 ECTS</b>	<b>4 ECTS</b>	<b>30 ECTS/ semester</b>

### Tactical and operational marketing B2C – 20 ECTS

#### Contents:

This educational element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2C market.

#### Learning Objectives:

##### *Knowledge and understanding*

The student will gain knowledge and understanding about:

- the company's parameter mix, for both service and manufacturing companies
- service marketing

- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- the company's market communication and marketing objectives in a national and international perspective
- the marketing mixes impact on market communication
- various media platforms/genre - offline and online
- effect measurements
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy and basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product
- pricing strategies and pricing methods
- the rules for marketing, e-commerce and trademark protection
- commercial law
- the Product Liability Act and various laws concerning product liability
- rules for the collection and processing of personal data
- instruments in omnichannels including space management, range management, distribution and partner management

### *Skills*

The student will get the skills to:

- assess the company's parameter mix according to the company's target market/s - online and offline
- prepare proposals for adapting the company's parameter mix and assess its profitability
- assess the economic impact of different parameter efforts
- prepare a marketing budget including estimates of revenues and expenses and their impact on the profit budget
- prepare a profit budget and a cash budget for a company
- assess the marketing plan's liquidity effect
- prepare a break even calculation for the marketing plan
- assess and explain the consequences in result and cash flow budgets with changes in budget assumptions, as well as basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess price formation for different market forms
- assess pricing strategies and pricing methods
- assess business legal problems in relation to:
  - marketing law
  - sale of goods, including
  - transfer of risk
  - delivery
  - securing the purchase sum through retention of title
  - non-compliance with commercial and consumer sales
  - E-commerce
- apply the rules for the collection and processing of personal data
- establish marketing and communication objectives in relation to the chosen target group
- establish a brand positioning statement
- run analyses and evaluations of media plans and creative presentations
- apply updated techniques and tools for designing the company's internal and external communication
- assess the importance of appropriate values in a marketing context
- apply theoretical and practical tools for planning and implementation of marketing communication tasks
- assess and optimise the organisation's use of promotional resources
- evaluate and use rhetorical strategies based on brand positioning, target audience and media that was used
- analyse and evaluate the company's opportunities within Omni channels including space management, range management, distribution

### *Competencies*

The student will learn to:

- manage marketing and sales planning for the company, as well as disseminate the marketing plan to business partners and users
- participate in the organisation, and implement and monitor marketing and sales initiatives
- participate in the company's pricing of a product
- participate in the preparation of the company's marketing campaign plans online and offline
- be part of the company's work with various partners, such as advertising and media agencies
- participate in an assessment of whether or not the marketing plan is in compliance with relevant legislation and determine when it is necessary to involve legal specialists
- manage the company's range and distribution

## **Tactical and operational marketing B2B – 10 ECTS**

### **Contents:**

This educational element will ensure that the student will be able to participate in the preparation and implementation of a marketing campaign on the B2B market.

### **Learning Objectives:**

### *Knowledge*

The student will possess knowledge and understanding of:

- the company's parameter mix on the B2B market
- the content and application of the marketing plan - online and offline
- marketing and sales budgets
- sales strategies B2B - online and offline
- various negotiation theories and models
- basic parameter optimisation for a product in one market
- the budget's impact on the management of a company's economy
- basic budget control
- price formation for the consumer and producer market including producer and consumer surplus
- the price and income elasticity in connection with the pricing of a product
- knowledge of relational types and SCM collaboration

### *Skills*

The student will be able to:

- apply different negotiation theories and models to implement concrete negotiations in a B2B context
- do a basic budget control
- make a simple cost optimisation based on known market and cost expectations
- assess pricing strategies and pricing methods
- analyse and evaluate the company's relation types and SCM collaboration according to strengths and weaknesses

### *Competencies*

The student will be able to:

- carry out B2B marketing and sales planning for the company - including: implementing the organisation of, execution of and monitoring of marketing and sales initiatives, as well as the dissemination to business partners and users
- participate in controlling the marketing plan's financial consequences
- manage the optimisation of the company's supply chain relationships



## **S-MEC-3-F-20 (Marketing Management 3 Sørerne)**

Marketing Management level 3 – Cphbusiness Sørerne.

The courses of this semester package take place at Cphbusiness Sørerne (Nansensgade 19, 1366 Copenhagen K) during the spring semester 2020.

### **1. An illustration of the level of the semester package**

The third semester Marketing Management is equivalent to the third semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

## 2. Admission requirements

### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR](#) (**Common European Framework for Languages**) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

## 3. Information about exams

Each subject mentioned in the table below will be evaluated by an exam graded using the 7-point Grading Scale. Exam form depends on subject.

For [general information about exams and grading scale](#), please check the relevant chapter.

## 4. Description of subjects and teaching

The third semester Marketing Management is split in 3 periods of 6 weeks each. During the first period, students will cover the mandatory courses described in the table below. During the second and third period students will cover elective subjects.

Students will receive an Elective Subjects Catalogue from Cphbusiness after signing up for the semester together with more information about the registration process for the relevant electives.

Each period ends with an exam.

Subject	ECTS
<b>International Marketing (mandatory)</b>	<b>5</b>
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.)	
<b>International Economics (mandatory)</b>	<b>5</b>
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.	
<b>Elective subject</b> (You will have to choose 4 from a list of offers. The final list will be sent to students separately. The list below can be used for inspiration. Please note changes may occur.)	<b>(4x) 5</b>
Examples of possible elective subjects.	
<b>Do NOT use the below for your learning agreement. Contact us at <a href="mailto:incoming@cphbusiness.dk">incoming@cphbusiness.dk</a> for an updated list over elective subjects for your semester.</b>	
<ul style="list-style-type: none"> <li>Statistics</li> <li>Managerial Economics</li> </ul>	

- |   |  |
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| <ul style="list-style-type: none"><li>• Business law</li><li>• Entrepreneurship</li><li>• Export marketing</li><li>• Retail management</li><li>• Marketing in practice</li><li>• Digital marketing and SoMe</li></ul> |  |
|---|--|



# Courses in Service, Hospitality and Tourism Management

## N-SEM-1-F-20 (Service, Hospitality and Tourism 1 Nørrebro)

Service, Hospitality and Tourism Management level 2 – Cphbusiness Nørrebro.

The courses of this semester package take place at Cphbusiness Nørrebro (Blaagaardsgade 23B, 2200 Copenhagen N) during the spring semester 2020.

### 1. An illustration of the level of the semester

The first level semester package of the Service, Hospitality and Tourism Management programme is equivalent to the first semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester		Second level semester package (30 ECTS)	First year	
First semester	First year	First level semester package (30 ECTS)		

### 2. Admission requirements

#### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0 - level B2 on CEFR (Common European Framework for Languages)** in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

### 3. Information about exams

There will be one interdisciplinary exam after the first level semester. The exam will cover all subjects studied during the semester. One grade will be awarded.

For [general information about exams and grading scale](#), please check the relevant chapter.

### 4. Description of subjects and teaching

Educational Element	ECTS
Service and Experiences	15
<b>Content:</b> 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 and experiences offer.	
<b>Learning objectives:</b> <i>Knowledge</i>	

The students should have acquired knowledge of:

- The practices and developments in the supply and demand within the service and experience industry.
- The methods and relevant chore theory with focus on economically sustainable management of services and experiences' companies.
- What characterise the services and experiences offer and the methodology and theoretical framework within the development of the hospitableness concept and the understanding of the concept of guests

#### Skills

The students should be able to:

- Apply key academic methods and tools when evaluating practice-oriented issues.
- Gather, analyse and use data related to consumer satisfaction, consumer behaviour and market conditions for companies in the service and experience industry.
- Choose creative techniques to set up and select services and experiences offers.
- Use of key economy methods and tools in order to assess practice oriented issues
- Set up the basis for communication of service and experience offers to business partners and end users.

#### Competencies

The students should be able to: Handle new knowledge, skills and competences within services and experiences industry in a professional and interdisciplinary cooperation as well as to handle development-oriented situations with focus on good hospitableness and good experiences.

### Business Understanding

15

#### 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.

#### Learning Objectives:

##### Knowledge

The students should have acquired knowledge of:

- The service and experience industry's corporate, organisation, market and competition elements as well as an understanding of the companies' vision, mission, goals and values
- The business and legal matters, as well as the implementation of key theories and methods of importance to the service and experience company

##### Skills

The students should be able to:

- Apply core methods and tools from the service and experience industry when outlining a company situation.
- Assessing practice oriented challenges and the company's financial situation as well as choosing and setting up solutions at a tactical an operation level
- Set up the communication scheme for practice oriented issues and solutions to stakeholders at a tactical and operational level, within a service and experience company.

##### Competencies

The students should be able to:

- Take part in interdisciplinary and professional collaboration on a tactical and operation management level within the service and experience company
- Acquire new knowledge, skills and competences concerning the running of service and experience companies at a tactical and operational level
- Handle development oriented situations at a tactical and operation level, within the service and experience industry



## N-SEM-2-F-20 (Service, Hospitality and Tourism 2 Nørrebro)

Service, Hospitality and Tourism Management level 2 – Cphbusiness Nørrebro.

The courses of this semester package take place at Cphbusiness Nørrebro (Blaagaardsgade 23B, 2200 Copenhagen N) during the spring semester 2020.

