

PROFESSIONAL HIGHER EDUCATION PROGRAMMES

AP degree in:

- Marketing Management
- Service, Hospitality and Tourism 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
– AN EDUCATION IN
AN INTERNATIONAL
ENVIRONMENT**

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. Since 2009 Business Academy Copenhagen North has been a part of Copenhagen Business – the largest business academy in Denmark.

Copenhagen Business
Academy of Professional Higher Education

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 high. Their first jobs are relevant to their qualifications, the pay is good and future prospects 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 organisation. Things work. Transport is easy, buses and trains run regularly.

The Danish education system is recognised 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:

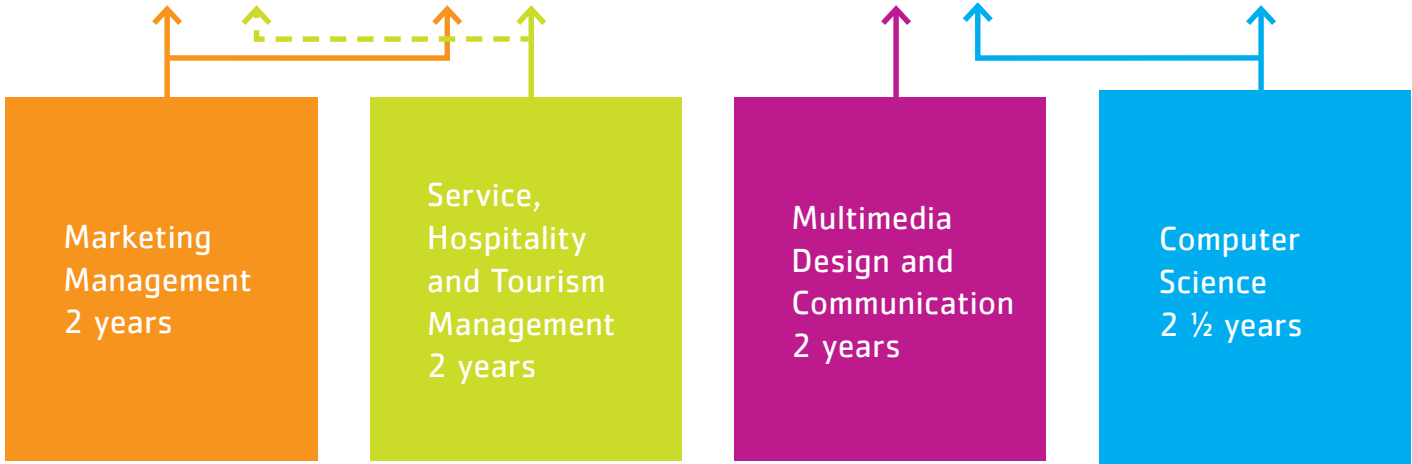
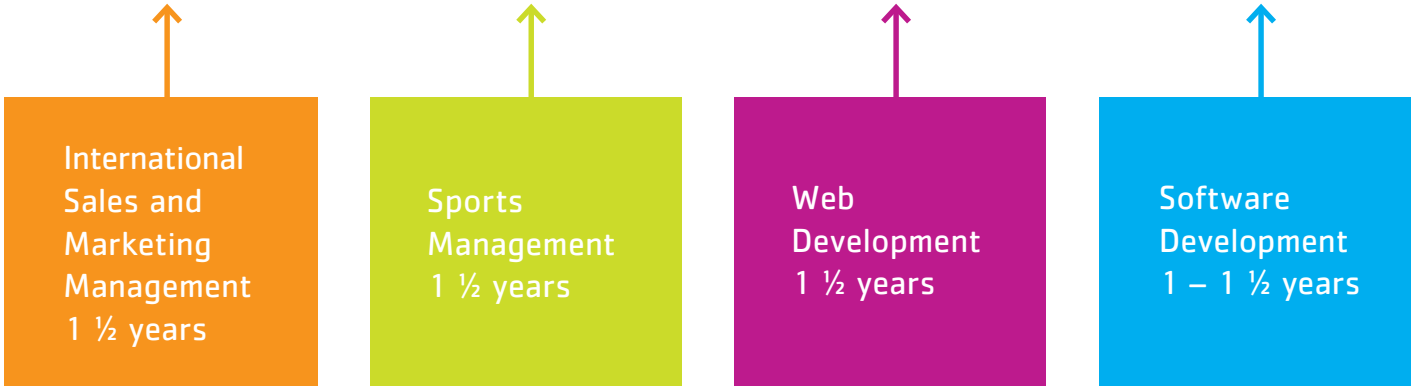
- Marketing Management, 2 years
- Service, Hospitality and Tourism Management, 2 years
- Multimedia Design and Communication, 2 years
- Computer Science, 2 ½ years

