

# International Business Academy Denmark Study Programmes



INTERNATIONAL BUSINESS ACADEMY  
ERHVERVSAKADEMI KOLDING



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IBC KursusCenter  
International Business Academy



## Welcome to the IBA Community

Dear Student,

At the IBA, we pride ourselves on delivering study programmes of the highest standard, underpinned by a superb learning environment with qualified, experienced and professional lecturers and administrators. Our aim is for all students to feel they have gained from their experience at the IBA, not just in terms of qualifications and certificates, but also in acquiring new skills and knowledge, developing a network of valuable contacts, making new friends and generally enjoying and valuing the time spent with us.

We will play our part, to the best of our ability, to provide you with the environment, the tools and the opportunity to succeed. The rest is up to you: a serious approach to your studies, good attendance, engagement in class, and participation in the various academic and social activities we offer. All of these will contribute to making your stay with us both rewarding and enjoyable.

On behalf of all the staff at IBA, I wish you every success. May you achieve your goals and ambitions.



Best wishes,

**Niels Egelund**  
**Rector**

A handwritten signature in blue ink that reads "Niels Egelund" followed by a stylized flourish.

"What I like best about the IBA is the international environment. There are students from more than 20 countries, and we meet, study and co-operate. Education here helps you not just to be prepared with the theory, but also with understanding subjects that can be related to real-life situations. What I like in Denmark is the country's high quality of life. Danes are carefree, happy and able to enjoy all aspects of life."

**Elina Protase, Latvian, Marketing Management**



## About IBA

Established in Kolding for many years, the IBA has grown into a major internationally recognized centre of excellence for degree programmes in management, marketing, finance and design at professional, bachelor's, master's and MBA levels.

IBA degree programmes are delivered by full-time, part-time and distance (e-learning) modes.

IBA full-time programmes often include a period of work experience (internships) taken throughout the world, and offer students the opportunity to undertake study visits, business competitions and full-time study exchanges in other countries.

IBA study programmes lead, in some cases, to a double degree.

The IBA is a public institution and accredited by the Danish Ministry of Science, Innovation and Higher Education, as well as being approved by the Danish Evaluations Institute. Furthermore the IBA is accredited by 2 UK institutions (Coventry University and London South Bank University) which allows the IBA to offer UK degrees. It was the first member of the Network of International Business Schools (NIBS) to be awarded international accreditation.

### **What do we offer you?**

- A dynamic combination of theoretical study with practical experience
- The opportunity to test your skills and knowledge in a variety of contexts
- Practical challenges, sometimes in a different cultural setting
- The skills and knowledge to develop into a professional, competent, enthusiastic and internationally oriented individual
- An international, multi-cultural study environment
- A quality-assurance process, in conjunction with industry and up-to-date research, that assures delivery of business education at a very high international standard
- Interaction between theoretical study and practical experience
- A commitment to innovation

### **What do we expect from you?**

- Willingness to take personal responsibility for a successful learning outcome
- Desire for challenge and personal development
- Commitment to communication and dialogue
- Open and constructive engagement in class and group activities



Locally, regionally, nationally and globally,  
the IBA is synonymous with high-quality international business education.



## Learning and teaching at the IBA

In our study programmes, a wide variety of teaching and learning methods are used, including class work, case studies, projects and regular lectures. Students work individually and in groups, and are encouraged to participate actively in the learning process.

Small classes enable effective participation and discussion.

Internships are central to our undergraduate programmes; they offer considerable benefits for students and provide the opportunity to put into practice what has been learned in the classroom, while at the same time, further develop business skills and confidence, not to mention a valuable aid for future job applications.

## The IBA environment

Its award-winning building offers a superb learning environment. In addition to well-equipped classrooms, the IBA has areas designed for private/group study and meeting socially. There is a large cafeteria. The library has a selection of essential reading materials, including journals and magazines, and is linked to the national lending library service covering all of Denmark.

Computers and internet can be accessed 24/7, and students bringing their own computers can connect for free to our wireless network.

Outside your studies, we have a whole range of events that give you the opportunity to meet students from other classes and other countries. There are events such as a variety of sports tournaments and cultural evenings based around different countries. You are welcome to join local sports clubs. A major event in the IBA calendar is the annual 5km, 10km + half marathon event organized by the Kolding Running Club. The Kolding Cycle Club encourages participation by IBA students. Connect the World is a programme offering students the opportunity to join with a Danish family for a meal. In addition, there is a student-run bar, Down Under.

## Study in Kolding

The IBA is situated in the heart of Kolding, with the Design School nearby. A new university building is currently being constructed opposite the IBA. This area of Kolding is becoming an educational hub. Apartments are close to the IBA and the town centre.

More than 3.000 young people have chosen Kolding as their place of study – for a good reason!

The Student House/Klostret is centrally located. Students from the various educational institutions are encouraged to actively participate in the running of this house.

The city offers night clubs, cafés, museums, galleries, and a library with world class design facilities. There is an extensive swimming complex, a fitness trail, parks and open spaces with free barbeques, a large shopping mall, bowling alley and sport facilities.

Kolding is a main rail and road transport hub and is situated close to Billund, Denmark's 2nd international airport, offering easy access throughout the country and abroad.









## Key information about IBA

### International

We are proud to say that IBA is “truly international”. This is reflected in our large network of partner schools, the cultural diversity among students and staff, and the variety of international activities that take place each semester.

The network of partner schools throughout the world consists of 60 institutions. Our students come from 22 countries, and international students count for approximately 40% of the total number of students. The various activities include an International Business Week, Innovation Week, Elite Project, different study trips, case competitions and more.

### Induction period

All students coming to the IBA from outside Denmark, whether for just 1 semester or a full degree programme, are allocated a personal tutor who will provide advice, information and support on academic/study issues, and a “buddy” (a full-time IBA student) who will help you settle in, register, find your way around, etc., in order to make your arrival and your stay as trouble-free and enjoyable as possible.

It is very important that you are at the IBA for this Introductory Programme. You will meet key people and learn many things, it will give you an excellent start at the IBA.

### Internships

An internship of 3-4 months' duration is part of the full-time Marketing Management, Financial Management, E-Design, Multimedia Design and Professional Bachelor's programmes, offering considerable benefits to students and host companies.

IBA provides students support in finding and formulating their internship, and offers regular monitoring and support during the internship itself.

- Students have the opportunity to put into practice what they have learned in the classroom, while at the same time further developing their business skills and confidence.
- Companies have, for a few months, an enthusiastic, motivated, degree-level person who is aiming to make a favourable impression by carrying out valuable work for the host organisation.

### Quality assurance

The standard and quality of educational provision in IBA programmes is assured through both the Danish national system and the IBA's UK validating universities.

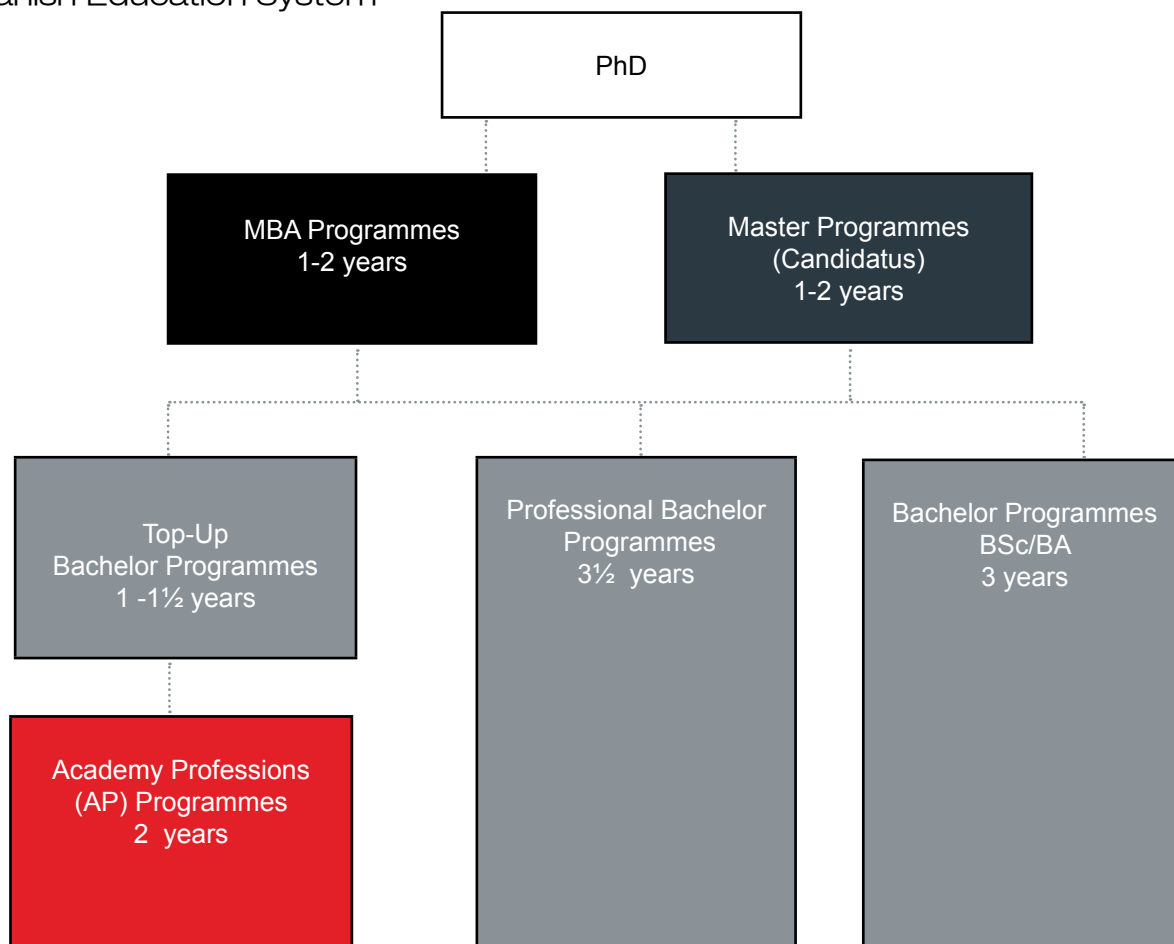
### The benefits of the IBA system

- IBA's full-time degree programmes are structured to provide maximum flexibility.
- An AP (Applied Professional)-degree is awarded at the end of year 2, enabling students to obtain a degree qualification after just 2 years.
- The final (bachelor) 1 ½ years can be taken immediately after, or students can complete this later, by full-time or part-time study.
- The IBA offers a flexible approach to the balance between study and work.