## 1. An illustration of the level of the semester

The second semester of the AP Degree in Service, Hospitality and Tourism is equivalent to the second semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

## 2. Admission requirements

### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR](#) (**Common European Framework for Languages**) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

## 3. Information about exams

Two exams will conclude the second semester of Service, Hospitality and Tourism Management:

- The first year exam, covering "Cooperation and Relations" graded according to the 7-point grading scale
- Elective exam 1 (see details below) covering both Elective subject 1 and Elective subject 2 – graded on the 7-point grading scale.

For [general information about exams and grading scale](#), please check the relevant chapter

## 4. Description of subjects and teaching

### Compulsory elements

Subject	ECTS
<b>Cooperation and Relations</b>	<b>15</b>
<b>Content:</b> 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.	
<b>Learning objectives:</b>	

<p><b>Knowledge</b></p> <p>The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> <li>• Management and collaboration practices and the core related theory and methods within service and experience industry</li> <li>• The related practices concerning intercultural interaction and communication with the national as well as the international guest, customer, employee, volunteer, etc.</li> <li>• The applied core theory, methods and practices related to recruitment, employment, retention and dismissal of employees and volunteers</li> </ul> <p><b>Skills</b></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify and assess managerial challenges, using key methods, tools and data</li> <li>• Develop internal and external communication, digitally, in writing and verbally to guests, customers, colleagues and business partners, when informing on practice issues and solutions</li> <li>• Employment and the use of intercultural skills, academic key methods and tools, when interaction with the company's internal and external partners and stakeholders is essential</li> <li>• Evaluate cultural and communication issues in a practical level in order to find solutions at tactical and operational levels.</li> </ul> <p><b>Competencies</b></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Take part in interdisciplinary cooperation with internal - external partners and stakeholders in an international environment</li> <li>• Professionally communicating with a network, an interdisciplinary team and with internal and external partners within an intercultural environment</li> <li>• Acquire new knowledge, skills and competences concerning management and communication within the service and experience industry at a tactical and operational level and within an structured context</li> </ul>	
<b>Elective Educational Element A</b>	<b>10</b>
Please see descriptions in the table below.	
<b>Elective Educational Element B</b>	<b>5</b>
Please see descriptions in the table below.	

## Elective Educational Element A

Students must choose one of the below.

<p><b>Elective Educational Element A</b></p> <p>Assessment: Individual assessment. One single grade is given according to the 7- point grading scale. The exam will test Elective educational element A &amp; B (15 ECTS in total).</p>	
Hotel and Restaurant Management	<b>10</b>
<p><b>Content:</b> 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</p> <p><b>Learning objectives</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• The students should have acquired knowledge of:</li> <li>• The practice and development of the hotel and restaurant industry, including ownership structures</li> <li>• The organisation and operation of the hotel as well as the interaction between the different internal and external business partners</li> <li>• The characteristics of hotel and restaurant services, including international and Danish concepts</li> <li>• International and Danish classification systems within the hotel and restaurant industry</li> </ul> <p><b>Skills:</b></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Apply the hotel and restaurant industry's professional financial terminology</li> <li>• Set up and select options for menu plans along with calculations</li> <li>• Apply the industry's average numbers and key figures to set up and simulate options</li> <li>• Identify and apply the hotel and restaurant industry's distribution channels</li> <li>• Assess digital possibilities and suggest a solution within digital marketing</li> <li>• Identify critical control areas in production and set up plans for self- monitoring</li> </ul> <p><b>Competences</b></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify and take part in developing and changing processes and deliveries with respect to the service concept</li> </ul> <p>Take part in pricing the services of the hotel and restaurant</p>	
<b>Tourism Management</b>	<b>10</b>
<p><b>Content:</b> 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><b>Learning objectives</b></p> <p><b>Knowledge</b></p> <p>The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> <li>• The practice, development and strategy of tourism in the public – private interaction</li> <li>• What characterise tourism products</li> </ul>	

<ul style="list-style-type: none"> <li>• Tourism supply and demand – Incoming &amp; Outgoing</li> </ul> <p><b>Skills:</b> The students should be able to:</p> <ul style="list-style-type: none"> <li>• Collect and process data with a view to preparing a destination analysis</li> <li>• Identify the tourism distribution and marketing channels</li> <li>• Turn strategy into practice, involving relevant business partners</li> </ul> <p><b>Competences</b> The students should be able to:</p> <ul style="list-style-type: none"> <li>• Take part in planning and developing destinations, including a destination analysis</li> <li>• Take part in planning and developing new and existing tourism products</li> </ul> <p>Use the tourism distribution and marketing channels</p>	
<b>Event Management</b>	10
<p><b>Content:</b> 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><b>Learning objectives</b></p> <p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• The students should have acquired knowledge of:</li> <li>• What events are and what development they have undergone</li> <li>• What tasks are connected with the life cycle of events</li> </ul> <p><b>Skills:</b> The students should be able to:</p> <ul style="list-style-type: none"> <li>• Draw up and assess the suitability of a concept with respect to target group and stakeholders</li> <li>• Identify and assess potential sponsorships and fundraising options</li> <li>• Assess whether the event is financially sustainable</li> <li>• Assess which persons and competences are required to run the event, including volunteers</li> <li>• Assess the suitability of different communication channels for the promotion of events</li> <li>• Apply digital planning tools to develop of events</li> <li>• Assess practice-related risks and legal aspects</li> </ul> <p><b>Competences</b> The students should be able to Take part in the operational, tactical, and strategic tasks in developing, planning, and implementing sustainable small and medium-sized events</p>	

## Elective Educational Element B

Students must choose one of the below

<b>Elective Educational Element B</b>	
<p><b>Assessment (exam):</b> Individual assessment. One single grade is given according to the 7- point grading scale. The exam will test Elective educational element A &amp; B.</p>	
Study Trip (to another country than Denmark)	5
<p><b>Objectives:</b></p> <p><b>Knowledge:</b></p> <ul style="list-style-type: none"> <li>• The graduate will gain knowledge of culture, which will result in the ability to participate in different interactions with people from other cultures.</li> <li>• The development in the service industry in an international context</li> </ul> <p><b>Skills:</b> The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Cooperate with companies / other students / teachers in an international context</li> <li>• Perform in professional situations in English.</li> <li>• Acquire new knowledge and skills and use these in “real-life situations”.</li> </ul> <p><b>Competencies</b> The graduate will be able to: Use tools from the education and the study trip to produce solutions to practical problems within the service industry in an international context.</p>	
<b>Trend Forecasting</b>	5
<p><b>Content:</b> The purpose of Trend Forecasting is for the student able to work with trends in different industries (restaurants, retail, tourism and others) and in different categories (physical products, services, and experiences)</p> <p><b>Learning objectives</b></p> <p><b>Knowledge</b> The graduate will</p> <ul style="list-style-type: none"> <li>• Have knowledge about the historical development of trend research</li> <li>• Be able to understand the trend process</li> <li>• Have knowledge about trend forecasting techniques</li> </ul> <p><b>Skills</b> The graduate will</p> <ul style="list-style-type: none"> <li>• Be able to apply trend forecasting techniques</li> </ul>	

<ul style="list-style-type: none"> <li>• Be able to evaluate a trend's place in the trend cycle</li> </ul> <p><b>Competence</b> The graduate will</p> <ul style="list-style-type: none"> <li>• Be able to take part in innovation processes using trend forecasting techniques</li> </ul>	
<b>Project Management</b>	5
<p><b>Content:</b> The purpose of the elective is to introduce you to the concept and the core elements of project management, which is very useful when dealing with e.g. organizational changes, development and implementation of new service products and procedures, planning and realization of events etc. You will get a basic understanding of project management and become familiar with the key terms and processes in order for you to be able to participate as an important resource in projects. Having completed the elective including the exam you have obtained new knowledge, skills and competencies in relation to working in a structured manner with projects in the service business.</p> <p><b>Learning objectives</b></p> <p><b>Knowledge</b> The graduate will gain knowledge of:</p> <ul style="list-style-type: none"> <li>• The principles of different project management systems/paradigms (waterfall, agile, SCRUM)</li> <li>• The core elements of project planning and project management (goal hierarchy, resources, stakeholders, communication, risks, budget etc.)</li> </ul> <p><b>Skills</b> The graduate will acquire skills in:</p> <ul style="list-style-type: none"> <li>• Applying the different principles of project management to a specific project in a service company using relevant it-tools (MindView and alike)</li> <li>• Planning a project and communicating a project plan to relevant stakeholders</li> </ul> <p><b>Competencies</b> The graduate will get professional competencies in:</p> <ul style="list-style-type: none"> <li>• Working with projects in a structured and consistent manner and in collaboration with others be able to undertake and perform valuable job tasks and roles in a project</li> </ul>	
<b>Professional Meeting Planning</b>	5
<p><b>Content:</b> The student can develop, plan and conduct participant-involving meetings for + 20 persons on the basis of the Meetovation principles: Set meeting objectives and evaluate, Active Involvement, Local Inspiration Response Thinking and Creative Set Up.</p> <p><b>Learning Objectives:</b></p> <p><b>Knowledge:</b> The graduate will gain knowledge about:</p> <ul style="list-style-type: none"> <li>• Techniques and methods used in the meeting industry</li> <li>• Different types of meetings and meeting needs</li> </ul> <p><b>Skill:</b> The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Setup a meeting budget</li> <li>• Use facilitation and Meetovation techniques</li> <li>• Communicate content and benefit from a meeting concept to participants and collaborators</li> <li>• set meeting objectives</li> </ul> <p><b>Competencies:</b> The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Take part in developing meeting concepts</li> <li>• Take part in implementing and evaluating meetings</li> </ul>	
<b>Hotel Wellness and Spa</b>	5
<p><b>Content:</b> The purpose of this elective is for the students to develop knowledge, skills and competencies of wellness &amp; spa operations within hotels.</p> <p><b>Learning objectives</b></p> <p><b>Knowledge</b> The graduate will:</p> <ul style="list-style-type: none"> <li>• Be knowledgeable of recent trends and developments of the wellness &amp; spa industry</li> <li>• Understand the role of facility management in the design of wellness &amp; spa outlets</li> <li>• Be knowledgeable of the different services offered by wellness &amp; spa facilities</li> </ul> <p><b>Skills</b> The graduate will:</p> <ul style="list-style-type: none"> <li>• Apply experience economy within wellness &amp; spa operations</li> <li>• Evaluate the role that other departments play in wellness &amp; spa management</li> <li>• Be able to communicate how co-branding can create lasting relationships with wellness &amp; spa suppliers</li> <li>• Evaluate the opportunity costs connected to wellness &amp; spa outlets within the hospitality industry</li> </ul> <p><b>Competencies</b> The graduate will obtain new knowledge in relation to designing and developing successful wellness &amp; spa packages and experiences</p>	



