

PROFESSIONAL HIGHER EDUCATION PROGRAMMES

AP degree in:

- Marketing Management
- Service Management
- Multimedia Design and Communication
- Computer Science

Bachelor degree in:

- International Sales and Marketing Management
- Sports Management
- Web Development
- Software Development

BUSINESS ACADEMY
COPENHAGEN **NORTH**



**BUSINESS ACADEMY
COPENHAGEN NORTH
A CHANCE TO GROW
YOUR TALENTS**

In choosing an education at Business Academy Copenhagen North in Denmark, you also choose an exciting time in an inspiring, international environment in the northern part of Copenhagen. Years with new friends and plenty of opportunities – because while our professional standard is high, we equally want to provide you with the chance to develop as a person.

Ambitious business

Business Academy Copenhagen North is a state-funded, self-governing institution located at a charming site in the northern part of Copenhagen. Business Academy Copenhagen North is now Denmark's third largest business academy.

We are known for being ambitious in our study programmes. All our lecturers have close ties to business and industry and will train you in the exact competence you need to get off to a good start in your career. In addition to this, we collaborate closely with more than 25 institutions of higher education in Denmark and internationally.

Commitment to succeed

We demand a lot of our students. More than anything, we expect you to be committed in your studies, where you set the limit to how much you will learn, as well as in the school's other activities, where the student council is the centre of everything, from the development of the studies to sports, parties and other fun activities.

We look forward to welcoming you at Business Academy Copenhagen North!

Job opportunities

From independent surveys we know that the employment rate of Business Academy Copenhagen North graduates is very high. Their first jobs are relevant to their qualifications, the pay is good and future perspectives are interesting. Other graduates from Business Academy Copenhagen North choose to start their own businesses.

Our good results are due partly to the fact that we select the right students and partly to the business-oriented and practical aspect of our study programmes. All students spend their last term doing a work placement and writing their final examination project in collaboration with a company – quite often leading to a first job.

Why Denmark?

It is hardly surprising that Denmark has become such a popular place to study – students from all over the world meet in this historic, yet progressive and modern country. Danish culture is interesting and often avant-garde, and almost everyone speaks English. While the free-minded and easy-going spirit still lives, you will find that the Danes also have a fine-tuned talent for organization. Things work. Transport is easy, buses and trains run regularly.

The Danish education system is recognized internationally, and several of the businesses here are among the global pioneers of new and dynamic business management methods. It's worth looking into.

Professional Higher Education at Business Academy Copenhagen North

At Business Academy Copenhagen North we offer the following programmes taught in English.

AP degrees:

- Marketing Management, 2 years
- Service Management (Hospitality and Tourism), 2 years
- Multimedia Design and Communication, 2 years
- Computer Science, 2 ½ years