## The Danish Education System



### Higher education in Denmark

Danish higher education institutions use the European Credit Transfer System (ECTS) for measuring study activities. 60 ECTS correspond to 1 year of full-time study.

There are 4 types of institutions that offer higher education programmes, each with well-defined profiles and qualities:

- Academies of Professional Higher Education
- University Colleges
- Universities
- University level institutions

The IBA is an academy of professional higher education offering:

- 2 – 2½ years Academy Professions (AP) programmes (120-150 ECTS)
- 3½ years Professional Bachelor's programmes (210 ECTS)
- 1½ years Top-Up Professional Bachelor programmes (90 ECTS) on top of the AP programmes.

### Quality assurance

The standard and quality of educational provision in the Danish education system are assured by a number of elements, including:

- Common rules and guidelines (curricula) specifying the aims, contents and duration of programmes and individual subjects
- Testing and examination system, with the use of external examiners
- Ministerial approval of provision and inspection in a varying degree within the different education areas
- Quality rules, which have been introduced in a number of educational fields
- The Danish Evaluation Institute (EVA) and the Accreditation Agency ACE Denmark, which both play an important role in the national system of quality assurance

For all higher education programmes, accreditation is mandatory and a precondition for attaining public funding. The accreditation system is based on the 2007 Act on the Accreditation Agency for Higher Education.

The Act aims to create a system that ensures and documents the quality and relevance of higher education in the Danish educational institutions.

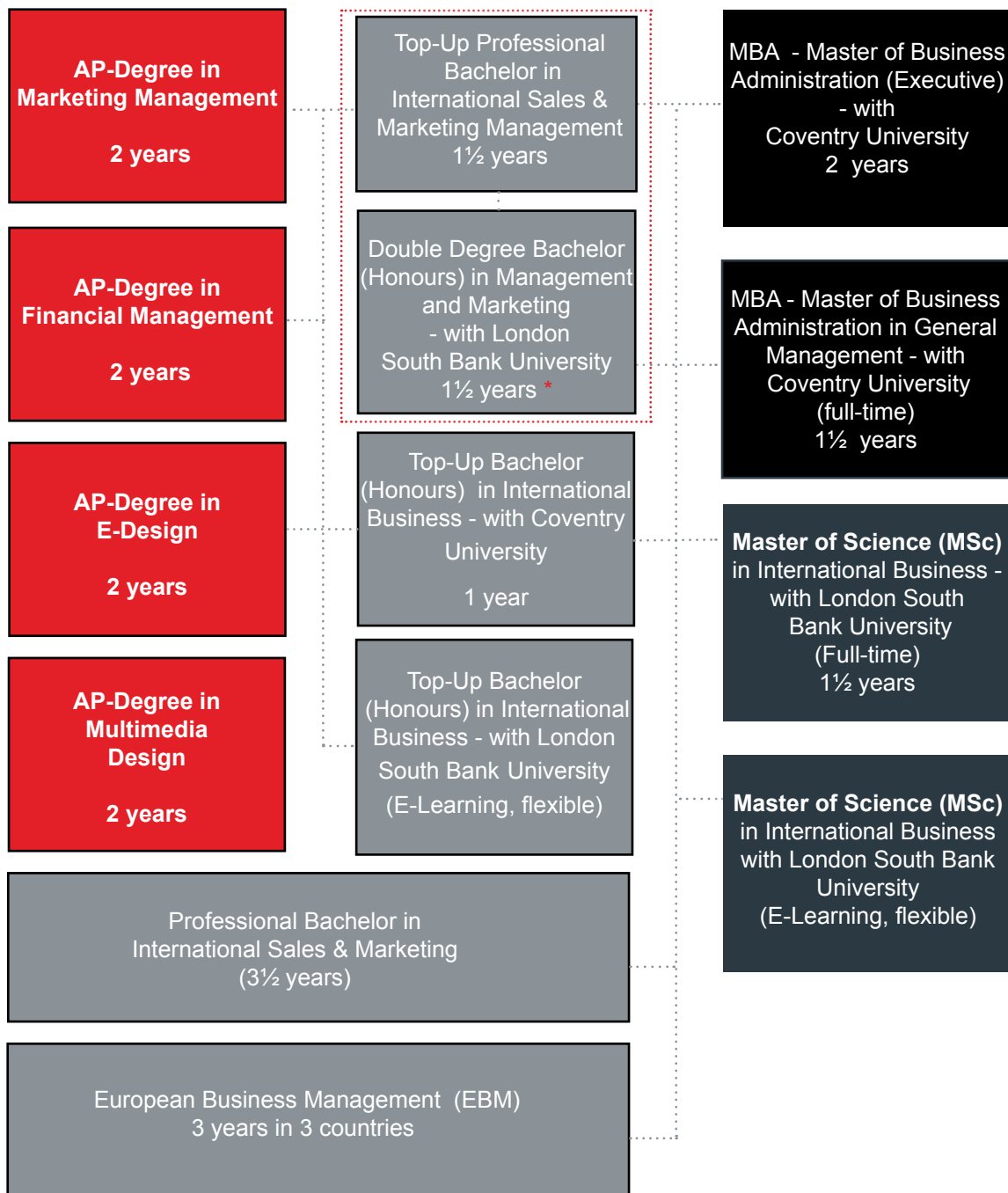
Source:

*The Danish Agency for International Education*

## IBA Programme Overview

### Choose your pathways at the IBA

- see details about different requirements and possibilities under each programme



### What is an AP-degree programme?

An academy profession (AP)-degree programme is a higher education with a duration of 2 years that combines theoretical studies with a practice-oriented approach.

The AP-degree programmes are offered at academies of professional higher education in Denmark, facilitating close contact between students and companies in the region.

An AP-degree is comparable to the first 2 years of a 3-3½ year bachelor's degree. Because of this, AP-degree programmes also qualify graduates for further studies at IBA, universities or business schools in Denmark or abroad.

\* The Double degree programme can only be taken together with the Top-Up Professional Bachelor in International Sales & Marketing Management

# AP-Degree in Marketing Management

## For whom?

The Marketing Management programme is an intensive and demanding degree programme. It is for those who prefer incorporating theory and practice in a dynamic way. The course's core components are marketing, communication, organisation and economics.

## The programme

The degree is comprised of compulsory subjects, elective subjects and an internship. The course concludes with a main thesis. The compulsory subjects and exams are the same for each pathway.

You can choose from 3 different elective pathways:

- **International**
- **Management**
- **Tourism and Event Management**



## Elective pathways

### International

You study international subjects and, to a great extent, combine theory and practice. You get to know the global value chain and learn about how companies act in relation to purchasing, exports, outsourcing and off-shoring, as well as how related cultural differences and connotations also have a great influence on how companies manage in the global marketplace.

### Management

Through your work on theory and practice within management and HR, you gain insight into how a company's different departments fit together and can be developed. You work on skill development, communication in management and analysis tools. You gain an overview of strategic connections in a company and how they can be developed.

### Tourism and Event Management

Throughout the programme, you learn to prepare and lead transferrable tourism concepts. Furthermore, you develop and improve companies' concepts through innovative and qualitative processes. Ultimately, the focus will be on service management and the important roles that e-commerce and the personalised sale have on the customer's perception of the product.

## 1. SUBJECTS

SEMESTER  
30 ECTS

International Marketing  
and Sales - 10 ECTS  
Economics - 5 ECTS  
Communication, Organisation  
and Management - 10 ECTS  
Business Law - 5 ECTS

## 2.

SEMESTER  
30 ECTS

International Marketing  
and Sales - 10 ECTS  
Economics - 5 ECTS  
Communication, Organisation  
and Leadership - 5 ECTS  
Business Law - 5 ECTS  
Electives - 5 ECTS

## 3.

SEMESTER  
30 ECTS

International Marketing  
and Sales - 10 ECTS  
Economics - 10 ECTS  
Communication, Organisation  
and Leadership - 5 ECTS  
Electives - 5 ECTS

## 4.

SEMESTER  
30 ECTS

Internship /  
Specialisation Project - 15 ECTS  
Main Thesis - 15 ECTS





## International opportunities

During your studies, you will be able to participate in different international activities such as:

- Study visit
- Case weeks
- Study exchange
- Internship

## Further study opportunities

Successful completion of the programme enables direct progression to complete your studies with an additional 1½ years in order to gain a BA-Degree in International Sales and Marketing Management.

As an alternative, you can choose to take a BA-degree in 1 year at IBA and many universities throughout the world, with a master's degree possible after another 1-2 years of study.

It is also a possibility to take the EBM programme after the first year at the IBA. Read more about the EBM programme on page 28.

## Career opportunities

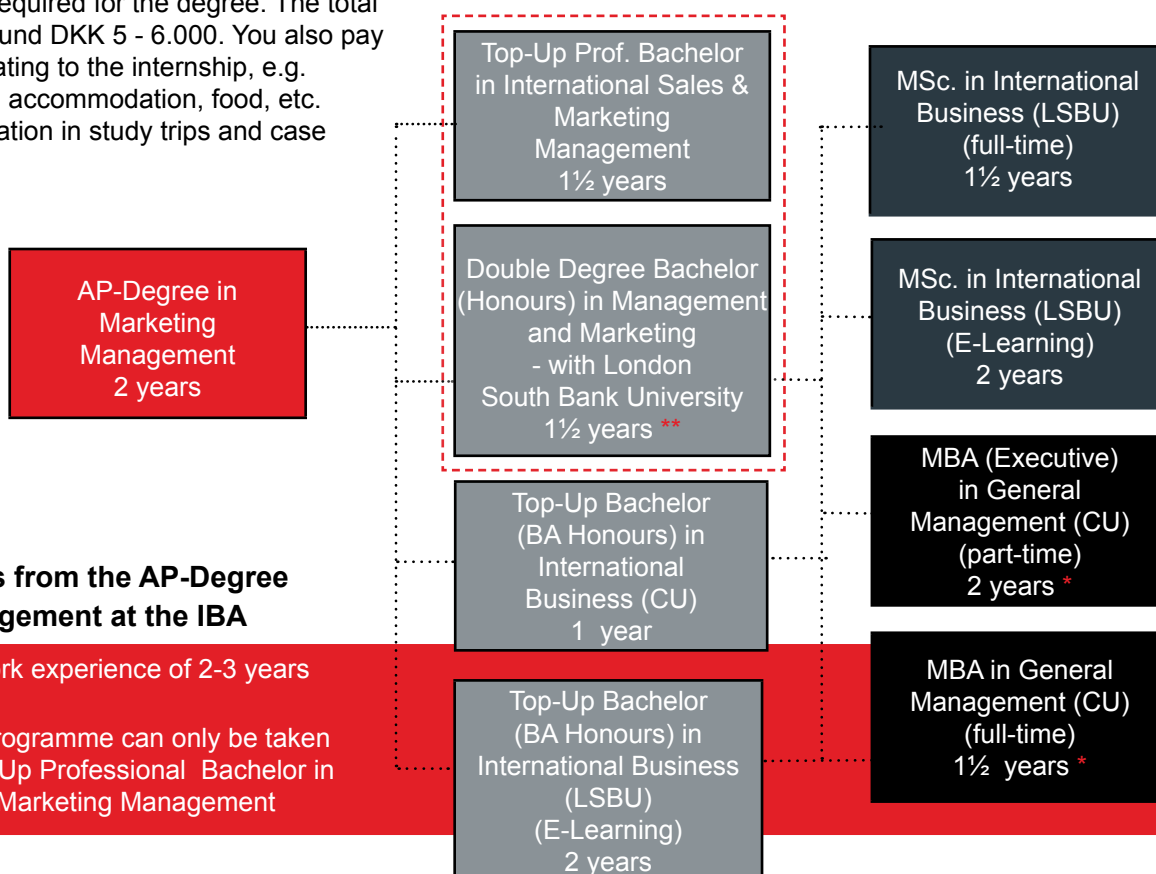
The Marketing Management programme provides the foundations for a career as marketing manager, product manager, consultant, sales manager, export manager, head of purchasing or store manager.