## L-SEM-2-F-20 (Service, Hospitality and Tourism 2 Lyngby)

Service, Hospitality and Tourism level 2 – Cphbusiness Lyngby.

The courses of the second level AP Degree in Service, Hospitality and Tourism take place at Cphbusiness Lyngby (Noergaardsvej 30, 2800 Kgs. Lyngby) during the spring semester 2020.

### 1. An illustration of the level of the semester

The second semester of the AP Degree in Service, Hospitality and Tourism is equivalent to the second semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester		Second level semester package (30 ECTS)	First year	
First semester	First year	First level semester package (30 ECTS)		

### 2. Admission requirements

#### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0 - level B2 on CEFR (Common European Framework for Languages)** in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

### 3. Information about exams

At the end of this semester, one exam will be organized: the first year exam, covering all subjects mentioned below, graded according to the 7-point grading scale.

For [general information about exams and grading scale, please check the relevant chapter.](#)

### 4. Description of subjects and teaching

Subject	ECTS
Cooperation and Relations	5
Content:	

<p>The Cooperation &amp; 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.</p> <p><b>Learning objectives:</b></p> <p><i>Knowledge</i></p> <p>The students should have acquired knowledge of:</p> <ul style="list-style-type: none"> <li>• Management and collaboration practices and the core related theory and methods within service and experience industry</li> <li>• The related practices concerning intercultural interaction and communication with the national as well as the international guest, customer, employee, volunteer, etc.</li> <li>• The applied core theory, methods and practices related to recruitment, employment, retention and dismissal of employees and volunteers</li> </ul> <p><i>Skills</i></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify and assess managerial challenges, using key methods, tools and data</li> <li>• Develop internal and external communication, digitally, in writing and verbally to guests, customers, colleagues and business partners, when informing on practice issues and solutions</li> <li>• Employment and the use of intercultural skills, academic key methods and tools, when interaction with the company's internal and external partners and stakeholders is essential</li> <li>• Evaluate cultural and communication issues in a practical level in order to find solutions at tactical and operational levels.</li> </ul> <p><i>Competencies</i></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Take part in interdisciplinary cooperation with internal - external partners and stakeholders in an international environment</li> <li>• Professionally communicating with a network, an interdisciplinary team and with internal and external partners within an intercultural environment</li> <li>• Acquire new knowledge, skills and competences concerning management and communication within the service and experience industry at a tactical and operational level and within an structured context</li> </ul>	
<b>Elective Educational Element A</b>	<b>10</b>
Please see descriptions in the table below.	
<b>Elective Educational Element B</b>	<b>5</b>
Please see descriptions in the table below.	
<p><i>Elective Educational Element A</i></p> <p>Students must choose one of the below.</p>	
<b>Elective Educational Element A</b>	
<p>Assessment:</p> <p>Individual assessment.</p> <p>One single grade is given according to the 7- point grading scale. The exam will test Elective educational element A &amp; B (15 ECTS in total).</p>	
Hotel and Restaurant Management	<b>10</b>
<p><b>Content:</b></p> <p>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</p> <p><b>Learning objectives</b></p> <p><i>Knowledge</i></p> <ul style="list-style-type: none"> <li>• The students should have acquired knowledge of:</li> <li>• The practice and development of the hotel and restaurant industry, including ownership structures</li> <li>• The organisation and operation of the hotel as well as the interaction between the different internal and external business partners</li> <li>• The characteristics of hotel and restaurant services, including international and Danish concepts</li> <li>• International and Danish classification systems within the hotel and restaurant industry</li> </ul> <p><i>Skills:</i></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Apply the hotel and restaurant industry's professional financial terminology</li> <li>• Set up and select options for menu plans along with calculations</li> <li>• Apply the industry's average numbers and key figures to set up and simulate options</li> <li>• Identify and apply the hotel and restaurant industry's distribution channels</li> <li>• Assess digital possibilities and suggest a solution within digital marketing</li> <li>• Identify critical control areas in production and set up plans for self- monitoring</li> </ul> <p><i>Competences</i></p> <p>The students should be able to:</p> <ul style="list-style-type: none"> <li>• Identify and take part in developing and changing processes and deliveries with respect to the service concept</li> </ul> <p>Take part in pricing the services of the hotel and restaurant.</p>	
<b>Tourism Management</b>	<b>10</b>
<p><b>Content:</b></p> <p>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>	

<b>Learning objectives</b> <i>Knowledge</i> The students should have acquired knowledge of: <ul style="list-style-type: none"> <li>• The practice, development and strategy of tourism in the public – private interaction</li> <li>• What characterise tourism products</li> <li>• Tourism supply and demand – Incoming &amp; Outgoing</li> </ul> <i>Skills:</i> The students should be able to: <ul style="list-style-type: none"> <li>• Collect and process data with a view to preparing a destination analysis</li> <li>• Identify the tourism distribution and marketing channels</li> <li>• Turn strategy into practice, involving relevant business partners</li> </ul> <i>Competences</i> The students should be able to: <ul style="list-style-type: none"> <li>• Take part in planning and developing destinations, including a destination analysis</li> <li>• Take part in planning and developing new and existing tourism products</li> <li>• Use the tourism distribution and marketing channels</li> </ul>	
<b>Event Management</b>	<b>10</b>
<b>Content:</b> 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 <b>Learning objectives</b> <i>Knowledge</i> <ul style="list-style-type: none"> <li>• The students should have acquired knowledge of:</li> <li>• What events are and what development they have undergone</li> <li>• What tasks are connected with the life cycle of events</li> </ul> <i>Skills:</i> The students should be able to: <ul style="list-style-type: none"> <li>• Draw up and assess the suitability of a concept with respect to target group and stakeholders</li> <li>• Identify and assess potential sponsorships and fundraising options</li> <li>• Assess whether the event is financially sustainable</li> <li>• Assess which persons and competences are required to run the event, including volunteers</li> <li>• Assess the suitability of different communication channels for the promotion of events</li> <li>• Apply digital planning tools to develop of events</li> <li>• Assess practice-related risks and legal aspects</li> </ul> <i>Competences</i> The students should be able to Take part in the operational, tactical, and strategic tasks in developing, planning, and implementing sustainable small and medium-sized events	
<b>Elective Educational Element B</b> Students must choose one of the below	
<b>Elective Educational Element B</b> <b>Assessment (exam):</b> 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)	<b>5</b>
<b>Objectives:</b> <i>Knowledge:</i> <ul style="list-style-type: none"> <li>• The graduate will gain knowledge of culture, which will result in the ability to participate in different interactions with people from other cultures.</li> <li>• The development in the service industry in an international context</li> </ul> <i>Skills:</i> The graduate will be able to: <ul style="list-style-type: none"> <li>• Cooperate with companies / other students / teachers in an international context</li> <li>• Perform in professional situations in English.</li> <li>• Acquire new knowledge and skills and use these in “real-life situations”.</li> </ul> <i>Competencies</i> The graduate will be able to: <ul style="list-style-type: none"> <li>• Use tools from the education and the study trip to produce solutions to practical problems within the service industry in an international context.</li> </ul>	
<b>Trend Forecasting</b>	<b>5</b>
<b>Content:</b> The purpose of Trend Forecasting is for the student able to work with trends in different industries (restaurants, retail, tourism and others) and in different categories (physical products, services, and experiences) <b>Learning objectives</b> <i>Knowledge</i> The graduate will <ul style="list-style-type: none"> <li>• Have knowledge about the historical development of trend research</li> </ul>	