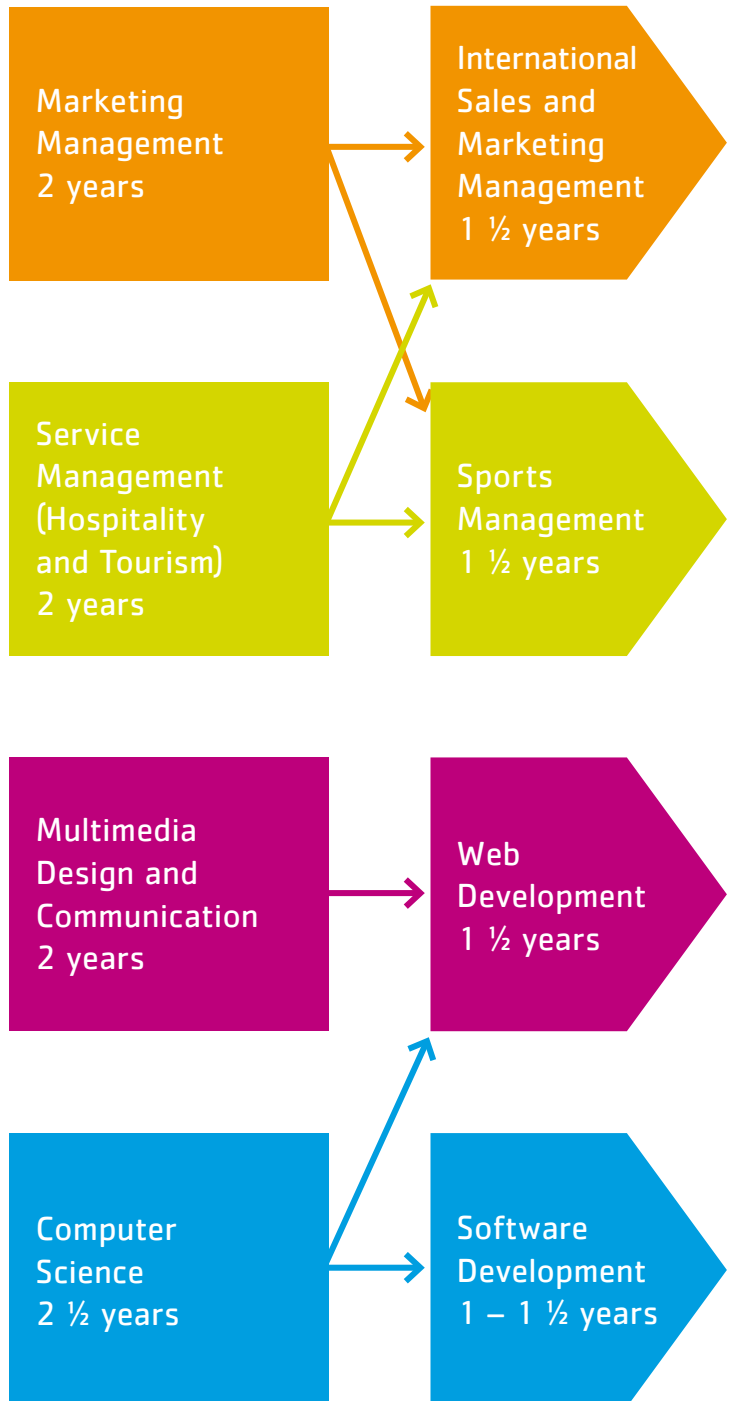
Bachelor degrees (top-up):

- International Sales and Marketing Management, 1 ½ years
- Sports Management, 1 ½ years
- Web Development, 1 ½ years
- Software Development, 1 – 1 ½ years

The structure of the Bachelor programmes is very flexible. The structure consists of 2 years + 1 ½ years. Students can take the full 3 ½ years Bachelor programme or – if they wish – stop after 2 years with an AP degree. If a student has already completed a relevant 2-3 years higher education programme in his/her home country, it is possible to apply for admission to the final 1 ½ years top-up programme.

AP degree

Bachelor degree





Why study at Business Academy Copenhagen North?

Our programmes are a door opener to job opportunities and further education. They combine theory and practical experience to provide you with the academic and personal challenges you'll need to kick-start your career.

Business Academy Copenhagen North combines a stimulating academic programme with a fun, social and recreational environment. The location is ideal, with just 20 minutes from the charming, green surroundings of the academy to the vibrant, cultural scene of Copenhagen.

It's a modern place to study. The technical and IT equipment is exceptionally advanced and always available. Open learning facilities, 24-hour access, modern AV equipment, wireless internet access and virtual classrooms are part of the package.

IT-based tools play an important role in the teaching. It has therefore become a requirement that all students have their own laptop.

The scene is truly international. Danish and international students work closely together in classes and groups. Once here, you will find that the Scandinavian methods of teaching are project-oriented, practical and interactive.

The campus is a small, friendly community for both residents and non-residents. It is a socially active place with a popular on-site bar and lots of fun activities going on. You will also find a residence hall on the campus. All students have single rooms and share kitchen facilities.

With about 900 students from more than 38 different countries currently studying at Business Academy Copenhagen North, you are bound to make lasting friendships and form valuable networks for the future.

For the serious hours of studying, you can make use of the library and the on-site bookshop.

Why study a Professional Higher Education Programme?

- Flexible
- Close ties to companies
- Theory and practice
- Prepares for a job
- Approved by the Danish Ministry of Education
- International study environment

DO YOU GET A BUZZ
FROM WORDS LIKE
SALES, MARKETING,
BRANDING, PROMOTION
AND COMMUNICATION?