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.

Master



Upper secondary school



WEST
COAST
CHOPPERS
TM

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 up to date 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 1000 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 organisation.

1st semester - ECTS 30

International Marketing and Sales	ECTS 10
• Introductory statistics	
• Strategic analysis	
Economics	ECTS 5
• Company analysis	
• Microeconomics	
Communication, Organisation and Management	ECTS 10
• Making and analysing the supply chain	
• Communication	
• Organisational Structure	
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, Organisation and Management	ECTS 5
• Innovation	
• Managing the supply chain	
• Culture analysis	
Business Law	ECTS 5
Elective Subject	ECTS 5

3rd semester - ECTS 30

International Marketing and Sales	ECTS 10
• Sales and negotiation	
• Strategic marketing	
Economics	ECTS 10
• Budgeting and optimising parameters	
Communication, Organisation and Management	ECTS 5
• Sales and project management	
• Organisational development	
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: The background for a company's sales

The Customer as the Starting Point

- The customer's strategic situation
- Value stream analysis and resource diversification
- The strategic organisation of sales

ECTS 15

Industry and Competitors

- Logistic benchmarking
- Ethics and social responsibility
- International economic environmental conditions

ECTS 5

Innovation

- Product and concept development strategy and processes
- Innovative processes and motives
- Project management

ECTS 5

Methodology and Science

ECTS 5

2nd semester – ECTS 30

Theme: Business development within an international perspective

Developing the Sales Base

- International sales strategies
- Lean and customisation
- Economic value added and weighted average cost of capital (WACC)

ECTS 10

The Sales Performance

- Space management
- E-business outsourcing
- Tactic and value-based management
- Sales training
- Optimisation of value chains

ECTS 5

Follow-up and Retention

- Customer follow-up instruments
- Logistic efficiency
- Balanced score card

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?



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

AP degree in Service, Hospitality and Tourism Management

As a Service, Hospitality and Tourism 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 Research Methods	ECTS 3
Service Organisation	ECTS 15
• Service management	
• Business economics	
• Macro economics	
• Service industry competences	
Organization	ECTS 6
• Leadership	
• Human resource management	
Planning	ECTS 5
• Strategy and business development	
• International marketing	
Communication	ECTS 1
• English language and cultural studies	
• Customer relations	

2nd semester – ECTS 30

Methodology and Research Methods	ECTS 2
Service Organisation	ECTS 7
• Business economics	
• Macroeconomics	
Organisation	ECTS 5
• Human resource management	
• Leadership	
Communication	ECTS 8
• English language and cultural studies	
• 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

Service Organisation	ECTS 2
• Business economics	
Planning	ECTS 3
• International marketing	
Communication	ECTS 3
• English language and cultural studies	
Elective Subject	ECTS 7
• Hospitality, tourism or services	
Work Placement	ECTS 15

4th semester – ECTS 30

Service Organisation	ECTS 6
• Business economics	
• Service management	
Organisation	ECTS 4
• Leadership	
Planning	ECTS 3
• Strategy and business development	
• The business plan and relevant technologies	
Communication	ECTS 2
• English language and cultural studies	
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 globalisation	
Sports Marketing	ECTS 10
• Consumer behaviour	
• Sponsorships and fundraising	
• Branding	
• Event management	
• Promotion	
• Partnerships	
Sports Management	ECTS 6
• Strategy	
• Organisation and management theories	
• Strategy and organisational development	
Methodology and Research in Sports	ECTS 5
2 Themes	ECTS 4