<ul style="list-style-type: none"> <li>• Be able to understand the trend process</li> <li>• Have knowledge about trend forecasting techniques</li> </ul> <p><b>Skills</b> The graduate will</p> <ul style="list-style-type: none"> <li>• Be able to apply trend forecasting techniques</li> <li>• Be able to evaluate a trend's place in the trend cycle</li> </ul> <p><b>Competence</b> The graduate will Be able to take part in innovation processes using trend forecasting techniques</p>	
<b>Project Management</b>	<b>5</b>
<p><b>Content:</b> The purpose of the elective is to introduce you to the concept and the core elements of project management, which is very useful when dealing with e.g. organizational changes, development and implementation of new service products and procedures, planning and realization of events etc. You will get a basic understanding of project management and become familiar with the key terms and processes in order for you to be able to participate as an important resource in projects. Having completed the elective including the exam you have obtained new knowledge, skills and competences in relation to working in a structured manner with projects in the service business.</p> <p><b>Learning objectives</b></p> <p><b>Knowledge</b> The graduate will gain knowledge of:</p> <ul style="list-style-type: none"> <li>• The principles of different project management systems/paradigms (waterfall, agile, SCRUM)</li> <li>• The core elements of project planning and project management (goal hierarchy, resources, stakeholders, communication, risks, budget etc.)</li> </ul> <p><b>Skills</b> The graduate will acquire skills in:</p> <ul style="list-style-type: none"> <li>• Applying the different principles of project management to a specific project in a service company using relevant it-tools (MindView and alike)</li> <li>• Planning a project and communicating a project plan to relevant stakeholders</li> </ul> <p><b>Competencies</b> The graduate will get professional competencies in:</p> <ul style="list-style-type: none"> <li>• Working with projects in a structured and consistent manner and in collaboration with others be able to undertake and perform valuable job tasks and roles in a project</li> </ul>	
<b>Professional Meeting Planning</b>	<b>5</b>
<p><b>Content:</b> The student can develop, plan and conduct participant-involving meetings for + 20 persons on the basis of the Meetovation principles: Set meeting objectives and evaluate, Active Involvement, Local Inspiration Response Thinking and Creative Set Up.</p> <p><b>Learning Objectives:</b></p> <p><b>Knowledge:</b> The graduate will gain knowledge about:</p> <ul style="list-style-type: none"> <li>• Techniques and methods used in the meeting industry</li> <li>• Different types of meetings and meeting needs</li> </ul> <p><b>Skill:</b> The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Setup a meeting budget</li> <li>• Use facilitation and Meetovation techniques</li> <li>• Communicate content and benefit from a meeting concept to participants and collaborators</li> <li>• set meeting objectives</li> </ul> <p><b>Competencies:</b></p> <ul style="list-style-type: none"> <li>• Take part in developing meeting concepts</li> <li>• Take part in implementing and evaluating meetings</li> </ul>	
<b>Hotel Wellness and Spa</b>	<b>5</b>
<p><b>Content:</b> The purpose of this elective is for the students to develop knowledge, skills and competencies of wellness &amp; spa operations within hotels.</p> <p><b>Learning objectives</b></p> <p><b>Knowledge</b> The graduate will:</p> <ul style="list-style-type: none"> <li>• Be knowledgeable of recent trends and developments of the wellness &amp; spa industry</li> <li>• Understand the role of facility management in the design of wellness &amp; spa outlets</li> <li>• Be knowledgeable of the different services offered by wellness &amp; spa facilities</li> </ul> <p><b>Skills</b> The graduate will:</p> <ul style="list-style-type: none"> <li>• Apply experience economy within wellness &amp; spa operations</li> <li>• Evaluate the role that other departments play in wellness &amp; spa management</li> <li>• Be able to communicate how co-branding can create lasting relationships with wellness &amp; spa suppliers</li> <li>• Evaluate the opportunity costs connected to wellness &amp; spa outlets within the hospitality industry</li> </ul>	

*Competencies*

The graduate will obtain new knowledge in relation to designing and developing successful wellness & spa packages and experiences



# Courses in International Hospitality Management

## \*N-IHA-2-F-20 (International Hospitality Management 2 Nørrebro)

International Hospitality Management level 2 – Cphbusiness Nørrebro.

The courses of this semester package take place at Cphbusiness Nørrebro (Blaagaardsgade 23B, 2200 Copenhagen N) during the spring semester 2020.

### 1. An illustration of the level of the semester package

The second semester of the Top-Up Bachelor in International Hospitality Management is equivalent to the sixth semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

### 2. Admission requirements

#### Academic requirements

#### BEFORE YOU APPLY FOR THIS SEMESTER PACKAGE

##### MAKE SURE YOU HAVE THE FOLLOWING:

At least 2 years (the equivalent of an AP Degree - 120 ECTS) of undergraduate studies within Hospitality, Marketing, Economics, Organisation and Management, including

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

#### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR](#) (Common European Framework for Languages) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

### 3. Practical information

Places on our top-up bachelor programmes are limited. Students who apply for a semester on a top-up bachelor programme will be required to send extra documentation to prove they fulfil the above-mentioned criteria. Only students with the relevant background and highest grades will be admitted.

**Make sure your second option is a semester package at AP Degree level and that both your options are approved by your home institution before applying.**

## 4. Information about exams

There will be one exam for Hospitality and Hostmanship and Strategic Value Creation. The exam will be oral, based on a written assignment.

One separate exam will be organized for the elective subject. More information in the Elective Catalogue (will be available by the start of the semester).

## 5. Description of subjects

<b>Hospitality and Hostmanship – 14 ECTS</b>
<p><b>Content:</b></p> <p>This subject element covers cultural and guest perceptiveness and communication, and developing these in the company with focus on developing a hospitality/hostmanship mind-set that can create value in the company. Learning objectives:</p> <p><b>Knowledge</b></p> <p>The student must:</p> <ul style="list-style-type: none"> <li>• have development-based knowledge of hospitality industry practices and applied theory and methods in relation to hostmanship</li> <li>• be able to understand practices and applied theory and methods in relation to hospitality, and to reflect on the hospitality industry's practices and use of these.</li> </ul> <p><b>Skills</b></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> <li>• apply methods and tools within hospitality and hostmanship and be proficient in the tools related to work in the hospitality industry</li> <li>• evaluate practice-oriented and theoretical issues related to hospitality and hostmanship and select and justify relevant solution models in relation to the hospitality industry</li> <li>• communicate practice-oriented issues and solutions in relation to hostmanship to hospitality industry guests and employees.</li> </ul> <p><b>Competencies</b></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> <li>• develop and implement experiences for the guest, which also create financial value for the company from an ethical, respectful and sustainable perspective</li> <li>• work independently in professional and interdisciplinary collaboration and practise hostmanship</li> <li>• identify their own and others' learning needs, in order to develop and maintain their own and others relevant knowledge, skills and competencies in relation to hostmanship and guest perceptiveness.</li> </ul>
<b>Strategic Value Creation – 11 ECTS</b>
<p><b>Content:</b></p> <p>This subject element covers strategy and finances in relation to developing new and existing focus areas. The focus is on developing a mind-set that can handle changes and ongoing development, while also implementing strategic decisions.</p> <p><b>Learning objectives:</b></p> <p><b>Knowledge</b></p> <p>The student must:</p> <ul style="list-style-type: none"> <li>• have development-based knowledge of hospitality industry practices and applied theory and methods in relation to strategic value creation</li> <li>• be able to understand practices and applied theory and methods in relation to strategic value creation, and to reflect on the hospitality industry's practices and use of these.</li> </ul> <p><b>Skills</b></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> <li>• apply methods and tools to strategic value creation and be proficient in the strategic tools related to work within the hospitality industry</li> <li>• evaluate practice-oriented and theoretical issues related to strategy and select and justify relevant solution models in relation to the hospitality industry</li> <li>• communicate practice-oriented strategic issues and solutions to hospitality industry stakeholders.</li> </ul> <p><b>Competencies</b></p> <p>The student must be able to:</p> <ul style="list-style-type: none"> <li>• work independently in a professional and interdisciplinary collaboration with management and employees to develop and implement solutions in relation to the company's strategic challenges</li> </ul>

- work independently and in alliances/networks with other relevant stakeholders towards developing the hospitality company
- identify their own and others' learning needs, in order to develop and maintain their own and others relevant strategic knowledge, skills and competencies.

**Elective subject – 5 ECTS**

To be announced



## Courses in International Sales and Marketing

### \*S-INS-1-F-20 (International Sales and Marketing 1 Sørerne)

International Sales and Marketing level 1 - Cphbusiness Sørerne

The courses of this semester package take place at Cphbusiness Sørerne (Nansensgade 19, 1366 Copenhagen K) during the spring semester 2020.

#### 1. An illustration of the level of the semester package

The first semester of the Top-Up Bachelor in International Sales and Marketing is equivalent to the fifth semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

## 2. Admission requirements

### Academic requirements

#### BEFORE YOU APPLY FOR THIS SEMESTER PACKAGE

##### MAKE SURE YOU HAVE THE FOLLOWING:

At least 2 years (the equivalent of an AP Degree (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

Please note there are **very few places** available on the first semester INS. If you fulfill all requirements mentioned above, you might be offered a place on the **second semester** (which is also offered in spring).