Find out more about Marketing Management, International Sales and Marketing Management and Sports Management at www.cphnorth.dk

AP degree in Marketing Management

As a Marketing Management student you will learn to design, plan and implement national and international sales and marketing activities of a company. Your first job could be as a marketing assistant, marketing co-ordinator, sales specialist or project manager for a private company or a public organization.

1st semester – ECTS 30

International Marketing and Sales ECTS 10

- Introductory statistics
- Strategic analysis

Economics ECTS 5

- Company analysis
- Microeconomics

Communication, Organization and Management ECTS 10

- Making and analysing the supply chain

Business Law ECTS 5

2nd semester – ECTS 30

International Marketing and Sales ECTS 10

- Market selection and penetration strategy
- Growth strategy and market analysis

Economics ECTS 5

- Descriptive economics and trade theory
- Investment and finance

Communication, Organization and Management ECTS 5

- Innovation
- Managing the supply chain
- Culture analysis

Business Law ECTS 5

- Damages outside contract
- Danish and international rules of buying and selling goods
- Security of credit

Elective Subject ECTS 5

3rd semester – ECTS 30

International Marketing and Sales ECTS 10

- Sales and negotiation
- Strategic marketing

Economics ECTS 10

- Budgeting and optimizing parameters

Communication, Organization and Management ECTS 5

- Sales and project management

Elective Subject ECTS 5

4th semester – ECTS 30

Work Placement ECTS 15

Final Examination Project ECTS 15

Bachelor of International Sales and Marketing Management (top-up)

As a Bachelor of International Sales and Marketing you will develop knowledge and comprehension of business practice, applied theory as well as methods, used for sales and marketing within an international business perspective.

Your future job could be as key account manager or sales manager in an international company.

1st semester – ECTS 30

Theme: Due diligence of sales

The Customer as the Focal Point	ECTS 12
<ul style="list-style-type: none"> • The customer's strategic situation • Value stream analysis and resource diversification • The strategic organization of sales 	
Industry and Competitors	ECTS 4
<ul style="list-style-type: none"> • Logistic benchmarking • Ethics and social responsibility • International economic environmental conditions 	
Innovation	ECTS 4
<ul style="list-style-type: none"> • Product and concept development strategy and processes • Innovative processes and motives • Project management 	
Semester Project	ECTS 5
Methodology and Science	ECTS 5

2nd semester – ECTS 30

Theme: Business development within an international perspective

Development of Sales and Business Platform	ECTS 7
<ul style="list-style-type: none"> • International sales strategies • Lean and customization • Economic value added and weighted average cost of capital (WACC) 	
Implementation of the Sales Plan	ECTS 5
<ul style="list-style-type: none"> • Space management • E-business outsourcing • Tactic and value-based management • Sales training • Optimization of value chains 	
Follow-up and Retention	ECTS 3
<ul style="list-style-type: none"> • Customer follow-up instruments • Logistic efficiency • Balanced score card 	
Semester Project	ECTS 5
Elective Subject	ECTS 10
3rd semester – ECTS 30	
Internship	ECTS 15
Bachelor Project	ECTS 15

DO YOU GET A BUZZ
FROM WORDS LIKE
EXPERIENCES, EVENTS,
SPORTS, TOURISM
AND HOSPITALITY?



AP degree in Service Management (Hospitality and Tourism)

As a Service Management student you will learn to develop, plan and supply service products for a range of industries within the experience economy and the service sector in general. In your first job you could be dealing with customer service, sales, marketing or administration in businesses focusing on tourism, hospitality (hotels) and events or in industrial services and the transportation sector. Maybe it's your dream to start up your own business in the industry.