## Budget

International students must be able to support themselves during their studies in Denmark, and should not rely on finding part-time work or financial support from the Danish authorities, unless this has been arranged in advance.

You pay for books required for the degree. The total cost of books is around DKK 5 - 6.000. You also pay for all expenses relating to the internship, e.g. expenses for travel, accommodation, food, etc. You pay for participation in study trips and case weeks.

<b>Language</b>	English
<b>Credits (ECTS)</b>	120
<b>Duration</b>	2 years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Area admission no.</b>	79265
<b>Annual tuition fee</b>	<b>FREE</b> tuition for EU/EEA citizens Non-EU/EEA citizens: see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment
<b>Start date</b>	September 1st, compulsory Induction Week in the last week of August
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>



## Possible Pathways from the AP-Degree in Marketing Management at the IBA

\* Management level work experience of 2-3 years is required

\*\* The Double degree programme can only be taken together with the Top-Up Professional Bachelor in International Sales & Marketing Management

# AP-Degree in Financial Management

## For whom?

The AP-Degree in Financial Management is developed and delivered in close co-operation with the finance and business sectors. The degree is for those who prefer to gain, through a combination of rigorous academic study with a strong practical/applied element, an excellent preparation for employment or study at bachelor's level and further at master's level.

## The programme

The programme is composed of 7 compulsory subjects, a selection of elective modules and a company internship/main thesis that provides an opportunity to specialise in a particular area. Learning and teaching are based on interdisciplinary themes, linking subjects and creating a more holistic view. By this process, students become more confident and multi-skilled in their approach to business challenges.

Elective subjects in the specialisation period in semester 4:

- Consulting and the Financial Retail Market
- International and Financial Relations
- Business Trade
- Business Administration
- Economic Management in Private and Public Companies
- E-Commerce
- Financial Consulting

Semester 4 also comprises the company internship in Denmark or another country and the main thesis, which takes its starting point from an assignment related to a finance company or finance department in a private or public company.

## 1. SUBJECTS

SEMESTER  
30 ECTS

Financial Enterprises & Markets - 7 ECTS  
Management & Communication - 0,75 ECTS  
Business Finance - 4,5 ECTS  
Business Law - 7 ECTS  
Global Economics - 3,25 ECTS  
Statistics - 7 ECTS  
Customer / Client Relationship - 0,5 ECTS

## 2.

SEMESTER  
30 ECTS

Financial Enterprises & Markets - 4 ECTS  
Marketing - 4 ECTS  
Personal Finance - 7 ECTS  
Business Finance - 2 ECTS  
Business Law - 1,25 ECTS  
Global Economics - 3,75 ECTS  
Statistics - 4 ECTS  
Customer / Client Relationship - 4 ECTS

## 3.

SEMESTER  
30 ECTS

Financial Enterprises & Markets - 3 ECTS  
Marketing - 4 ECTS  
Management & Communication - 4,25 ECTS  
Business Finance - 8,5 ECTS  
Business Law - 3,75 ECTS  
Global Economics - 3 ECTS  
Customer / Client Relationship - 3,5 ECTS

## 4.

SEMESTER  
30 ECTS

Specialisation - 5 ECTS  
Internship - 15 ECTS  
Main Thesis Project - 10 ECTS





## International opportunities

During your studies, you will be able to participate in different international activities such as:

- Study visit
- Case weeks
- Study exchange
- Internship

## Further study opportunities

Successful completion of the programme enables direct progression to complete your studies with an additional 1½ years in order to gain a BA-Degree in International Sales and Marketing Management.

This requires upgrading courses in supply chain management, culture theory and internationalisation. The IBA offers these courses during August.

As an alternative, you can choose to take a BA-degree in 1 year at IBA or many universities throughout the world, with a master's degree possible after another 1-2 years of study.

## Career opportunities

The AP-Degree in Financial Management provides a solid foundation for employment in finance, insurance, customs and tax, real estate and economics.

Employers will be banks, credit unions, insurance companies, estate agents, or finance departments within private or public companies.

## Budget

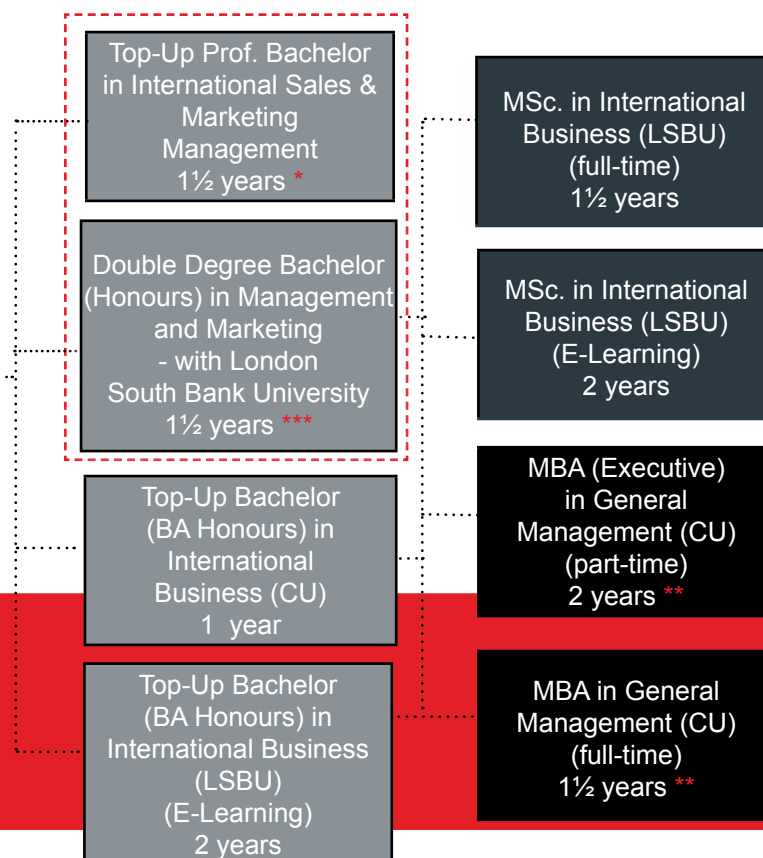
International students must be able to support themselves during their studies in Denmark, and should not rely on finding part-time work or financial support from the Danish authorities, unless this has been arranged in advance.

You pay for books required for the degree, which is approximately DKK 5.000. You also pay all expenses relating to the internship, including travel, accommodation and food. You pay for participation in study trips and case weeks.

<b>Language</b>	English
<b>Credits (ECTS)</b>	120
<b>Duration</b>	2 years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Area admission no.</b>	74075
<b>Annual tuition fee</b>	<b>FREE</b> tuition for EU/EEA citizens Non-EU/EEA citizens: see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment
<b>Start date</b>	September 1st, compulsory Induction Week in the last week of August
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

**AP-Degree in Financial Management**  
2 years

## Possible Pathways from the AP-Degree in Financial Management at the IBA



\* Requires upgrading courses

\*\* Management level work experience of 2-3 years is required

\*\*\* The Double degree programme can only be taken together with the Top-Up Professional Bachelor in International Sales & Marketing Management



# AP-Degree in Entrepreneurship and Design (E-Design)

## For whom?

E-Design is a higher education course for those interested in entrepreneurship and design (hence the term “E-Design”), and who can identify themselves with words like ideation, design processes, societal developments and trends, innovation and business.

## The programme

As an E-Designer, you should think creatively and also have a solid understanding of business. As an E-Designer, you obtain the skills to plan and implement design and logistic processes. This includes the development of concepts within marketing, identity, visual solutions and product development.

The course consists of compulsory subjects, elective subjects, a company internship and a main thesis.

Semesters 1 and 2 are about ideation, tools and methods and entrepreneurship - the process from idea to reality.

The first two semesters are organized into 7 modules each ending with a project. The core elements in these modules are:

- Working in a global context with trends, networks, finance, marketing and brand design
- Project management and organization in relation to design and logistics and supply chain
- Innovation and entrepreneurship
- The design process and the development of design from a commercial, technological and value-based analysis

Semester 3 is a specialization – either graphic design (production of brochures, websites, apps and other marketing material and types of visual communication) or design of space and interiors (e.g. shop-fitting, events, trade fairs, use of space and outdoor areas). Semester 4 consists of a 12-week internship and a main thesis.

## SUBJECTS

- 1.**  
SEMESTER  
30 ECTS  
Design Process, Understanding and Modelling - 7,5 ECTS  
Innovation - 2,5 ECTS  
Business Finance and Planning - 2,5 ECTS  
Culture and Trends - 5 ECTS  
Organization - 5 ECTS  
Communication and Marketing - 7,5 ECTS
- 2.**  
SEMESTER  
30 ECTS  
Design Process, Understanding and Modelling - 7,5 ECTS  
Innovation - 2,5 ECTS  
Business Finance and Planning - 7,5 ECTS  
Culture and Trends - 5 ECTS  
Communication and Marketing - 7,5 ECTS
- 3.**  
SEMESTER  
30 ECTS  
You choose 3 elective subjects within Design, Innovation and Entrepreneurship, totalling - 30 ECTS
- 4.**  
SEMESTER  
30 ECTS  
Internship - 15 ECTS  
Main Thesis - 15 ECTS





## International opportunities

During your studies you will be able to participate in different international activities such as:

- Study visit
- Case weeks
- Study exchange
- Internship

## Further study opportunities

You will be able to undertake further study in a professional bachelor's degree in design and business. There is also the option to train at the Media School.