Please check the description of the [second semester of International Sales and Marketing Management](#) and talk to your exchange coordinator about this possibility before applying.

### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR](#) (**Common European Framework for Languages**) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

## 3. Practical information

Places on our top-up bachelor programmes are limited. Students who apply for a semester on a top-up bachelor programme will be required to send extra documentation to prove they fulfil the above-mentioned criteria. Only students with the relevant background and highest grades will be admitted.

**Make sure your second option is a semester package at AP Degree level and that both your options are approved by your home institution before applying.**

## 4. Information about exams

One interdisciplinary exam will be organized at the end of the semester covering subjects described below. One grade will be awarded according to the 7-point grading scale.

For [general information about exams and grading scale](#), please check the relevant chapter.

## 5. Distribution of subjects:

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

## 6. Detailed description of the course elements:

Course element contents:	ECTS
The Company's Strategic Basis (Business Model)	10
Content:	

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.

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.

The subject element also includes a review of the scientific theory paradigms and perspectives on knowledge, insight and knowledge recognition.

### Learning objectives:

#### Knowledge

The student must:

- 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-F-20 (International Sales and Marketing level 2 Sørerne)

The courses of this semester package take place at Cphbusiness Sørerne (Nansensgade 19, 1366 Copenhagen K).

### 1. An illustration of the level of the semester package

The second semester of the Top-Up Bachelor in International Sales and Marketing is equivalent to the sixth semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

### 2. Admission requirements

#### Academic requirements

#### BEFORE YOU APPLY FOR THIS SEMESTER PACKAGE

##### MAKE SURE YOU HAVE THE FOLLOWING:

At least 2 years (the equivalent of an AP Degree (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

#### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR](#) (Common European Framework for Languages) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

**Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.**

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype/telephone conversations with nominees before accepting them for a study programme.

### 3. Practical information

Places on our top-up programmes are limited. Students who apply for a semester on a top-up programme will be required to send extra documentation to prove they fulfil the above-mentioned criteria. Only students with the relevant background and highest grades will be admitted.

**Make sure your second option is a semester package at AP Degree level and that both your options are approved by your home institution before applying.**

### 4. Information about exams

Theme 3 and Theme 4 will be evaluated with the help of two exams. Each exam will be graded on the 7-point grading scale and an overall grade will be calculated to cover both themes.

Elective subjects will also conclude with an exam each and an overall grade (7-point grading scale) will be calculated as above.

## 5. Distribution of subjects:

	International Marketing and Sales	Organisation, Management, Supply Chain	Economics	Law	Methodology	Elective subject	Total ECTS
<b>Theme 3: Industry and Competitors</b>	2,0	1,0	1,0	0,5	0,5	0	<b>5</b>
<b>Theme 4: Sales Management and the Sales Development of the Company</b>	4,0	3,5	1,5	0,5	0,5	0	<b>10</b>
<b>Elective subject</b>	0	0	0	0	0	15	<b>15</b>
<b>Total</b>	<b>6</b>	<b>4,5</b>	<b>2,5</b>	<b>1</b>	<b>1</b>	<b>15</b>	<b>30</b>

## 6. Detailed description of the course elements:

### OBLIGATORY SUBJECTS

Contents	ECTS
<b>Industry and Competitors</b>	<b>5</b>
<p>Content:</p> <p>The subject element covers analyses of competition, competitors and cluster and network collaboration, whereby the company can benchmark in relation to the supply chain, social responsibility and sustainability, including CSR, and the international economic environment, and seen in relation to competition law. The subject element also requires a methodical approach to acquiring knowledge based on the theoretical standpoint.</p> <p><b>Learning objectives:</b></p> <p><i>Knowledge</i></p> <p>The student must:</p> <ul style="list-style-type: none"> <li>• Have knowledge of relevant theories and models about competitive positions in the market and how these are implemented</li> <li>• Have knowledge about different benchmarking models</li> <li>• Have knowledge of CSR, social responsibility and sustainability</li> <li>• Have knowledge about basic benchmarking theory and models in SCM</li> <li>• Have knowledge of financial and non-financial benchmarking</li> <li>• Have an understanding of international macroeconomic industry environment influences</li> <li>• Have knowledge of the theory of science, theoretical assumptions and methodological approaches that support the generation of knowledge</li> <li>• Have knowledge of Danish and European competition law and the interaction between the rules</li> </ul> <p><i>Skills</i></p> <p>The student must:</p> <ul style="list-style-type: none"> <li>• Be able to analyse and evaluate a company's competitive position as a basis for development and adaptation of the company's market offerings. In relation to this, be able to benchmark a company in relation to an industry and to the company's closest competitors, including strategies</li> <li>• Be able to analyse the company's social dimension in relation to the company's strategic position</li> <li>• Be able to apply relevant theories and models in connection with benchmarking of an international company's supply chain</li> <li>• Be able to assess international macroeconomic factors that may affect the competitive situation in the industry for a given company</li> <li>• Be able to assess the risks of international commerce</li> <li>• Be able to benchmark a company against a competitor or industry and</li> <li>• Be able to make an assessment of identified international economic conditions in the external environment and assess the impact of such an industry and company</li> <li>• 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</li> </ul> <p><i>Competencies</i></p> <p>The student can:</p>	

- Participate in the company's marketing intelligence with a focus on design and analysis of information about competitive position in the market
- Identify and analyse the specific competitors
- Identify a company's main CSR challenges
- Identify areas for improvement in the company's supply chain, based on benchmarking
- Identify and manage risk and hedging in connection with international trade
- The student has gained experience in the scientific method's limitations

## Sales Management and the Sales Development of the Company

10

### Content:

The subject element covers insight into the development of international sales strategies, including online and offline strategies, CRM for new and existing customers, customer follow-up, and key account and global account management.

The subject element also covers insight into organisational development and change management, taking into account employment law, and measuring efficiency and risk assessment for the company's supply chain. The subject element covers budgeting, balanced scorecard and the triple bottom line in the selection of strategies for the company. The subject element also requires students to incorporate and reflect on the significance of the theoretical standpoint for projects.

### Learning objectives:

#### Knowledge

The student must:

- Understand and be able to reflect on key theories for the development of the company's sales base using different approaches
- Have knowledge of models and methods for customer follow-up
- Have knowledge and understanding of relevant theories and models related to business models, where sales are the starting point
- Have knowledge and understanding of the organizational consequences of growth
- Have knowledge of the management theories which may support the development of the company's sales base
- Have knowledge about different theories on motivation and incentive strategies
- Have knowledge and understanding of different types of conflict and conflict resolution options
- Have knowledge of situational leadership
- Have knowledge of the criteria for the evaluation of the sales department's efforts
- Have knowledge of tools for measuring the effectiveness of a company's supply chain
- Have knowledge of methods and models for risk assessment of the supply chain
- Understand alternative budget models
- Have knowledge of alternative financial and non-financial reporting forms, including understanding frameworks and legislation related to the company's economic, environmental and social reporting
- Be able to assess the epistemological and methodological issues and integrate an understanding of academic work and methods with professionalism in project and report writing

#### Skills

The student must:

- Be able to analyse, develop and implement international sales strategies for different business types (industry, sizes, resources etc.).
- Be able to develop and adapt a company's marketing mix for individual clients
- Be able to justify and communicate selected strategies in a sales plan to relevant stakeholders
- Be able to evaluate the activities linked to the company's general marketing mix for customers, and for individual customers, and be able to propose possible changes in strategy and approach
- Be able to develop a plan for the organizations development and assess the impacts when compared with the organizations complexity
- Be able to assess the development of the sales organization
- Be able to assess the competency requirements for the sales team
- Be able to develop strategies for motivation and coaching of the sales staff
- Be able to identify their own learning needs, so that knowledge and skills are developed
- Be able to be included in the evaluation of employees personal, professional, cultural and social skills
- Be able to develop a follow-up plan for the company's business model in relation to measuring the effectiveness of a company's supply chain
- Be able to prepare budget assumptions and prepare and evaluate a total budget for strategic decisions and assess their economic impact
- Be able to make reflections on their own practice
- Be able to make reflections on the scientific methods limitations
- Be able to apply rules of employment in an international context, including compliance with the rules on jurisdiction and applicable law, with special emphasis on recruitment and retention, relocation and dismissal

#### Competencies

The student can:

- Manage and lead the development of sales strategies in complex situations and based on the involvement of relevant stakeholders
- Work with assessments of the company's overall activities for customers

- Work with a holistic approach on the development of the company's strategic base
- Identify their own learning needs in order to develop and maintain appropriate skills to work from a holistic approach
- Independently analyse and participate in the development of an organizational plan of action to ensure implementation of the sales plan
- Independently participate within and across disciplines in organizational development
- Enter into dialogue with the sales department about optimization of the company's total sales efforts from the perspective of efficiency throughout the supply chain
- Establish a basis for decisions regarding the company's strategy implementation

## ELECTIVE SUBJECTS

Students will choose one of the below. Each elective subject has a workload of 10 ECTS.

### PROJECT MANAGEMENT AND PROJECT SALES

#### Purpose & Learning Outcome:

##### Objectives and contents:

- A general understanding of projects and project sales in a strategic perspective, and how to manage them.
- An in-depth understanding of a business case, both at seller and buyer
- Experience in using theories, models, tools and methods for project sales and management of projects in a professional context
- Understanding the differences in project sales in B2B and B2G.
- Understanding project management in B2C, B2B and B2G.