1st semester – ECTS 30

Methodology and Technology	ECTS 5
The Service Company	ECTS 14
• Service Management	
• Financial Management; analysis and assessment	
• Law	
• Industry competences	
Organization	ECTS 5
• Structure, culture and motivation	
• Project management	
Planning	ECTS 5
• Marketing and strategy	
Communication	ECTS 1
• English language and cultural understanding	

2nd semester – ECTS 30

The Service Company	ECTS 3
• Financial management; cost control and financing	
Organization	ECTS 3
• Human resource management	
• The working environment	
Planning	ECTS 6
• Market research and relevant technologies	
• Economics	
Communication	ECTS 10
• English language and cultural understanding	
• Customer relations	
Elective Subject	ECTS 8
• Hospitality, Tourism or Services	

Bachelor of Sports Management (top-up)

As a Bachelor of Sports Management you know how to manoeuvre within the sports business. Your future tasks may range from running professional sports activities to planning and conducting events. Your first job could be as an administrator or project manager for one of the many different projects and events within the sports field.

3rd semester – ECTS 30

Organization	ECTS 2	
• Leadership and management		
Planning	ECTS 4	
• International marketing and the marketing plan		
• Innovation		
Communication	ECTS 2	
• English language		
Elective Subject	ECTS 7	
• Hospitality, Tourism or Services		
Work Placement	ECTS 15	

4th semester – ECTS 30

The Service Company	ECTS 4	
• Financial management; investment and financing		
Organization	ECTS 2	
• Organizational development and change		
Planning	ECTS 7	
• Strategy and quality management		
• The business plan and relevant technologies		
Communication	ECTS 2	
• English language		
Final Examination Project	ECTS 15	

1st semester – ECTS 30

Sports Industry		ECTS 5
• Sports enterprises and surrounding world		
• Sport and health		
• Event and leisure industry		
• Importance of globalization		
Sports Marketing		ECTS 10
• Consumer behaviour		
• Sponsorships and fundraising		
• Branding		
• Event management		
• Promotion		
• Partnerships		

Sports Management		ECTS 6
• Strategy		
• Organization and management theories		
• Strategy and organizational development		

Methodology and Research in Sports		ECTS 5
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2 Themes		ECTS 4
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2nd semester – ECTS 30

Sports Law		ECTS 7
• Sports contracts and risk management		
• Legislation		

Sports Marketing		ECTS 5
• Consumer behaviour		
• Sponsorships and fundraising		
• Branding		
• Event management		
• Promotion		
• Partnerships		

Sports Management		ECTS 7
• Strategy		
• Organization and management theories		
• Strategy and organizational development		

Sports Economics		ECTS 10
• Sport as a product		
• Sports economics		
• Sports finance		

Theme		ECTS 1
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3rd semester – ECTS 30

Internship		ECTS 15
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Final Bachelor Project		ECTS 15
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DO YOU GET A BUZZ
FROM WORDS LIKE
DESIGN, MEDIA,
ANIMATION AND
COMMUNICATION?



Find out more about Multimedia Design and Communication and Web Development at www.cphnorth.dk

AP degree in Multimedia Design and Communication

As a Multimedia Design student you will learn to design, plan and implement the presentation of information and messages with the help of the latest multimedia tools, both at national and international levels.

Your first job may be as an information specialist, communication consultant, marketing assistant or project assistant.

1st semester – ECTS 30

Organization ECTS 5

- Planning, starting and accomplishing innovation processes
- Business culture
- Project organization and planning

Communication and Presentation ECTS 7

- Communication theories and models
- Planning and accomplishing user tests
- Pedagogical methods and tools

Design and Visualization ECTS 9

- Idea and concept development
- Digital design and aesthetics
- Interface design and methods

Interaction Development ECTS 9

- Technological understanding
- Modelling of information
- Realization of multimedia productions

2nd semester – ECTS 30

Organization ECTS 5

- Business law
- Economic planning of multimedia productions

Communication and Presentation ECTS 7

- Journalistic principles for digital presentation
- Marketing
- Construction of information architecture

Design and Visualization ECTS 9

- Creative design methods and documentation of design
- Aesthetic style, chromatology and the psychology of perception
- Navigating interactive user interfaces

Interaction Development ECTS 9

- Design and realization of multimedia productions

3rd semester – ECTS 30

Organization ECTS 5

- Organizational changes
- Management, communication and decision processes
- Quality assurance method

Communication and Presentation ECTS 7

- Media sociology

Design and Visualization ECTS 9

- Production of video, audio and 3D

Interaction Development ECTS 9

- Construction and implementation of databases
- Security in multimedia applications
- Techniques and procedures to attain quality

4th semester – ECTS 30

Work Placement ECTS 15

Final Examination Project ECTS 15

Bachelor of Web Development (top-up)

As a Bachelor of Web Development you know how to handle the front-end of IT systems using CMS systems. You will also know how web-systems are built from scratch using object-oriented development tools and relational databases.