2nd semester – ECTS 30

Sports Law	ECTS 5
• Sports contracts and risk management	
• Legislation	
Sports Marketing	ECTS 5
• Consumer behaviour	
• Sponsorships and fundraising	
• Branding	
• Event management	
• Promotion	
• Partnerships	
Sports Management	ECTS 9
• Strategy	
• Organisation and management theories	
• Strategy and organisational development	
Sports Economics	ECTS 10
• Sport as a product	
• Sports economics	
• Sports finance	
Theme	ECTS 1

3rd semester – ECTS 30

Internship	ECTS 15
Final Bachelor Project	ECTS 15

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

Organisation ECTS 5

- The company's management, communication and decision making
- Business law: copyrights, data protection, contracts
- Project organisations and planning

Communication and Presentation ECTS 5

- Communication theories and models , strategy for digital productions
- Digital media for marketing, various types of products and services
- The influence of cultural factors on national and global communication

Design and Visualisation ECTS 10

- Documentation of design and current aesthetic styles
- Navigation and interactive user interfaces for different digital media
- Connections between application and design

Interaction Development ECTS 10

- Communication technology and network construction
- Search technology
- Technical possibilities and limitations of different development environments

2nd semester – ECTS 30

Organisation ECTS 5

- Business culture and the company's competitiveness
- Planning, managing and implementation of development projects
- Quality assurance methods to development projects

Communication and Presentation ECTS 10

- Marketing methods: quantitative and qualitative data regarding target groups
- User tests
- Media sociology

Design and Visualisation ECTS 10

- Image processing

- Connection between message and design; and between identity and design
- Visual means and function. Developing interactive user interfaces

Interaction Development ECTS 5

- Standardised formatting languages. Client and server based programming
- Animation techniques in multimedia productions
- Model, structure and format information and functionality

3rd semester – ECTS 30

Elective Subjects ECTS 10

- Elective subject of 5 ECTS points each
- Learning objectives will appear in the schedule for the actual semester

Communication and Presentation ECTS 5

- Communicative elements in different media productions
- Influence of cultural factors on national and global communication

Design and Visualisation ECTS 5

- Animation techniques; Modelling and construction techniques in 3D
- Documentation of design
- Techniques to produce and finish video and audio
- Design of interactive user interfaces for various digital media

Interaction Development ECTS 10

- Modelling, development and implementation of databases
- Data manipulating languages for databases
- Security in multimedia applications; and Quality objectives

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 visualisation

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 visualisation of complex data

Advanced Media Technologies ECTS 10

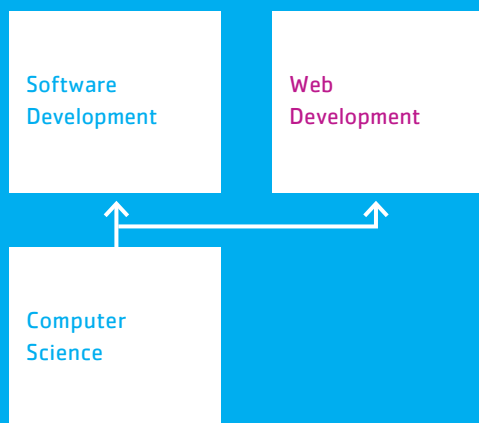
- Audiovisual software
- Media strategies
- Advanced software finishing tools
- Story-telling and aesthetics

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 organisation.

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 organisational 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 organisational 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 optimising
- Concurrent handling of web and distributed databases
- Choice of database type
- Tools to monitor and optimise 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 organisation
- Project organisation 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.