## Career opportunities

The AP-Degree in E-Design provides a solid foundation for employment in design, innovation, marketing, communication, development, graphics, and events.

Qualified E-Designers are able to perform a long list of central functions in all types of companies and organisations that work with the development, production and distribution of design in graphic communication or space and interiors.

Job titles would include graphic designer, PR officer, communications officer, entrepreneur, intrapreneur, design manager, events manager, co-ordinator, design assistant and project officer.

## Budget

International students must be able to support themselves during their studies in Denmark, and should not rely on finding part-time work or financial support from the Danish authorities, unless this has been arranged in advance.

You pay for books required for the degree, which is approximately DKK 5.000. You also pay all expenses relating to the internship, including travel, accommodation and food. You pay for participation in study trips and case weeks.

<b>Language</b>	English
<b>Credits (ECTS)</b>	120
<b>Duration</b>	2 years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Area admission no.</b>	73655
<b>Annual tuition fee</b>	<b>FREE</b> tuition for EU/EEA citizens Non-EU/EEA citizens: see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment
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AP-Degree in  
Entrepreneurship and  
Design  
2 years

Top-Up Bachelor  
(BA Honours) in  
International  
Business (CU)  
1 year

MSc. in International  
Business (LSBU)  
(full-time)  
1½ years

MSc. in International  
Business (LSBU)  
(E-Learning)  
2 years

MBA (Executive)  
in General  
Management (CU)  
(part-time)  
2 years \*

MBA in General  
Management (CU)  
(full-time)  
1½ years \*

## Possible Pathways from the AP-Degree in Entrepreneurship and Design at the IBA

- \* Management level work experience of 2-3 years is required

# AP-Degree in Multimedia Design

## For whom?

The Multimedia Design programme is for people who are interested in digital visual communication, including web development and coding, video production, animation and game development - all things that work on many different platforms, from smartphones and computers to big screens.

You like to deal with both the visual and technical side and to understand both business and communication aspects.

## The programme

Multimedia Design programme gives you both a broad foundation in multimedia development and an opportunity to specialize in those multimedia areas that you want to build on for your future, for instance, visual design, web and app coding, video production, game development and 2D and 3D animation. Teaching alternates between theory and practice and builds around 4 major disciplines: Design, Interaction, Communication and Business.

During your studies you learn to be project-oriented, where a part of your project also will be in co-operation with external companies. You will also have the opportunity to meet guest lecturers and participate in site visits.

The 2-year programme is divided into 4 semesters.

### 1. SEMESTER 30 ECTS

#### Explore and Experiment

Here you learn the basic foundation for multimedia development, i.e. our focus is that you learn the appropriate software. The goal for the semester is that you build your own personal portfolio website.

### 2. SEMESTER 30 ECTS

#### Turning Pro

A professional multimedia production takes into account the client's market situation and is the result of a carefully crafted communication plan. So business and market analysis, as well as concept development is the focus of this semester. The goal is the development of a digital marketing plan for a company.

### 3. SEMESTER 30 ECTS

#### Professional Productions

In this semester, we specifically focus on video, apps, 3D and game development. You will participate in a 2-week video workshop with a professional guest lecturer from the video industry. The workshop ends with a film festival for all the students—both new and old. During this semester, you work thoroughly on a chosen topic.

### 4. SEMESTER 30 ECTS

#### Mastering Multimedia

This semester includes a 10-week internship in a company. Here you will experience what it is like to work with multimedia design in practice and start building your professional network. You can spend your internship in Copenhagen, London, Reykjavik, New York or wherever you dream to go. After the internship, you will complete your studies with a main thesis where you demonstrate your skills in digital production and communication.







## The academic contents

The program has the following main areas:

### Visual design

Teaching is based on the theories of graphic design and cover layout, aesthetics, typography, colour theory and user interface design. This forms the basis for working with the visual side of multimedia design. The curriculum also includes animation principles of video production and 3D modeling as well as working with idea development methods.

### Interaction

Students are taught the appropriate code and scripting languages - eg. html, css, php, Unity and Flash. They learn the procedures for testing, implementation and maintenance and work with database design and development of CMS systems.

### Business

The course provides students with an understanding of business and corporate use of multimedia technology today. Strategic planning as well as selection and development of concepts within e-business are key elements in education. Students participate in a development team and learn to manage projects in multimedia development in theory and practice.

### Communication

In communication areas students learn to analyse markets, identify target groups, develop messages and stories that work in the digital environment. With a starting point in relevant marketing and communication models, students develop marketing plans and creative briefs. They are also trained in presentation skills.

<b>Language</b>	English
<b>Credits (ECTS)</b>	120
<b>Duration</b>	2 years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Area admission no.</b>	81365
<b>Annual tuition fee</b>	<b>FREE</b> tuition for EU/EEA citizens Non-EU/EEA citizens: see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment
<b>Start date</b>	September 1st, February 1st. compulsory Induction Week in the last week of August and January
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

### Carrier and further study opportunities

Multimedia designers work in many different types of jobs. Some are going to work with web design, others with video/TV production or graphic design and programming. But, in fact, many work with a combination of these things and act as experts when it comes to digital communication. Multimedia training gives merit to bachelor studies at a number of universities in Denmark or abroad.

The entire program gives 120 ECTS (European Credit Transfer System). ECTS is the recognised European point system. This means that training can be used as a foundation for further studies in Denmark and abroad.

# Professional Bachelor in International Sales & Marketing Management

## For whom?

The programme is for those who want to obtain competencies that allow them to independently and professionally perform job functions related to an international company's position in the market.

## The programme

This is an innovative and exciting 3½ years' study opportunity leading to a Professional Bachelor in International Sales and Marketing Management.

After successful completion of year 1 and year 2, you are awarded the AP-Degree in Marketing Management, equivalent to the first 2 years of a bachelor's degree.

After successful completion of the next 1½ years, you are awarded the Professional Bachelor in International Sales and Marketing Management.



## Internship

The programme includes 2 internships in semesters 4 and 7, in Denmark or abroad.

## International opportunities

Become part of an international student community by

- Participating in an international case week
- Going on a study visit
- Taking semester 3 and/or semester 6 at educational institutions abroad
- Taking the internship (semester 4 and/ or semester 7) outside Denmark
- Taking the elective subject in another country

<b>1.</b> SEMESTER 30 ECTS	<b>SUBJECTS</b> International Marketing and Sales - 10 ECTS Economics - 5 ECTS Communication, Organisation and Management - 10 ECTS Business Law - 5 ECTS
<b>2.</b> SEMESTER 30 ECTS	International Marketing and Sales - 10 ECTS Economics - 5 ECTS Communication, Organisation and Leadership - 5 ECTS Business Law - 5 ECTS Electives - 5 ECTS
<b>3.</b> SEMESTER 30 ECTS	International Marketing and Sales - 10 ECTS Economics - 10 ECTS Communication, Organisation and Leadership - 5 ECTS Electives - 5 ECTS
<b>4.</b> SEMESTER 30 ECTS	Internship - 15 ECTS Main Thesis- 15 ECTS
<b>5.</b> SEMESTER 30 ECTS	The Customer as Starting Point - 15 ECTS Industry and Competitors - 5 ECTS Innovation - 5 ECTS Theory and Methods - 5 ECTS
<b>6.</b> SEMESTER 30 ECTS	Developing the Sales Base - 10 ECTS The Sales Performance - 5 ECTS Follow-Up and Retention - 5 ECTS Elective Course Element - 10 ECTS
<b>7.</b> SEMESTER 30 ECTS	Internship - 15 ECTS BA Project (dissertation) - 15 ECTS



## Double degree top-up programme

in co-operation with London South Bank University, UK.

The programme is delivered in English at the IBA. This double degree top-up programme, possibly the first of its kind in Europe, offers students with 120 ECTS in a relevant subject area, the opportunity to obtain 2 separate international bachelor's awards within 1½ years:

- Professional Bachelor in International Sales and Marketing (IBA)
- BA (Honours) in Management and Marketing (UK)

The programme is designed so that the Danish Professional Bachelor is delivered by face-to-face teaching, while the UK BA Honours is completed through e-learning modules, using learning sets. This enables students to undertake any international activities, such as study exchanges, study visits and internships abroad, while still being able to complete successfully the additional award.

There is a tuition fee for the BA (Honours) degree in Management and Marketing. For more information, please visit [uk.iba.dk](http://uk.iba.dk).

## Further study opportunities

Graduates will be eligible to proceed to Master of Science programmes within or outside Denmark. IBA has direct-entry agreements with partners throughout the world.

## Career opportunities

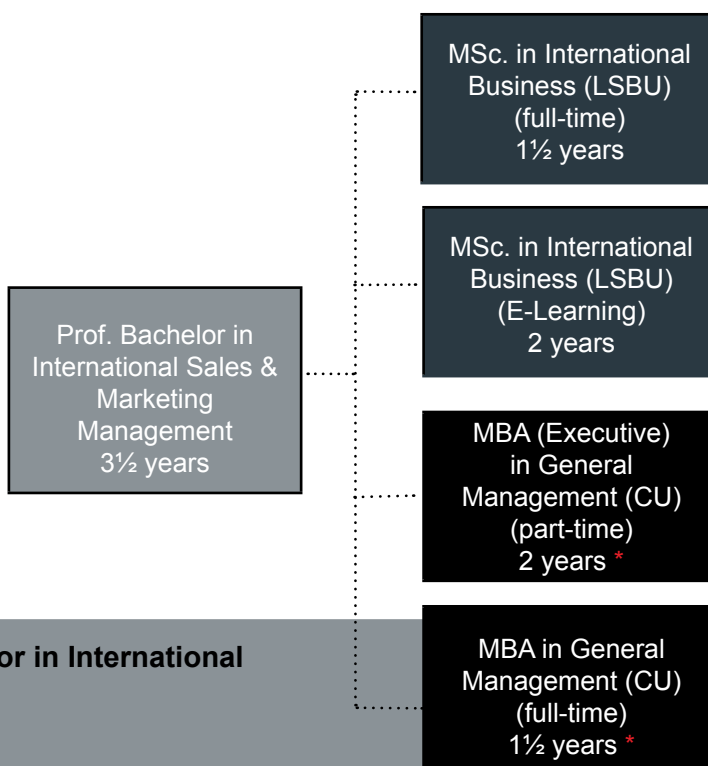
A wide range of opportunities are open to graduates from this degree programme, including head of sales, sales and marketing co-ordinator, sales manager, key account manager, export manager, marketing manager and product manager.