Your future job could be as a web-developer or a developer responsible for the usability of the systems.

1st semester – ECTS 30

Web Programming and Networks ECTS 10

- Object-oriented web programming
- Client-servers and network theory
- Design and visualization

Databases and XML ECTS 10

- Relational databases and their use
- Distributed databases and object-oriented databases
- Advanced SQL
- XML

Integrated Development Environments (IDE) and Content Management Systems ECTS 10

- Integrated Development Environments
- Content Management Systems (CMS)
- Introduction to one widely used IDE

2nd semester – ECTS 30

Web Communication and Network Sociology ECTS 10

- Cross-media publishing
- Identity crossing medias
- Remediation strategies
- Individuals and media expressions

Interface Design and Digital Aesthetics ECTS 10

- Aesthetics design criterias
- Human computer interaction
- Design methods and evaluation techniques
- Information architecture and visualization of complex data

Advanced Media Technologies ECTS 10

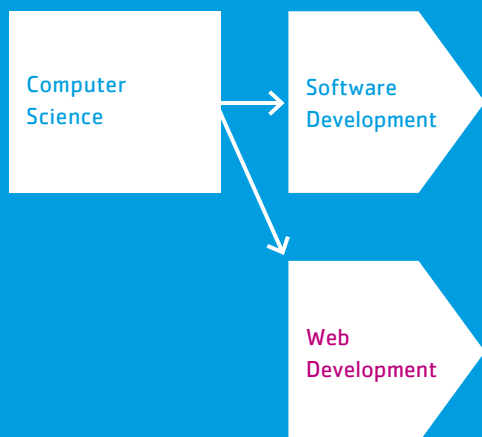
- Audiovisual software
- Media strategies
- Advanced software finishing tools
- Story-telling and aesthetics

3rd semester – ECTS 30

Internship ECTS 15

Bachelor Project ECTS 15

DO YOU GET A BUZZ FROM WORDS LIKE SYSTEM DEVELOPMENT, ARCHITECTURE, DESIGN AND PATTERNS?



Find out more about Computer Science, Software Development and Web Development at www.cphnorth.dk

AP degree in Computer Science (2 ½ years)

As a Computer Science student you will be trained to develop, maintain and renew information technology systems within a company. Your future tasks may range from technical problem solutions to project management. You will typically start your career as a programmer, system developer, IT operator or network consultant for a private company or public organization.

1st semester – ECTS 30

Programming	ECTS 14
• Object-oriented programming	
System Development	ECTS 5
• Object-oriented modelling of single-user systems	
Technology	ECTS 3
• Machine architecture basis	
The Company	ECTS 8
• General organizational theory	

2nd semester – ECTS 30

Programming	ECTS 11
• Advanced object-oriented and database programming	
System Development	ECTS 5
• Design patterns and multi-user systems	
Technology	ECTS 7
• Operation systems and databases	
The Company	ECTS 7
• IT systems in organizational context	

3rd semester – ECTS 30

Programming	ECTS 15
• Distributed programming and deployment	
System Development	ECTS 5
• Development of large scale systems	
Technology	ECTS 10
• Networks, security and servers	

4th semester – ECTS 30

System Development	ECTS 10
• System development in perspective	
Elective Subjects	ECTS 20
• Elective subject 1	
• Elective subject 2	

5th semester – ECTS 30

Work Placement	ECTS 15
Final Examination Project	ECTS 15

Bachelor of Software Development (top-up)

As a Bachelor of Software Development you know how to handle the back-end part of big distributed IT systems based on large databases. Your first job could be as a systems developer in a large project and your next job might be as an architect responsible for the overall design of the system.