The topic has two equal foundations: project sales and project management. Please see detailed description of the subjects below.

#### Project Sales:

##### Knowledge:

The student should have acquired knowledge about:

- How to define project sales
- Defining and describing the sellers' role within project sales (consultant vs seller)
- Market segmentation of strategic customers and the competitive environment
- Identification of strategic customers and projects
- Identification of customer buying criteria
- The decision process and buying behavior of the customer (identification of stake holders and value chain)
- The process of project sales ("capture planning" within strategic scope of the company)
- Preparation, planning, execution & follow-up of sales meetings
- Requirement to quotations, requirements for public tenders ("the winning proposal")
- Business Case development (both seller's perspective and customer's perspective)
- Cost calculations and price settings of sales projects
- Requirements to project team
- Closing and follow-up on projects

##### Skills:

The student should be able to:

- Define and build a business case
- Understand and define risk elements
- Analyze the stakeholders of a project (both internally at seller and at customer)
- Communicate to project groups
- Produce offers in a formal way, meeting requirements
- Understand the strategic positioning at the customer
- Act as consultant in the seller role

##### Competences:

The student should have obtained competences in regards to:

- Plan professional project sales by using relevant tools and methods
- Implement project sales and adjusting the sales/customer process continuously

## Project management:

### Knowledge:

The student should have acquired knowledge about:

- How to define a project and what parameters the project manager can adjust
- Project portfolio management in a company strategic perspective
- How to define the work streams, deliverables, milestones and activities of a project (Stage-Gate and SCRUM)
- How to plan a project by using tools such as a Gantt Chart and the Work Break Down Schedule
- How to define the stakeholders of a project and how to handle their influence by communication
- The role of the project manager and the different roles in a project organization, including the roles of the project team and the steering committee
- The risks in relation to implementation of a project and how to handle it
- Different forms of meetings and their purpose
- The business case and budget of a project

### Skills:

The student should be able to:

- To illustrate the purpose and objective of a project by preparing an Objective Break-Down Schedule
- To plan a project by defining work streams, deliverables, milestones and activities in a Work Break Down Schedule and a Gantt Chart
- To do a risk analysis
- To analyze the stakeholders of a project and make a communication plan
- To plan the relevant meetings throughout the implementation of the project
- To make a budget or business case for a project

### Competences:

The student should have obtained competences in regards to:

- Plan a project in a professional context by using relevant tools and methods
- Implement a project and adjusting the plan continuously

### Content and milestones

#### Content:

Lesson	Content
Lesson 1	The project concept (PM) Customer profitability/Buying criteria (PS)
Lesson 2	Success with projects (PM) Setting the joint transformation agenda with the strategic customer (PS)
Lesson 3	Planning the project (PM) Integrated value chains & guiding customer business transformation (PS)
Lesson 4	Context and types of projects (PM) Key Account Management (PS)
Lesson 5	Portfolio management (PM) Sales leadership in projects – undertaking the transformative journey (PS)

#### Milestones:

- Group formation/Abstract for the group work
- Preliminary problem formulation for individual work
- Update individual problem
- Hand in of group work
- Hand in of individual work

### Evaluation Criteria

The evaluation criteria of the four mandatory elements that are graded are as follows:

Element	Evaluation criteria
A: Written Element, Part 1: The Group Report (25%)	Theoretical knowledge demonstrated Relevance of data Written presentation
B: Written Element, Part 2: An individual article or creative product (25%)	Written presentation Theoretical knowledge demonstrated Relevance of data or creative content
C: Oral Element, Part 1: Group presentation to an audience (10%)	Structure and content of presentation Presentation skills

<i>D: Oral Element, Part 2: Individual oral exam (40%)</i>	Ability to demonstrate knowledge of international project management Presentation skills
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**Feedback**  
Verbal feedback will be provided:

- after each milestone
- after the group presentation (no grade)
- after the individual oral exam (including a weighted grade for the entire course)

### **Tentative Literature (on Project Sales)**

- 1) P.Kotler, M.Dingena & W.Pfoertsch, Transformational Sales
- 2) Articles TBD

### **Tentative Literature (on Project Management)**

- 1) Alam and Gühl, 2016, Project management in practice, Springer Verlag
- 2) Andersen, E.S., 2016, Do project managers have different perspectives on project management, International Journal of Project Management
- 3) Cicmil et al, 2017, Responsible forms of project management education: Theoretical plurality and reflective pedagogies, International Journal of Project Management
- 4) Christiansen et al, 2008, From models to practice: decision making at portfolio meetings, International Journal of Quality & Reliability Management
- 5) Cunha et al, 2003, Order and Disorder in Product Innovation Models, Creativity and innovation management
- 6) Cooper et al, 2001, Portfolio Management for New Product Development: Results of an Industry Practices Study, R&D Management
- 7) Dvir et al, 2003, An empirical analysis of the relationship between project planning and project success, International Journal of Project Management
- 8) Flyvbjerg, B. 2005, Deception by Design: the politics of megaprojects, Harvard Design Magazine
- 9) Fortune et al, 2012, Looking again at current practice in project management", International Journal of Managing Projects in Business
- 10) Geraldi et al, 2016, From Visions of Grandeur to Grand Failure, Proceedings of EURAM 2016 Implement Consulting Group, Double Half, projecthalfdouble.dk
- 11) Kreiner, K., 2014, Restoring Project Success as Phenomenon, Copenhagen Business School Press
- 12) LaBrosse, 2010, Project-portfolio management, Employment relations today
- 13) Lovo et al, 2003, Delusions of Success: How Optimism Undermines Executives' Decisions, Harvard Business Review
- 14) Martinsuo, 2013, project portfolio management in practice, International Journal of Project Management
- 15) Palmquist et al, 2013, "Parallel Worlds: Agile and Waterfall Differences and Similarities, CMU
- 16) Richardson et al, 2015, Is Project Management Still an Accidental Profession? A Qualitative Study of Career Trajectory, SAGE open
- 17) Serrador et al, 2013, The Relationship Between Project Success and Project Efficiency, Project Management Journal
- 18) Standish Group, 2014, CHAOS
- 19) Shenhar et al, 1997, Mapping the dimensions of project success, Project Management Journal
- 20) Turner et al, 2005, The project manager's leadership style as a success factor on projects, Project Management Journal
- 21) Turner et al, 2012, Project management in small to medium-sized enterprises: Tailoring the practices to the size of company, Management Decision

## **(ONLY IN DANISH) EU LAW AND BIG DATA**

We have combined the two topics EU law and Big Data justified by the increasing level of internationalization and digitalization in the society .

We see EU law as an important part of our daily life and at the same time a digital approach to business and personal life all over the place in the future digital world.

The ECTS points are divided as follows: 10 ECTS for Law and 5 ECTS for Big Data.

### **1. Purpose of the course and learning objectives**

#### **Purpose.**

The students will get knowledge, skills and competences about the European Union, the EU law, and the digital society that influences us all every day.

To be serious and professional in business life today, the students must understand the fact, that EU law and judgments from the EU-Court have a significant influence on EU citizens and companies.

The student will get knowledge, skills and competences about Big Data in general and the implications for Law specifically. In a digital and data driven world it is crucial to be knowledgeable about the impact from the way we create documentation, i.e. digital foot print in our private and professional lives.

#### **Learning objectives**

##### Knowledge:

- The student will get general knowledge about EU and the Treaty of Lisbon.
- The student will get knowledge about the EU sources of law
- The student will get knowledge of the EU institutions and the democratic systems.
- The student will get knowledge of the legal principles in EU law and the relationship to national courts.
- The student will get knowledge about theories and models and basic ideas of big data the business value approach.
- The student will get knowledge about working with data in a legal context.

#### Skills:

- The student will get skills to understand the important rights for free movement of goods, persons, services and the right to establish a business inside the Internal Market based on the Treaty of Lisbon.
- The student will get skills to understand how to analyse data to provide information from an ethical and law perspective

#### Competences:

- The students will learn how to seek relevant EU legislation and information and how to read, discuss and understand EU Court judgments.
- The students should be able to solve concrete legal EU cases
- The students should be able to take part in discussions in class about what is happening right now inside the EU e.g. Brexit.
- The student will be able to evaluate data for monitoring the exchange of information as input in a law context

## 2. Content and milestones

#### **Content:**

- EU law including the Treaty of Lisbon
- The rules about the free movement and the prohibition against discriminations and restrictions.
- Search of legal information in the EU
- Case stories e.g. Brexit, Europol or Frontex, Spain vs Google and others
- Coursera course "Ethics and Law in Data and Analytics"
- Workshop about Big Data in a legal context.