## Budget

International students must be able to support themselves during their studies in Denmark, and should not rely on finding part-time work or financial support from the Danish authorities, unless this has been arranged in advance.

You pay for books required for the degree. The total cost of books is around DKK 6.000. You also pay for all expenses relating to the internship, e.g. expenses for travel, accommodation, food, etc. You pay for participation in study trips and case weeks.

<b>Language</b>	English
<b>Credits (ECTS)</b>	210
<b>Duration</b>	3½ years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	<b>FREE</b> tuition for EU/EEA citizens Non-EU/EEA citizens: see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment
<b>Start date</b>	September 1st, compulsory Induction Week in the last week of August
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>



## Possible Pathways from the Professional Bachelor in International Sales & Marketing Management at the IBA

- \* Management level work experience of 2-3 years is required

# Top-Up Professional Bachelor in International Sales & Marketing Management

## For whom?

The programme is for those who want to obtain competencies that allow them to independently and professionally perform job functions related to an international company's position in the market.

## The programme

The Top-Up Bachelor in International Sales and Marketing Management is an extension of the AP-Degree in Marketing Management. The programme consists of 3 semesters, including a placement and final dissertation project.

In order to be eligible to be enrolled, students are normally required to have achieved one of the following:

- DipHE or HND (equivalent to AP-Degree in Marketing Management)
- Diploma from other business academies in Denmark\*
- Marketing Management diploma
- Diploma from other comparable courses from Danish or foreign business schools and universities

\*These students are enrolled, provided they can demonstrate an aptitude, through their educational achievements and/or competences, in the BA subject areas.

Each semester concludes with a semester project for a company.



The international dimension of the programme is exhibited in the global professional perspective throughout all learning processes.

## Internship

The programme includes a practical 3-month internship in semester 3, in Denmark or abroad.

## International opportunities

- International case week
- Study visit
- Take semester 3 at educational institutions abroad
- Take the internship (semester 3) outside Denmark
- Take elective subject in another country

## SUBJECTS

- 1.**  
SEMESTER  
30 ECTS  
The Customer as Starting Point - 15 ECTS  
Industry and Competitors - 5 ECTS  
Innovation - 5 ECTS  
Theory and Methods - 5 ECTS
- 2.**  
SEMESTER  
30 ECTS  
Developing the Sales Base - 10 ECTS  
The Tactical and Operational Sales Performance - 5 ECTS  
Implementation and Follow-Up - 5 ECTS  
Elective Course Element - 10 ECTS
- 3.**  
SEMESTER  
30 ECTS  
Internship - 15 ECTS  
BA Project (dissertation) - 15 ECTS



## Double degree top-up programme

in co-operation with London South Bank University, UK.

The programme is delivered in English at the IBA. This double degree top-up programme, possibly the first of its kind in Europe, offers students with 120 ECTS in a relevant subject area, the opportunity to obtain 2 separate international bachelor's awards within 1½ years:

- Professional Bachelor in International Sales and Marketing (IBA)
- BA (Honours) in Management and Marketing (UK)

The programme is designed so that the Danish Professional Bachelor is delivered by face-to-face teaching, while the UK BA Honours is completed through e-learning modules, using learning sets. This enables students to undertake any international activities, such as study exchange, study visits and internship abroad, while still being able to complete successfully the additional award.

There is a tuition fee for the BA (Honours) degree in Management and Marketing. For more information, please visit [uk.iba.dk](http://uk.iba.dk).

## Further study opportunities

You will be able to build on your degree with a master's degree, in Denmark or abroad.

## Career opportunities

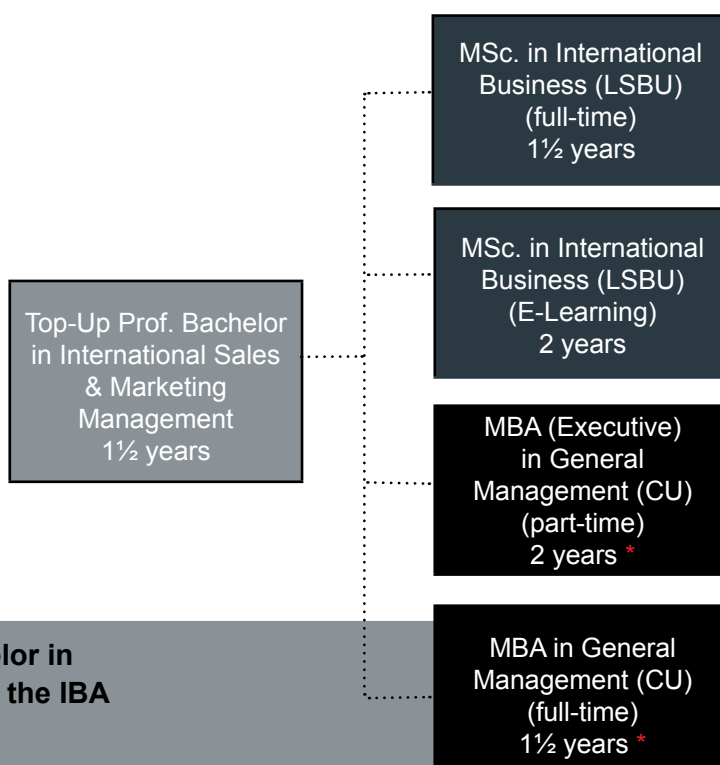
As a graduate of International Sales and Marketing Management, you have a range of options, including head of sales, sales and marketing co-ordinator, sales manager, key account manager, export manager, marketing manager and product manager.

## Budget

International students must be able to support themselves during their studies in Denmark, and should not rely on finding part-time work or financial support from the Danish authorities, unless this has been arranged in advance.

You pay for books required for the degree. The total cost of books is around DKK 3.500. You also pay for all expenses relating to the internship, e.g. expenses for travel, accommodation, food, etc. You pay for participation in study trips and case weeks.

<b>Language</b>	English
<b>Credits (ECTS)</b>	90
<b>Duration</b>	1½ years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	<b>FREE</b> tuition for EU/EEA citizens Non-EU/EEA citizens: see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment
<b>Start date</b>	September 1st, compulsory Induction Week in the last week of August
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>



## Possible Pathways from the Top-Up Prof. Bachelor in International Sales & Marketing Management at the IBA

\* Management level work experience of 2-3 years is required

# Double Degree Top-Up Programme

## What is the Double Degree?

This Double Degree top-up, possibly the first of its kind in Europe, offers students with 120 ECTS in a relevant subject area the opportunity to obtain two separate international bachelor degrees within one and a half years (two academic semesters and one semester comprising internship and dissertation)

- Professional Bachelor in International Sales and Marketing Management (Denmark)
- BA (Hons) Business Management and Marketing (UK)

The programme is designed so that the Danish degree is delivered by face-to-face teaching, while the UK degree is completed through e-learning modules using learning sets. This enables students to undertake any international activities such as study exchange, study visits and internship abroad, while still being able to complete successfully both degrees.

Students taking the double degree option will be registered at both the IBA Kolding, Denmark and London South Bank University, UK and are eligible to attend the Graduation Ceremony at both institutions. Additional work for the double degree is carried out largely by independent study and in the students' own time in study groups. Students taking the double degree finish at the same time as students taking just a single degree.

## Why take the Double Degree?

The double qualification will add value to a student's academic profile. Just as importantly, it will make a statement about motivation and commitment to study that enhance the student's personal profile – such as the willingness to work beyond the minimum required in order to demonstrate a deep, genuine interest in acquiring further knowledge, skills and experience.

The Double Degree is a collaborative programme between IBA and London South Bank University. It is delivered in Kolding at the IBA, with teaching and support from both IBA and London South Bank University tutors.



### Further study

On successful completion of the double degree, students are eligible for automatic progression to Masters programmes.

The two components of the Double Degree are completely complementary and provide a broad European experience of business education.

The IBA-LSBU Double Degree fully conforms to the requirements for double and joint awards as set out in the Bologna Agreement.

### Tuition fees

For students with EU/EAA citizenship:

There is no study fee for the Danish degree programme. There is a tuition fee for the UK award.

### Academic calendar

Semester One. September 1– January 31  
(Kolding, Denmark)

Semester Two. February 1 – June 30 (Kolding, Denmark)

Semester Three. September 1 – January 31  
(internship and dissertation, taken in Denmark or abroad).

### Entry requirements:

Students shall have successfully completed the equivalent of the first two years of a bachelor level degree in a relevant subject area, whether in Denmark or another country, equivalent to 120 ECTS.

Students shall have sufficient English language competence to operate at degree level (normally equivalent to an IELTS score of 6.5)

Students will have a recommendation from an appropriate tutor, advisor or international co-ordinator confirming they have the aptitude, self-discipline, motivation and commitment to complete a challenging double award programme.