1st semester – ECTS 30

Databases for Systems Developers ECTS 10

- Database tuning and optimizing
- Concurrent handling of web and distributed databases
- Choice of database type
- Tools to monitor and optimize databases

Contract Based Systems Development ECTS 10

- Contracts as co-ordination mechanism
- Specification of systems, sub-systems and modules in contracts
- Verification of systems with the use of contracts
- Contracts in global development projects

Test ECTS 10

- Test for validation and verification of contracts
- Test models and techniques
- Traceability and test
- Test planning

2nd semester – ECTS 30

Systems Integration ECTS 10

- Service Oriented Architecture (SOA)
- Development of add-on modules for generic systems
- Transforming and developing systems for a service-oriented architecture
- Approaches to system integration

Development of Big Systems ECTS 10

- Dividing systems into sub-systems
- Designing co-operation between parts at an abstract level
- Co-ordination of global development projects
- Patterns and frameworks for design and implementation of big systems

Project Management ECTS 10

- Project strategy and project organization
- Project organization in context
- Quality assurance
- Risk management and project planning

3rd semester – ECTS 30

Internship ECTS 15

Bachelor Project ECTS 15

Teaching methods

At Business Academy Copenhagen North we combine classroom teaching, theoretical exercises, projects and cases from real life. Often executive guest lecturers from business and industry visit the school, or we pay the companies a visit. Guest lecturers from our international partnering universities come in for longer periods to teach.

The course literature we use is either specifically developed for the training at Business Academy Copenhagen North or imported from universities.

You and your fellow students can work on our intranet 24 hours a day. Here, teams and teachers can exchange notes, material, assignments etc. It ensures that everyone is up to speed with the class and everything else that is going on at Business Academy Copenhagen North.

Classes are obligatory, although we do not make this a formal requirement. However, Business Academy Copenhagen North is a workplace and to achieve maximum results, we need the commitment of everyone.

Off to a good start

Beginning an education can be difficult, so our staff is ready to support you, whenever you need it. We carry out personal interviews with all new students to ensure that everyone settles in well and gets off to a happy start in our academy.

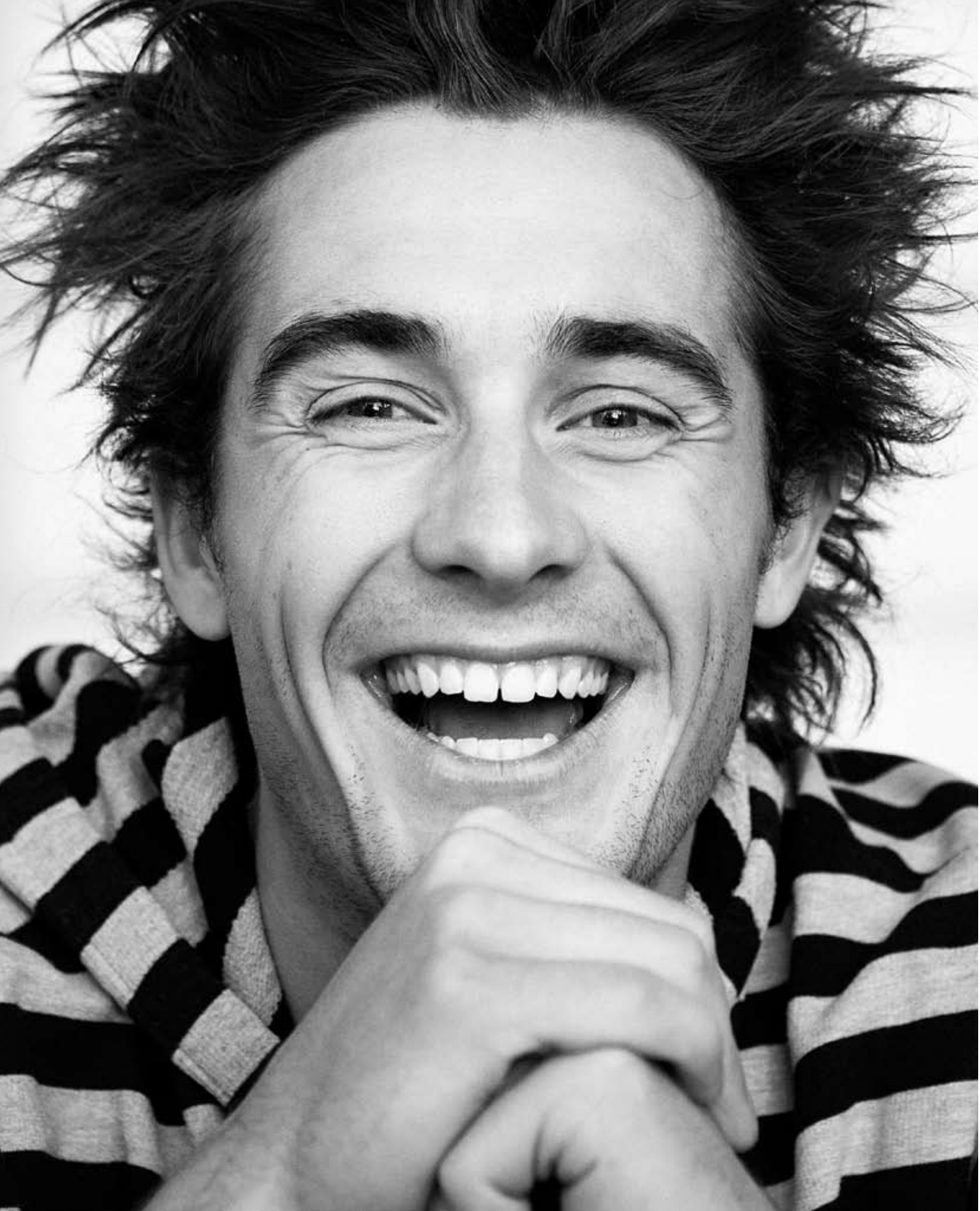
When, where and how?