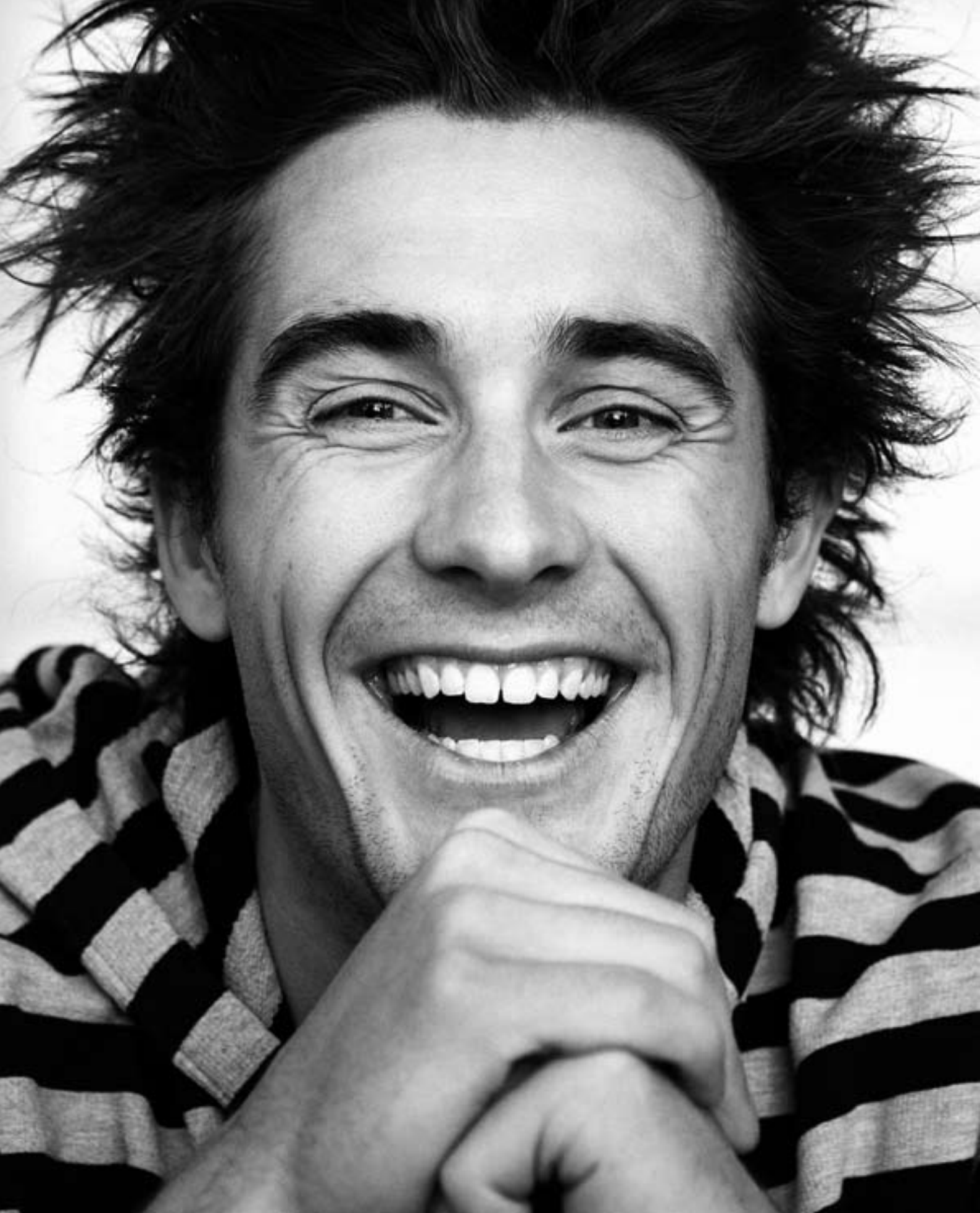
Where and when?

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 organise 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

AP degree programmes:

- 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 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.

Bachelor top-up programmes:

- 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 (Danish level B)	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, Hospitality and Tourism Management	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, Hospitality and Tourism Management or equivalent education	English: High level in 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, Hospitality and Tourism Management or equivalent education 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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BUSINESS ACADEMY
COPENHAGEN **NORTH**