<b>Language</b>	English
<b>Credits (ECTS)</b>	60
<b>Duration</b>	1½ years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Start date</b>	September 1st, compulsory Induction Week in the last week of August
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

**London South Bank**  
University



INTERNATIONAL BUSINESS ACADEMY

# Bachelor- European Business Management (EBM)

## What is the EBM?

The European Business Management degree programme, designed by the IBA in collaboration with university partners, enables students to obtain a bachelor degree (and in some cases a double degree) over three years, studying in three different countries. The IBA offers a pathway involving year one in Denmark, year two in Belgium and the final year in a range of institutions and countries from which the student can choose.\*

## Three years, three European countries

### Year 1

Denmark at IBA Kolding

### Year 2

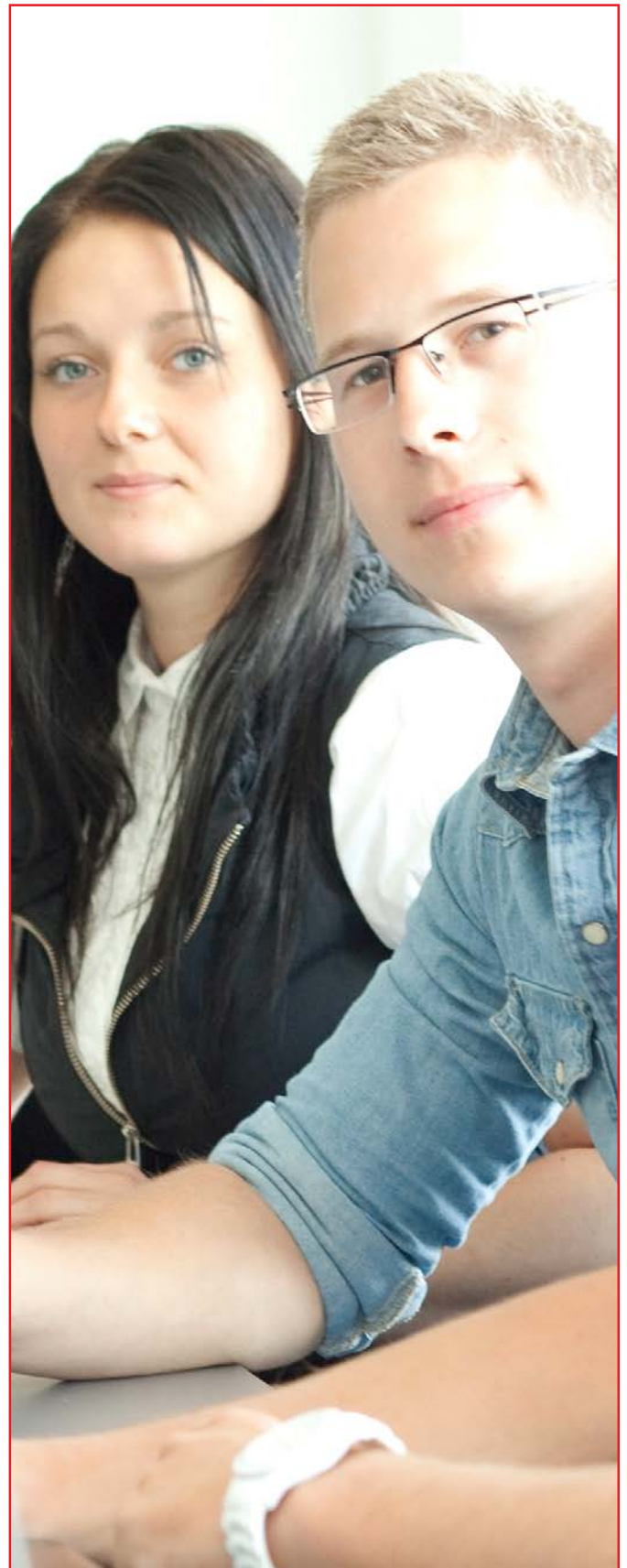
Belgium at KHLeuven

### Year 3

Choice of several universities in other European countries, including UK and France

## For whom?

This programme is ideally suited to students who wish to expand their boundaries and explore new horizons, are committed to developing their knowledge of management, marketing and communication, and who want to have an especially interesting, dynamic, enjoyable, challenging and unusual study experience.



## SUBJECTS

1st year: International Business Academy Kolding  
International Marketing and Sales - 20 ECTS  
Economics - 10 ECTS  
Communication, Organisation and Management - 15 ECTS  
Business Law - 10 ECTS  
Electives - 5 ECTS

2nd year: Katholieke Hogeschool Leuven  
Strategic Marketing - 3 ECTS  
Statistics and Desk Research - 4 ECTS  
Market Research - 4 ECTS  
Psychology for Commerce - 3 ECTS  
Advertising - 4 ECTS  
Sales Management - 4 ECTS  
Business Ethics - 3 ECTS  
Internship - 17 ECTS  
Management Report - 8 ECTS  
Project Work - 5 ECTS  
Electives - 5 ECTS

\* for further details of the pathways and options, please visit [www.internationalbachelor.eu](http://www.internationalbachelor.eu)





On top of all the usual reasons for taking a high quality bachelor degree programme, the EBM will enable you to:

- Be part of a dynamic group of students focused on an international career
- Take advantage of increased mobility within Europe
- Have the experience of living in different countries
- Enhance your career possibilities
- Have the experience of living abroad while gaining a valuable degree
- Benefit from studying in English
- Develop your self-confidence
- View your own background in a new perspective
- Create a much broader network of friends and useful contacts
- Demonstrate your ability to work and succeed in a different social and cultural environment

### The Programme

Learning and teaching focuses on business subjects such as marketing, management, communication and economics involving practical assignments, group and case work, company visits, optional study visits and international events. Additionally, students benefit from a practical internship opportunity that can be taken in a fourth country outside Europe.

### Further study opportunities

EBM graduates are able to progress automatically on to master's programmes at the IBA, partner institutions and other universities through out the world.

### Career opportunities

After successful completion of the EBM degree programme, graduates can expect to pursue a career in any of the areas covered within the programme such as management and marketing, and especially in companies that have a strong international profile.

This international experience, given on your CV, gives you a clear advantage. After all, you have knowledge and skills that set you apart from your colleagues with an "ordinary" diploma.

<b>Language</b>	English
<b>Credits (ECTS)</b>	180
<b>Duration</b>	3 years in 3 countries
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://www.internationalbachelor.eu">www.internationalbachelor.eu</a>
<b>Annual tuition fee</b>	This differs. See details on <a href="http://www.internationalbachelor.eu">www.internationalbachelor.eu</a>
<b>Applications deadline</b>	See details on <a href="http://www.uk.iba.dk">www.uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment (while studying at IBA)
<b>Start date</b>	September 1st, compulsory Induction Week in the last week of August
<b>How to apply</b>	See details on <a href="http://www.internationalbachelor.eu">www.internationalbachelor.eu</a>
<b>Further information</b>	<a href="http://www.internationalbachelor.eu">www.internationalbachelor.eu</a>

### Budget

For EU students, there is no tuition fee in Denmark in year one at IBA and a very low fee in Belgium in year two at KHLeuven, so the overall tuition cost is much lower than taking a three-year programme in one country such as the UK. You can find more information about budgets and tuition fees on [internationalbachelor.eu](http://internationalbachelor.eu). General information about living in Denmark, including living costs, can also be found on our web site [www.iba.dk](http://www.iba.dk)



# Top-Up Bachelor (BA Honours) in International Business - in Partnership with Coventry University

## For whom?

In co-operation with Coventry University (CU), IBA offers a full-time, 1-year Bachelor (Honours) in International Business as a top-up to the AP-Degree in Marketing Management, Financial Management or E-Design.

The programme is for those who want to achieve a high-quality, internationally renowned degree from a UK university without having to go to the UK. The full-time top-up bachelor's degree can be used as a formal qualification, both in support of job applications and/or advanced study at other universities worldwide.

## Coventry University

Coventry University, located in Coventry, UK, is a forward-looking, modern university, with a proud tradition as a provider of high-quality education and a focus for multidisciplinary research. It is an established academic presence regionally, nationally and internationally, and takes great care in providing a supportive environment for all its students. Coventry University is your guarantee that resources, teaching methods and assessment standards are up to the highest international standards.

## The programme

Students will be registered at both the IBA and Coventry University. Upon successful completion of the programme, students will get a bachelor's degree (honours) from Coventry University.

The purpose of the programme is to make graduates qualified to work independently with analysis, planning and implementation of business activities in both national and international trading, production and service companies.

**The programme consists of 6 subjects that are divided between the 2 semesters.**



## SUBJECTS

**1.**  
SEMESTER  
30 ECTS

International Finance - 10 ECTS  
Entrepreneurship - 10 ECTS  
International Business - 10 ECTS

**2.**  
SEMESTER  
30 ECTS

Business Strategy - 10 ECTS  
International Marketing Strategy - 10 ECTS  
Advanced Marketing Communications - 10 ECTS



## Learning & teaching

All teaching and exams are conducted at IBA in Kolding, Denmark, and all subjects are taught in English and all literature/material is in English.

The course is enhanced by the use of realistic exercises and case studies relevant to international arenas; access to information on current and contemporary trans-national issues; and the opportunity to increase linguistic proficiency pertinent to the business environment.

Various teaching and learning methods will be used to ensure that the intended learning objectives and module learning outcomes are met. These consist of lectures, group work, seminars, workshops/online tutorials, external speakers and student-centred learning.

## Further study opportunities

The purpose of the programme is to make graduates qualified to work independently with analysis, planning and implementation of business activities in both national and international trading, production and service companies.

## Career opportunities

Students completing the Bachelor (Honours) in International Business will get a degree that is recognised and respected in the world of business and offers excellent career opportunities.

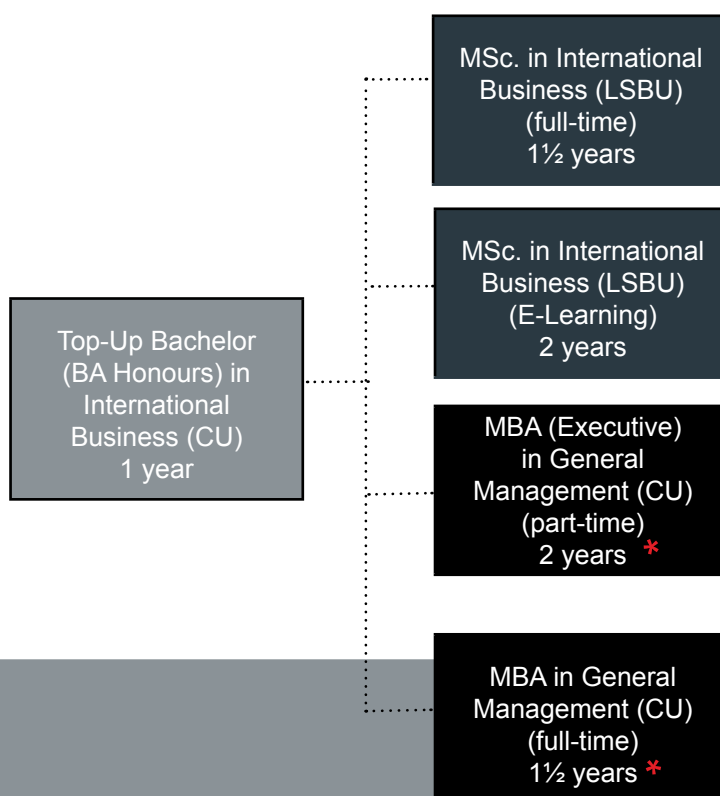
The programme is deemed to be ideal for students with an international outlook who see themselves in managerial positions in the future. The Bachelor in International Business is also an ideal platform for further studies at MBA or master's level.