The Professional Higher Education programmes taught in English take place in Kgs. Lyngby in the northern part of Copenhagen. A residence hall is located on the campus. Studies start every year at the beginning of September.

Information

Our student office will provide you with further information and personal advice. Simply call us on +45 8852 6600 or send an e-mail to businessacademy@cphnorth.dk.





Tuition fees

Students from Nordic and/or EU/EEA countries do not pay tuition fees.

All non-EU students must pay a tuition fee. The amount depends on the specific education programme chosen. All details can be found at www.cphnorth.dk.

Open house

Open house arrangements are posted at www.cphnorth.dk. You are very welcome to come and hear more about what Business Academy Copenhagen North can offer, or talk to us about your specific talent and wishes.

We also invite you to a one-day visit in a class. You may contact a student counsellor to organize the details of your visit.

Where to find us

At www.cphnorth.dk you will find a map of Lyngby and our departments. You will also find a detailed description of how to find your way to the academy and information about public transport. Parking is easy.

How to apply

- All EU students should use the Danish public application form – the KOT form. Please download the form from www.optagelse.dk. Deadline for applications: Preferably by 15 March, no later than 5 July.
- All other international students should use the Direct Entry Form of Business Academy Copenhagen North. Please download the form from www.cphnorth.dk. Deadline for applications: 15 March.

Entry requirements

Marketing Management	High level in maths	General qualifications for all AP degrees: <ul style="list-style-type: none"> • General upper secondary education • The international and the European Baccalaureates • High school diploma from USA followed by at least one year of university/college • At least 2 years of a Bachelor degree from Africa, India, Pakistan and other countries with similar educational systems • Danish level B in English or TOEFL (paper-based test score 550+ or computer-based test score 213+ or Internet-based test score 80+) or IELTS (academic score 6.0)
Service Management (Hospitality and Tourism)	Good level in economics or maths (Danish level C)	
Multimedia Design and Communication	Good level in economics or maths (Danish level C)	
Computer Science	High level in maths (Danish level B)	

International Sales and Marketing Management	AP degree in Marketing Management AP degree in Service Management or equivalent education	English: Danish level A or TOEFL (paper-based test score 575+ or computer-based test score 230+ or Internet-based test score 88+) or IELTS (academic score 6.5)
Sports Management	AP degree in Service Management AP degree in Marketing Management or equivalent education	
Web Development	AP degree in Multimedia Design and Communication AP degree in Computer Science or equivalent education	
Software Development	AP degree in Computer Science or equivalent education	

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