#### **Milestones**

1. Online Course
2. Individual written assignment about EU in general
3. Workshop about Big Data
4. Problem formulation for the group work
5. Status updates with tutors

#### **Week**

Topic/Method	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Class room	X	X				
Online training	X	X				
Workshop		X				
Written Workshop assignment			X			
Problem formulation		X	X	X		
Group work			X	X	X	
Group presentation					X	
Individual exam						X

## 3. Teaching form

- Teaching in class
- Written individual assignments to practice
- Groupwork
- Workshops
- Online course

## 4. Evaluation criteria

### **Big Data component – 5 ECTS**

Element	Evaluation criteria
A. An online learning assignment – individual & group. (50%)	all assessments done and achieved
B. Written element. Workshop/Group written assignment max 2 pages per group member (50%)	structure and content of the paper discussion and understanding of the new dilemmas involved in evaluate data for monitoring the exchange of information as input in a law context

### **EU Law component – 10 ECTS**

Element	Evaluation criteria
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C. Written assignment, group rapport (50%)	the theoretical knowledge relevance of data written presentation
D. Oral element: Individual oral exam (50%)	ability to demonstrate a good knowledge of EU law and the content of the group report. presentation skills

## 5. Feedback

Verbal feedback will be provided:

- after milestones
- after the group presentation to an audience (no grade)
- after the individual exam including a weighted grade for the entire course

## 6. Literature/course material

Voluntary literature: Henrik Kure: EU-ret kompendium (Danish only)

<https://www.mooc-list.com/course/ethics-and-law-analytics-and-ai-edx>

When you sign up without certificate, it is free of charge: OBS that you only have one go at the assessments.

Articles and material from various databases

## PURCHASING, NEGOTIATION AND BIG DATA

### Objectives and contents:

General understanding of the role in a company as well as of the practical implementation, including negotiation at all levels:

- In-depth understanding of the purchasing process
- Ability to apply common theories within the subject area in order to solve practical issues inspired by real life
- Understanding for the specific issues related to purchasing in the public sector
- Understanding project management in B2C, B2B and B2G
- Ability to build information based on data and provide input for the negotiation process and the SLA this is based upon.

### Learning outcome:

The topic has three equal foundations: purchasing, negotiation and big data. Please see a description of all three elements below.

**Literature:** Articles and books.

### Content:

- Lectures
- Guest lecturers
- Group work with data
- Group work based on Cases
- Negotiation simulations

### Milestones:

- 1: Preparing and participating in a negotiation case
- 2: Group exam
- 3: Preliminary problem statement for the individual assignment
- 4: Status update (individual work) to be discussed with tutoring voting.

### Exam and Evaluation Criteria:

#### 5 ECTS ELECTIVE EXAM (Big Data)

Element	Evaluation criteria
Written Element: The Group Report (50%)	Theoretical knowledge demonstrated Relevance of data Written presentation
Oral Element: Group presentation to an audience (50%)	Structure and content of presentation Presentation skills

#### 10 ECTS ELECTIVE EXAM (Purchasing and Negotiation)

Element	Evaluation criteria
Written Element: An individual article or creative product (50%)	Written presentation Theoretical knowledge demonstrated Relevance of data or creative content
Oral Element: Individual oral exam (50%)	Ability to demonstrate a good knowledge of international economics Presentation skills

## Purchasing

### Knowledge:

The student will have achieved knowledge about the following:

- The different steps in the purchasing process
- Developing purchasing strategies per product or product area
- Writing/building requirement specifications
- Competition theory and market forms
- Supplier search and supplier selection
- EU procurement rules
- Relations between buyer and supplier
- Power distance
- Calculation of net purchase price and long term costs (TCA and TCO)
- Contract management
- Use of IT in the purchasing process, including knowledge about specific tools

### Skills:

The student will be able to:

- Collect and evaluate requirements in a given purchasing situation
- Execute a requirements specification which can form the basis for obtaining offers
- Compare and evaluate offers
- Develop processes for the daily trade
- Follow-up on deliveries
- Perform ongoing evaluation of the selected suppliers' performance
- Initialize renegotiation of existing contracts

### Competencies:

The student will obtain the following competencies:

- Plan implementation of purchasing by using relevant tools, theories and methods
- Evaluate suppliers and their performance with the purpose of optimizing the purchase and the purchasing process

## Negotiation

### Knowledge:

The student will have achieved knowledge about the following:

- Phases and steps in the negotiation process
- Own negotiation profile
- Negotiation strategy and tactics
- Planning and preparing
- Questioning techniques

### Skills:

The student will be able to:

Set goals for the negotiation results

- Choose a strategy by choosing relevant models and theories, for example the Kraljic model
- Analyze the supplier's negotiation profile
- Analyze the supplier's negotiation strength
- Controlling the negotiation process
- Complete the negotiation process

### Competencies:

The student will obtain the following competencies:

- Ability to plan and execute a negotiation process by applying relevant tools, theories and models
- Ability to communicate efficiently during the negotiation process
- Ability to reflect upon the progress of the negotiation process

## Big Data

### Knowledge:

The student will have achieved knowledge about the following:

- Theories and models and basic ideas of big data the business value approach
- The role of big data in BtB buyer and supplier relations ships
- Providing data for monitoring the purchasing
- Providing data monitoring quality and performance
- Providing data to be used as input for the negotiation process

### Skills:

The student will be able to:

- Analyze data to provide business information
- Analyze big data to draw key patterns
- Evaluate big data to provide input to purchasing negotiation
- Analyze big data with IBM Watson Analytical tools
- Build presentations based on data

**Competencies:**

The student will obtain the following competencies:

- Plan and evaluate the role of big data in BtB buyer and supplier relations ships
- Evaluate data for monitoring the purchasing
- Evaluate data monitoring quality and performance
- Evaluate data to be used as input for the negotiation process

# Courses in Innovation and Entrepreneurship

## \*L-INE-2-F-20 (Innovation and Entrepreneurship 2 Lyngby)

Innovation and Entrepreneurship level 2 – Cphbusiness Lyngby.

The courses of this semester package take place at Cphbusiness Lyngby (Noergaardsvej 30, 2800 Kgs. Lyngby) during the spring semester 2020.

### 1. An illustration of the level of the semester package

The second semester of the Top-Up Bachelor in Innovation and Entrepreneurship is equivalent to the sixth semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

### 2. Admission requirements

#### Academic requirements

#### BEFORE YOU APPLY FOR THIS SEMESTER PACKAGE

##### MAKE SURE YOU HAVE THE FOLLOWING:

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

It is also a good idea to have a strong interest in Innovation, learning by doing and if you maybe dream about starting your own business in the future.

#### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0** - [level B2 on CEFR](#) (Common European Framework for Languages) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

### 3. Practical information

Places on our top-up programmes are limited. Students who apply for a semester on a top-up programme will be required to send extra documentation to prove they fulfil the above-mentioned criteria. Only students with the relevant background and highest grades will be admitted.

**Make sure your second option is a semester package at AP Degree level and that both your options are approved by your home institution before applying.**

## 4. Information about exams

A group project with individual oral exam and will conclude "Business Development". One grade will be awarded on the 7-Point Grading Scale.

The Elective subject will be evaluated by an oral exam based on a written assignment and a grade on the 7-Point Grading Scale will be awarded.

For [general information about exams and grading scale, please check the relevant chapter.](#)

## 5. Description of subjects and teaching

<b>Business Development - 10 ECTS</b>
<b>Content:</b> This programme element covers business and market understanding as well as business development, including strategic analyses of customers and competitors in relation to both the establishment, operation, development and scaling of their own or an existing business. The focus is on identifying and analysing growth opportunities as well as on evaluating financial, social and environmental impacts of the development activities.
<b>Learning objectives:</b>
<b>Knowledge</b> The student must have: <ul style="list-style-type: none"><li>• development-based knowledge of the subject area's practices and applied theory and methodology related to business understanding and business development, and the ability to reflect on their relevance and applicability</li><li>• knowledge and understanding of trends, markets, customers and competitors in relation to the operation and scaling of their own or an existing business</li><li>• a basic understanding of business economics to ensure sustainable business models.</li></ul>
<b>Skills</b> The student must be able to: <ul style="list-style-type: none"><li>• develop and evaluate business models based on external and market conditions in relation to their own professional knowledge</li><li>• analyse the possibilities for business development based on an understanding</li><li>• of the professional, social, cultural and financial interests of themselves, customers and other players as well as planning and executing concrete business development initiatives in practice</li><li>• communicate practice-oriented and academic issues and solutions related to business development to partners and users.</li></ul>
<b>Competencies</b> The student must be able to: <ul style="list-style-type: none"><li>• handle complex and development-oriented processes within business development as well as challenging existing and developing new sustainable business models and combining traditional and innovative models</li><li>• independently enter into specialised and interdisciplinary collaboration and assume responsibility within the framework of professional ethics</li><li>• identify personal learning needs and develop own knowledge, skills and competencies in relation to business development.</li></ul>
<b>Electives – 20 ECTS</b>
<b>To be announced</b>



## Courses in Sport Management

### \*L-SPM-2-F-20 (Sport Management 2 Lyngby)

Sport Management level 1 – Cphbusiness Lyngby.

The courses of this semester package take place at Cphbusiness Lyngby (Noergaardsvej 30, 2800 Kgs. Lyngby) during the spring semester 2020.

## 1. An illustration of the level of the semester package

The second semester of the Top-Up Bachelor in Sport Management is equivalent to the sixth semester of a classic Bachelor programme.