## Budget

There is a tuition fee for this programme. International students must be able to support themselves during their studies in Denmark, and should not rely on finding part-time work or financial support from the Danish authorities, unless this has been arranged in advance.

In addition to the tuition fee, you pay for books required for the degree. You also pay for all expenses relating to the company placement, e.g. expenses for travel, accommodation, food, etc. You pay for participation in study trips and case weeks.

<b>Language</b>	English
<b>Credits (ECTS)</b>	60
<b>Duration</b>	1 year
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Accommodation</b>	Possibility to sublease an IBA apartment
<b>Start date</b>	September 1st, compulsory Induction Week in the last week of August
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>



## Possible Pathways from the Top-Up Bachelor (BA Honours) in International Business (CU) at the IBA

\* Management level work experience of 2-3 years is required



# Top-Up Bachelor (BA Honours) in International Business - in Co-operation with London South Bank University (LSBU) E-Learning

## For whom?

AP-degree graduates in the Marketing Management and Financial Management programmes can top-up their education via e-learning with a Bachelor (Honours) in International Business, validated by London South Bank University (LSBU).

The BA-degree programme is offered in co-operation with LSBU and is a natural extension of the first 2 years of study in the AP-degree in Marketing Management and AP-degree in Financial Management. This study programme enables you to achieve a high-quality internationally renowned degree without the need to live away from home or interrupt your career.

## The programme

The subjects are based on the concepts of life-long learning and business proficiency. It consists of 4 subjects leading to a final research project.

Each subject has a duration of 1 academic year, and the subjects can be taken together or individually in random order over a maximum of 6 years.

## Learning & teaching

### E-learning

The BA study programme is offered as an e-learning programme in which the 4 subjects leading up to the final research project can be taken individually.

## Study when and where you want to

The course offers maximum flexibility through a very advanced e-learning concept and the latest technology.

## SUBJECTS

### International Business Environment - 9 ECTS

– subunits Economics and Cultural studies

### Marketing Issues - 9 ECTS

### Applied Finance - 9 ECTS

– subunits Building Management Models and Financial Control

### Management - 9 ECTS

– subunits HRM and Corporate Strategy

### Research Project - 24 ECTS





## The concept

The e-learning concept makes use of both online conference facilities and inter-active, multimedia-based learning objects to facilitate individual learning. All teaching is facilitated over the internet by standard browsers like Netscape and Microsoft Explorer. Obviously, some degree of self-study is necessary. The student is typically asked to obtain information through books and the internet before discussing online with fellow students.

The timetable provided will indicate when and in which order the student is expected to go through the material. It is possible to go through the material more slowly or quickly than recommended, but the student will be asked to keep pace with fellow students to achieve maximum benefit from online discussions. All communication is done electronically, and no meeting sessions are required. Examinations do take place in Kolding, but other solutions are possible.

Note that e-learning is very different from traditional classroom teaching. The emphasis is on learning, rather than teaching, which means that much responsibility lies with the student. The concept requires some degree of self-discipline, but the lecturer will, of course, offer all the support and guidance necessary.

Study groups may be set up online to facilitate discussions and learning, and for mutual inspiration and motivation.

## Further study opportunities

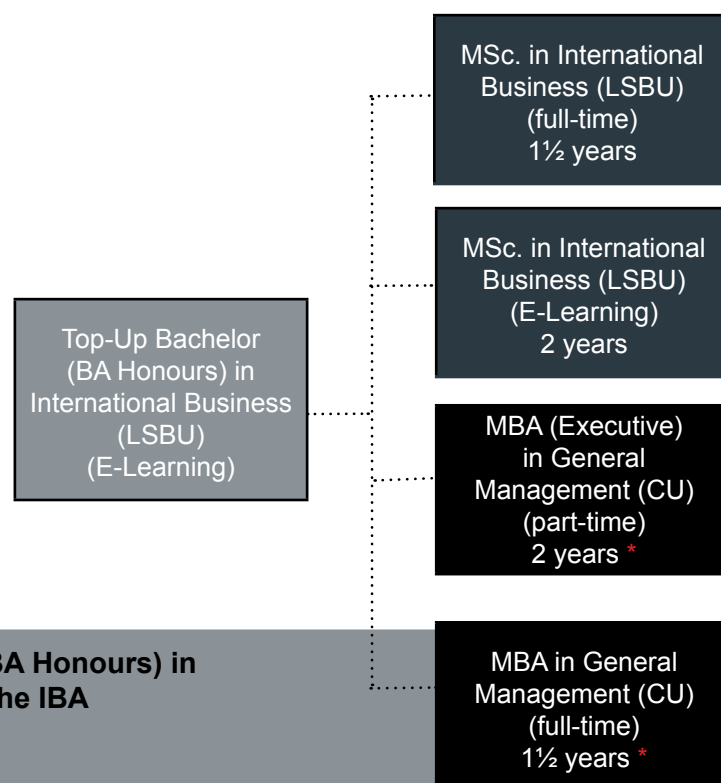
On successful completion of the programme, graduates are awarded an LSBU-validated BA (Honours) Degree in International Business. It can be used as a formal qualification, both in support of job applications and/or advanced study at other universities worldwide.

## Budget

There is a tuition fee for this programme. You can find more information on [uk.iba.dk](http://uk.iba.dk).

<b>Language</b>	English
<b>Credits (ECTS)</b>	60
<b>Duration</b>	Flexible, minimum 2,5 years, maximum 6 years
<b>Teaching method</b>	E-Learning
<b>Educational variants</b>	Part-time
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Start date</b>	February and September
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

**London South Bank University**



## Possible Pathways from the Top-Up Bachelor (BA Honours) in International Business (LSBU) (E-Learning) at the IBA

- \* Management level work experience of 2-3 years is required





Education is the greatest gift.  
Once it's given, it can never be taken back.





## 9 Reasons for choosing IBA!

- Truly international
- Internship opportunities
- Multicultural environment
- Broad network of partner schools
- Personal environment
- Highly professional
- Modern facilities
- Practical approach
- Applied science

# MBA - Master of Business Administration in General Management - in Partnership with Coventry University (full-time)

This is a truly international education delivered in partnership with Coventry University in the UK and IBA.

## For whom?

The programme is aimed at people who are already in management positions and who would like to further their careers. It offers the opportunity to achieve international management qualifications at a high level.

Focused on strategic management issues and combined with other major functions in the company, the full-time MBA gives the students an up-to-date holistic view of the company and its challenges in an increasingly globalised world.

With a full-time MBA from IBA, students will be better placed to develop their roles in functional and departmental management.

## The programme

The MBA is based on many years of teaching, research and consultancy, which have been central to the activities of academic staff at Coventry University Business School and the IBA.

This has resulted in the development of high-quality study programmes at university level, research degrees, media work and a wide range of publications at both institutions.



## 1. SUBJECTS

SEMESTER  
35 ECTS

Financial Statement Analysis and Valuation - 7,5 ECTS  
Strategic Human Resource Management - 7,5 ECTS  
Principles of Marketing - 7,5 ECTS  
Strategic Management - 7,5 ECTS  
Research Methods - 5 ECTS

## 2.

SEMESTER  
30 ECTS

Principles of Strategic Leadership - 7,5 ECTS  
Economic Environment of Business - 7,5 ECTS  
Innovation Management - 7,5 ECTS  
Management Consulting - 7,5 ECTS

## 3.

SEMESTER  
25 ECTS

Dissertation - 25 ECTS

## Learning & teaching

Management education has long since moved away from the traditional approach in which the student played a passive role to an approach in which student participation is crucial. As a result, focus in the programme is placed on learning rather than teaching.

This approach is underpinned by assignments, targeted study and activities that take place inside and outside the classroom. Student-centred activities are designed to facilitate and consolidate competencies, knowledge and skills.

The teaching and learning methods will encourage the use of theoretical frameworks to understand business situations and case studies. They will develop transferable intellectual skills; the ability to communicate using a variety of media; the ability to argue rationally, analytically and critically; and the ability to work as a team member or leader.

The subjects are all taught in English at the IBA in Kolding.

## International opportunities

The MBA programme will offer students participation as members of a growing network of MBA graduates from the IBA and Coventry University - an international network that will provide valuable personal and organisational links.

## Career opportunities

"The programme requires students to obtain a thorough understanding of managerial structures and analytical techniques to be able to take part in analysing and interpreting issues and cases. Such knowledge is essential for the development of the critical understanding of current business and financial issues, which is an important attribute for management in today's globalised economy."

*Coventry Business School  
Programme Rationale*

<b>Language</b>	English
<b>Credits (ECTS)</b>	90
<b>Duration</b>	1½ years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	EU students 19th August, non-EU students 15th May. See more details on <a href="http://www.uk.iba.dk">www.uk.iba.dk</a>
<b>Start date</b>	October, compulsory Induction Week in the last week in September
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

## Budget

There is a tuition fee for this programme. You can find more information on [uk.iba.dk](http://uk.iba.dk). Fees do not include books.

International students must be able to support themselves during their studies in Denmark, and should not rely upon being able to find part-time work or financial support from the Danish authorities unless this has been arranged in advance.





# MBA - Master of Business Administration (Executive) - in Partnership with Coventry University (part-time)

The Master of Business Administration (Executive) is a truly international education for business managers, delivered jointly by Coventry University Business School in the UK and IBA.

## For whom?

The programme appeals to people who want to get management qualifications at a high and international level. It is for people who are already in management positions and who would like to further their careers.

With the Executive MBA from IBA and Coventry University you will:

- Develop yourself personally and make the most of your capabilities
- Get new and valuable information
- Acquire added value and make yourself an asset for your company
- Be better able to operate internationally in an increasingly globalised world
- Develop an analytical understanding of both the functional nature of business and the holistic nature of management
- Develop a range of skills and the ability to apply a variety of management tools and techniques
- Become an effective change agent in your organisation

## The programme

The programme offers an international Executive MBA that prepares managers for various management positions in an increasingly globalised world.

Focused on strategic issues and combined with other major functions in the company, the programme gives the student an up-to-date holistic view of the company and its challenges.

There are 3 terms a year, and the total length of the part-time programme is 2 years. The programme consists of 9 subjects and a dissertation. Each subject is an independent unit and takes 10-12 weeks and includes 30 contact hours (incl. 10 hours of electronic online conferencing) and 120 self-directed study hours.

The MBA is based on many years of teaching, research and consultancy, which have been central to the activities of academic staff at Coventry University Business School and the IBA, and have resulted in the development of high-quality study programmes at university level, research degrees, media work and an array of publications at both institutions.

The main focus areas of the MBA are strategy and management.

## Unique Characteristics:

- Personal development
- Recognition
- True flexibility
- Close contact between student and lecturer
- High academic standards
- International approach
- Innovative teaching methods

## SUBJECTS

- |                                  |   |
|----------------------------------|---|
| <b>1.</b><br>SEMESTER<br>15 ECTS | Principles of Marketing - 7,5 ECTS<br>Strategic Management - 7,5 ECTS                                   |
| <b>2.</b><br>SEMESTER<br>15 ECTS | Principles of Strategic Leadership - 7,5 ECTS<br>Economic Environment of Business - 7,5 ECTS            |
| <b>3.</b><br>SEMESTER<br>15 ECTS | Financial Statement Analysis and Valuation - 7,5 ECTS<br>Strategic Human Resource Management - 7,5 ECTS |
| <b>4.</b><br>SEMESTER<br>15 ECTS | Innovation Management - 7,5 ECTS<br>Management Consulting - 7,5 ECTS                                    |
| <b>5.</b><br>SEMESTER<br>5 ECTS  | Research Methods - 5 ECTS   |
| <b>6.</b><br>SEMESTER<br>25 ECTS | Dissertation - 25 ECTS  |



## Learning & teaching

Management education has long since moved away from the traditional approach in which the student plays a passive role to an approach in which student participation is crucial. As a result, focus is placed on learning rather than teaching, and it is intended that this should be particularly developed through assignments, targeted study and activities that will take place inside and outside class. Student-centred activities are designed for students to acquire and consolidate the designated knowledge and skills.

The teaching and learning methods will encourage the use of theoretical frameworks to understand business situations and case studies. They will develop transferable intellectual skills; the ability to communicate using a variety of media; the ability to argue rationally, analytically and critically; and the ability to work as a team member or leader.

Teaching takes place on 2 full days a month (always a Friday and Saturday), and this teaching is supplemented by e-learning in the intermediate periods. The modules are all taught at IBA in Kolding, except for a study visit to Coventry University.

## International opportunities

As a part of the Issues in Strategic Leadership Module, you will attend a 3-day session at Coventry University.

In the MBA programme, you will become a member of a growing network of MBA graduates from the IBA and Coventry University, an international network that you may draw upon and gain from in the future.

## Career opportunities

With our MBA, the graduate can challenge for positions in general management as well as function and department management.

"The programme prepares students for employment in a wide range of managerial careers. It requires students to obtain a thorough understanding of managerial structures and analytical techniques to be able to take part in analysing and interpreting issues and cases. Such knowledge is essential for the development of the critical understanding of current business and financial issues, which is an important attribute for management in today's globalised economy."

*Coventry Business School  
Programme Rationale*

<b>Language</b>	English
<b>Credits (ECTS)</b>	90
<b>Duration</b>	2 years
<b>Teaching method</b>	Part-time, mixed (taught and e-learning)
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	August and January
<b>Start date</b>	February and September
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

## Budget

There is a tuition fee for this programme. You can find more information on [uk.iba.dk](http://uk.iba.dk). Fees do not include books and study tour to Coventry, which is approximately 15.000 DKK.



# Master of Science in International Business

## - in Co-operation with London South Bank University (LSBU) (full-time)

This programme is delivered jointly by London South Bank University (LSBU) and The International Business Academy in Kolding, Denmark (IBA).

### For whom?

A master's degree will enhance your international career opportunities within international business and yield higher salaries.

The programme is for those who wish to pursue new levels of insight at the master's level and obtain specialist competencies in relevant aspects of International Business.

### The programme

The programme is an international, career-boosting master's programme, giving you highly relevant content and specialist competencies. The program contains 8 units and a dissertation, scheduled with 3 semesters of study.

The first two semesters contain 4 units, and the third and final semester a dissertation. Each unit is concluded by a written course work and a written closed book exam at a fixed date. The Programme:

- Is recognized worldwide as it has been adopted at several leading universities with growing student numbers every year
- Combines the extensive teaching and research experience at LSBU with ground-breaking expertise in undergraduate- and postgraduate-level delivery by the IBA.
- Provides an excellent post-graduate opportunity to increase knowledge and specialist competencies in international business
- Enables you to gain further insight in international business and enhance career opportunities
- Is taught and assessed entirely in English

### Learning & teaching

The lecturers at the IBA are highly qualified professionals with experience from international industry.

### London South Bank University

When delivering the MSc in International Business, we work closely with our partner in London, who is the awarding institution.

London South Bank University is one of London's largest and oldest universities. Since 1892, it has been providing students with relevant, accredited and professionally recognised education. It is a cosmopolitan university with over 25,000 students from more than 120 countries.

The university is proud to have received the highest possible rating for the quality of its education from the independent Quality Assurance Agency (QAA), and proud of its achievements in delivering excellent student outcomes. It is the "No. 1 university in the UK for graduate starting salaries."

### SUBJECTS

#### SEMESTER 1

International Strategy - 7,5 ECTS  
Analytical Techniques - 7,5 ECTS  
Management in International Firms - 7,5 ECTS  
International Trade - 7,5 ECTS

#### SEMESTER 2

International Finance - 7,5 ECTS  
International Marketing - 7,5 ECTS  
Research Design and Methods - 7,5 ECTS  
European Management and Business Strategy - 7,5 ECTS

#### SEMESTER 3

Dissertation - 30 ECTS





<b>Language</b>	English
<b>Credits (ECTS)</b>	90
<b>Duration</b>	1½ years
<b>Teaching method</b>	Full-time, taught
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	15. April Non Eu Student see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Start date</b>	October, compulsory Induction Week in the last week in September
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

### International career opportunities

A wide variety of careers is open to you with the Master of Science: working as a manager in an international company, either in a general role or as specialist, for example, in marketing or human relations.

We offer a UK university master's level degree which is recognized and held in high esteem throughout the world and demonstrates the ability to combine theoretical study with practical solutions in business and service organisations.

### Budget

There is a tuition fee for this programme. You can find more information on [uk.iba.dk](http://uk.iba.dk). Fees do not include books.

International students must be able to support themselves during their studies in Denmark, and should not rely upon being able to find part-time work or financial support from the Danish authorities unless this has been arranged in advance.

**London South Bank**  
University



INTERNATIONAL BUSINESS ACADEMY

# Master of Science (MSc) in International Business - in Co-operation with London South Bank University (LSBU) (E-Learning)

This programme is delivered jointly through e-learning by 2 prestigious European business schools: London South Bank University (LSBU) and the International Business Academy in Kolding, Denmark (IBA). It is:

- An international master's programme taught in English
- The perfect part-time education for business people
- Highly flexible e-learning concept

## For whom?

This programme is for those who wish to continue their education to a master's level - in their own time, at their own pace, and from anywhere in the world.

## The programme

The programme is an international, career-boosting management programme, giving you both highly relevant content and a flexible study mode. You are completely independent of time and place.

The programme contains 8 subjects, scheduled with 4 semesters of study, each semester containing 2 subjects. With the programme's flexibility, you may choose to take the units individually and/or in a different order, but the individual unit only starts once a year, unless there are special circumstances. Each subject normally spans over 12 weeks of study and is concluded by a oral exam at a fixed date. Lecturers teach during these scheduled weeks, but you may choose to start preparing for the unit before the official start date.

After successful completion of the 8 subjects, a dissertation is normally written during the 5th semester.

## SUBJECTS

### SEMESTER 1

International Strategy - 7.5 ECTS  
Analytical Techniques - 7.5 ECTS

### SEMESTER 2

Management in International Firms - 7.5 ECTS  
International Trade - 7.5 ECTS

### SEMESTER 3

International Finance - 7.5 ECTS  
International Marketing - 7.5 ECTS

### SEMESTER 4

European Management and  
Business Strategy - 7.5 ECTS  
Research Design and Methods - 7.5 ECTS

### SEMESTER 5

Dissertation - 30 ECTS

## Learning & teaching

You can participate in this education from anywhere in the world; the only thing you need is a computer with internet connection!

By taking a higher education through e-learning, you benefit in different ways - first and foremost in the form of time and money. Time wise you will be able to decide your own progression within the timeframe of the programme. Using the latest e-learning technologies, you will be able to study without any interruption in your career or domestic situation.

## E-learning

By studying through our e-learning mode, you will benefit from the flexibility of controlling your own time. You will be able to study part-time and work full-time in industry simultaneously. You will get the latest updated information within the taught fields. E-learning is very different from traditional classroom teaching. Emphasis is on learning, rather than teaching, which means that much responsibility lies with the student. The concept requires some degree of self-discipline, but the lecturer will, of course, offer all the support and guidance necessary.

The e-learning concept makes use of both online conference facilities, video-clips and inter-active multimedia-based learning objectives to facilitate individual learning. All teaching is facilitated over the internet by standard browsers like Microsoft Explorer, Firefox or Opera. The latest versions have proved to work best. No plug-ins or downloads are necessary. Communication is mostly done electronically. Examinations take place in either London or Kolding or at other approved locations worldwide.

Student support is available when required. Administrative support is provided by the course administration at IBA in Kolding; academic support is offered by the lecturers through the conferences and e-mail.

## London South Bank University

When delivering the MSc in International Business, we work closely with our partner in London, who is the awarding institution.



<b>Language</b>	English
<b>Credits (ECTS)</b>	90
<b>Duration</b>	2 years
<b>Teaching method</b>	Flexible, e-learning
<b>Admission criteria</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Annual tuition fee</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Applications deadline</b>	see details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Start date</b>	February and September
<b>How to apply</b>	See details on <a href="http://uk.iba.dk">uk.iba.dk</a>
<b>Further information</b>	<a href="http://uk.iba.dk">uk.iba.dk</a>

London South Bank University is one of London's largest and oldest universities. Since 1892, it has been providing students with relevant, accredited and professionally recognised education. It is a cosmopolitan university with over 25,000 students from more than 120 countries.

The university is proud to have received the highest possible rating for the quality of its education from the independent Quality Assurance Agency (QAA), and proud of its achievements in delivering excellent student outcomes. It is the "No. 1 university in the UK for graduate starting salaries."

### **Budget**

The tuition fees include all teaching and exams, learning support and administrative costs. The tuition fee does not include the cost of books.

**London South Bank  
University**



INTERNATIONAL BUSINESS ACADEMY



AP-Degree Programmes

Bachelor's Programmes

MBA Programmes

Master's Programmes

WHY IBA?

Meet us on Youtube:



INTERNATIONAL BUSINESS ACADEMY

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[www.iba.dk](http://www.iba.dk)