CLASSIC BACHELOR PROGRAMMES		CPHBUSINESS DEGREE PROGRAMMES		
Extra semester/s	Extra year/s	Third level semester package (30 ECTS)	Second year	Top-Up Bachelor (90 ECTS)
Sixth semester	Third year	Second level semester package (30 ECTS)	First year	
Fifth semester		First level semester package (30 ECTS)		
Fourth semester	Second year	Fourth level semester package (30 ECTS)	Second year	AP Degree (120 ECTS)
Third semester		Third level semester package (30 ECTS)		
Second semester	First year	Second level semester package (30 ECTS)	First year	
First semester		First level semester package (30 ECTS)		

## 2. Admission requirements

### Academic requirements

#### BEFORE YOU APPLY FOR THIS SEMESTER PACKAGE

##### MAKE SURE YOU HAVE THE FOLLOWING:

At least 2 – 3 years (equivalent to an AP Degree - 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

### Language requirements

Students MUST have English qualifications corresponding to **TOEFL 550 or IELTS 6.0**. - [level B2 on CEFR \(Common European Framework for Languages\)](#) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students' level of English meets the above-mentioned criteria.

Please note a student's ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student's ability to pass exams.

As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students' stay here, we may use Skype conversations with nominees before accepting them for a study programme.

## 3. Practical information

Places on our top-up programmes are limited. Students who apply for a semester on a top-up programme will be required to send extra documentation to prove they fulfil the above-mentioned criteria. Only students with the relevant background and highest grades will be admitted.

**Make sure your second option is a semester package at AP Degree level and that both your options are approved by your home institution before applying.**

## 4. Information about exams

An interdisciplinary exam covering the compulsory elements described in the table below (25 ECTS in all) will be organized at the end of the semester. Students must pass in order to receive the 25 ECTS.

The elective subject will have a separate exam. The form of the exam depends on the elective chosen. One grade on the 7-point grading scale will be awarded.

For [general information about exams and grading scale](#), please check the relevant chapter.

## 5. Description of subjects and teaching

Subject	Contents	ECTS
<b>Project Management</b>		<b>10</b>
<b>Contents:</b> The subject element is based on an understanding of the organization and its structures, cultures and processes seen in project contexts. It includes various project types, project establishment, project objectives, project organization, time estimation and its significance for project objectives, reporting, follow-up (including finances) and quality assurance, risk management and evaluation and project management aspects of human participation.		
<b>Learning Objectives</b>		
<i>Knowledge</i> The student has knowledge and understanding of: <ul style="list-style-type: none"> <li>• Practices and methods in project management and project administration, including agile project methods</li> <li>• Practices and a wide range of applied theories / methods in project management and project administration</li> <li>• Establishment and utilization of knowledge networks.</li> </ul>		
<i>Skills</i> The student is able to: <ul style="list-style-type: none"> <li>• Apply key methods and tools related to project management and project administration, including agile project methods</li> <li>• Evaluate practical issues as well as justify and select appropriate models for project management</li> <li>• Evaluate practice-related management issues in a project, and select and convey appropriate solutions</li> <li>• Evaluate, draw up and choose solutions for the appropriate organization of a project.</li> </ul>		
<i>Competencies</i> The student is able to: <ul style="list-style-type: none"> <li>• Manage and administrate small and medium-sized projects</li> <li>• Participate as a sub-project manager on large projects</li> <li>• Develop own practice in a structured context.</li> </ul>		
<b>Sports Law</b>		<b>5</b>
<b>Contents:</b> The purpose of the subject area is to qualify the student to independently and professionally analyse, understand and evaluate the basic juridical system, the related terminology and the legal principles related to the sports, event and leisure sector. (Both in relation to professional and amateur sports) The focus is on the student's ability to analyse, identify, understand and determine legal problem areas and to use this knowledge to prevent and make operational the legal liability for organisations in the sports, event and leisure sector.		
<b>Learning objectives for the key subject area and educational element:</b>		
<i>Knowledge</i> The student will possess knowledge of: <ul style="list-style-type: none"> <li>• the organisation of sport – at the local (municipal), nationally and globally – as seen in legal perspective.</li> <li>• Danish Sports legal framework</li> <li>• dispute processing of sport (the "judicial system" of the sport) — for example, suspensions, fines, exclusion, DIF's Appeal Committee, Anti-Doping Committee etc.</li> <li>• the ordinary courts and their organisation</li> <li>• specific legislation within sport</li> <li>• liability of the sport enterprise in connection with damage both inside and outside the contractual relationship</li> <li>• sports insurance needs. Which assurances are statutory, and which should it have in order to guard itself against financial ruin in the event of a serious accident or major damage?</li> <li>• the tax laws and regulations which the sports enterprise is subject to. This is to say its own fiscal status/conditions and rules and obligations at disbursement of salaries, fees, remuneration, etc. to employees and others</li> <li>• the VAT law in relation to sport. The VAT law contains a number of special procedures in relation to sport, isolated events and letting of immovable property (e.g. sports facilities)</li> <li>• applicable rules and doping regulations. Including Anti-Doping Denmark's business and work to combat doping</li> <li>• EU competition law and the Danish Competition Act – including the application of the rules in relation to broadcasting agreements</li> <li>• What the sports enterprise can do to prevent sexual abuse of children and young people (typically members) and of adults (usually employees). Including having knowledge of the legislation in this area and the obligation to obtain children's certificates on instructors and coaches who are dealing with children under 15 years old</li> <li>• the contractual liability and rules of conclusion of agreements, for example. sponsorship deals, and who shall be liable for the financial transactions which are carried out in daily life in the sports enterprise</li> <li>• Immaterial rights and sport. The Marketing Practices Consolidation Act, the Consolidation Act on Copyright, the Danish Trademark Act, etc.</li> </ul>		
<i>Skills</i>		

<p>The student shall be able to:</p> <ul style="list-style-type: none"> <li>plan, prepare and ensure procedures in the organisation so they adhere to the law and other set of rules in relation to both employees, volunteers, public authorities, athletes, organisations etc.</li> </ul> <p><i>Competences</i></p> <p>The student shall be able to:</p> <ul style="list-style-type: none"> <li>evaluate and customise procedures in the organisation so that they at all times comply with the applicable legislation and set of rules that are relevant for the company within the field of sports, event and leisure sector</li> </ul>		
<b>Sports Marketing 2</b>		<b>5</b>
<p><b>Contents:</b></p> <p>The student must be able to assess the applicability of the various components of the marketing mix appropriate for sports marketing in order to be able to integrate this knowledge in connection with the solution of practical problems. In addition, the student must be able to communicate the solution of these issues to relevant stakeholders.</p> <p><i>Knowledge</i></p> <p>The student will possess knowledge of:</p> <ul style="list-style-type: none"> <li>how sports marketing can be part of an event-oriented context</li> <li>the interaction between sport, communications, PR and media.</li> <li>new business methods and business development within the field of sports marketing</li> <li>sales planning and management within sport</li> </ul> <p><i>Skills</i></p> <p>The student will be able to:</p> <ul style="list-style-type: none"> <li>apply CSR theories and knowledge to take advantage of the commercial aspect of CSR within sports marketing</li> <li>apply theory and knowledge in relation to hybrid sports branding in order to create added value in brand development and brand management within sports marketing</li> <li>apply knowledge of sales planning and management within sports and event marketing</li> <li>apply knowledge about sports, communication, media and PR as image- generating activities</li> </ul> <p><i>Competences</i></p> <p>The student will be able to:</p> <ul style="list-style-type: none"> <li>independently integrate hybrid branding processes in order to strengthen the strategic sports marketing work.</li> <li>independently capitalise on the use of new business practices and business development within the field of sports marketing.</li> <li>independently make use of strategic communication and media platforms as well as planning of communication initiatives</li> <li>independently assess how events can be integrated as an active part of the sports marketing process</li> </ul>		
<b>Sports Economics 2</b>		<b>5</b>
<p><b>Contents:</b></p> <p>The aim is that the student can analyse, understand and assess the applicability of business economic methods, theories and techniques in relation to sports management and the sports, event and leisure sector. Furthermore the student must be able to analyse and apply sports economic issues in contexts relating to the sports, event and leisure sector.</p> <p><b>Learning Objectives</b></p> <p><i>Knowledge</i></p> <p>The student will have:</p> <ul style="list-style-type: none"> <li>knowledge of competition and competitive balance in accordance with a sports economic context.</li> <li>basic knowledge of geographically-based sports economic issues, for example league design and competitively in sports economic context in Europe vs. United States</li> <li>knowledge of competition policy, privatisation and regulation</li> <li>knowledge of market structures and the impact of competition</li> </ul> <p><i>Skills</i></p> <p>The student will be able to:</p> <ul style="list-style-type: none"> <li>analyse, understand, apply and communicate sports economic aspects of competitive conditions and the competitive balance in relation to the sports, event and leisure sector</li> <li>understand and analyse the price formation, including price formation in various market forms, the importance of different sizes of elasticities on the price- setting behaviour, as well as the effect of the introduction of various types of taxes on price formation</li> <li>analyse, understand and communicate the impact of competition policy, privatisation and adjustments</li> </ul> <p><i>Competences</i></p> <p>The student will be able to:</p> <ul style="list-style-type: none"> <li>independently collect and process relevant macro-economic information and communicate these to relevant stakeholders</li> <li>independently use macro-economic knowledge for the development of industry-specific sports economic analyses</li> </ul>		
Electives	to be announced	<b>5</b>

