

Curriculum for Bachelor's Degree Programme in International Sales and Marketing

NATIONAL PART

2023

**Bachelor's Degree Programme in International Sales and
Marketing**

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This national part of the curriculum for International Sales and Marketing has been released in accordance with §18, section 1 in the Ministerial Order for technical and commercial Academy Profession Program and Professional Bachelor Program. This curriculum is supplemented with an institutional part of the curriculum, provided by the individual institution that offers the program.

After it has been approved by either the Board of Directors (or the Rectors) and after consultation with the institutions' Educational Committee and the External Examiners chairmanship for the specific program the educational network for International Sales and Marketing prepares the institutional part.

1. The program's goals for learning outcomes

The objective of the course is to qualify the student to be able to handle a broad range of sales and marketing tasks within the company, in regard to business development and value creation, with both a national and international perspective.

Knowledge

The student will acquire:

- development-based knowledge around professional practice and applied theories and methods, in relation to sales and marketing with both a national and international perspective
- knowledge and understanding of relevant models for the evaluation of growth and development opportunities, as well as their application in practice
- understanding of the various different methods and approaches of generating and utilizing knowledge and insight, along with the ability to reflect on their applicability in practice.

Skills

The student will be able to:

- evaluate both theoretical and practice-oriented issues, and implement business development with a view to value creation
- apply and master the use of trends, tools and methods, including digital technologies, in relation to concrete solution models
- communicate practice-related and professional issues, processes and solutions to business partners, clients/customers and other interested parties, both nationally and internationally.

Competencies

The student will be able to:

- participate in professional and cross-disciplinary collaboration, including the management and implementation of sales and marketing activities; and, as an element of this, take responsibility within professional and ethical frameworks, with curiosity, creativity, cooperation, energy, and critical thinking
- manage complex tasks and development-based situations, in connection with international sales and marketing
- act in a professional manner within complex and development-based situations, as well as building and making use of personal and organisational networks, both nationally and internationally
- identify their own learning needs and develop their own knowledge, skills, and relevant professional personal competencies, in relation to the professional field.

2. The program includes 3 national subject elements

2.1 Sales and marketing

Contents

This course component focuses on the development of companies' sales and marketing efforts, primarily on the tactical and strategical level. On top of this is built a foundation of knowledge about sales and marketing. From there, a cross-disciplinary and problem-oriented mindset is developed, with a focus on how the company's development and growth can be strengthened through analysis, along with innovative marketing and sales, with the starting point in understanding the customer.

There is a focus on the entire marketing process, which encompasses relevant collection, analysis and presentation of data, product and concept development, consideration of internal and external conditions, along with effective execution, and the involvement of external business partners/stakeholders, clients/customers and other interested parties.

This takes place with regard to the utilisation of trends and digital technologies, which can promote the company's development and growth.

Learning objectives for Sales and marketing:

Knowledge

The student will acquire:

- development-based knowledge about sales and marketing, and the ability to reflect on the relevance of that knowledge
- knowledge and understanding of the practice and applied theories and methods of strategic and tactical sales and marketing
- knowledge of the various methods and approaches of generating and applying knowledge and insight, including collection, processing, analysis and quality assurance of data, and the ability to reflect on its applicability.

Skills

The student will be able to:

- use the methods and tools of the professional field, as well as mastering the skills associated with the job of sales and marketing, including the use of digital technologies and relevant trends
- evaluate practice-oriented and theoretical issues within sales and marketing, and select with justification relevant solution models with regard to development and growth
- communicate practice-related and professional issues and solutions within sales and marketing to business partners/stakeholders, clients/customers, and other interested parties.

Competencies

The student will be able to:

- oversee the entire sales and marketing process, including development and management, along with the gathering of data, product and concept development, as well as implementation and evaluation

- take part in professional and cross-disciplinary collaboration within sales and marketing, in an independent manner, and take responsibility within professional ethical frameworks
- identify their own professional and personal learning needs, and develop their own knowledge, skills and competencies in relation to sales and marketing.

ECTS value

The **Sales and marketing** course component awards 20 ECTS points.

2.2 Business development and Value creation

Contents

This course component focuses on understanding business in an innovative and development-oriented perspective. The subject stretches from analysis and development of overarching business models, to concrete actions within the company's operations.

There is a focus on how relevant trends and digital technologies can contribute to business development and value creation.

There is also a focus on the development of professional and personal competencies for the implementation of activities and alternative courses of action. It encompasses data-based preparation and the qualification of business cases, along with the management of projects and innovation processes.

Learning objectives for Business development and value creation

Knowledge

The student will acquire:

- development-based knowledge about the subject area's practice and applied theories and methods, including various different business models, approaches to business development and value creation, and the ability to reflect on their relevance and applicability
- knowledge of and the ability to reflect upon the function and significance of various different roles for business development and growth
- knowledge of concrete tools and methods, including digital technologies and relevant trends within the different functions, as well as the ability to reflect on these.

Skills

The student will be able to:

- apply and master concrete tools and methods, including digital technologies and relevant trends
- evaluate practice-oriented and theoretical issues within business development and value creation, and also select with justification relevant solution models
- communicate practice-related and professional issues and solutions within business development and value creation to business partners/stakeholders and other interested parties.

Competencies

The student will be able to:

- handle complex and development-oriented situations, in connection with business development and value creation
- enter independently into professional and cross-disciplinary collaborations, taking responsibility within professional and ethical frameworks
- identify their own professional and personal learning needs, and develop their own knowledge, skills and competencies in relation to business development and value creation.

ECTS value

The **Business development and value creation** component awards 15 ECTS points.

2.3 International relations

Contents

This course component centres around companies' international relations, to ensure that international development and growth become part of the company's value creation.

There is a focus on the company's international relations in relation to employees, teams, customers, suppliers and business partners.

There is also a focus on the analysis and selection of international activities and forms of collaboration, along with professional and personal competencies around seeking, developing and maintaining international relationships.

Learning objectives for International relations

Contents

The student will acquire:

- development-based knowledge about the practice and applied methods and theories of the profession within international relations, both in relation to external activities and collaboration types, as well as in relation to the company's internal focus and mindset
- understanding of the practice and the applied theories and methods in regard to the company's international relations, including employees, teams, customers, suppliers and other stakeholders, and the ability to reflect on their applicability within the profession.

Skills

The student will be able to:

- apply and master the methods and tools of the professional field for creating growth through international relations, both in relation to external activities and types of collaboration, and in relation to the company's internal focus and mindset
- evaluate the practice-related and theoretical issues in various different international relationships, as well as select with justification relevant solution models in relation to employees, teams, customers, suppliers, and other stakeholders
- communicate practice-related and professional issues and solutions within international growth, to employees, teams, customers, suppliers, and other stakeholders.

Competencies

The student will be able to:

- handle complex and development-oriented international tasks and relationships, including the ability to seek out, develop, and maintain international relationships
- enter independently into international professional and cross-disciplinary collaborations, and take responsibility within professional ethical frameworks
- identify their own professional and personal learning needs, and develop their own knowledge, skills and competencies in relation to international growth and relations.

ECTS value

The course component **International relations** awards 10 ECTS points.

3. Internship

Learning objectives for student internships

Knowledge

The student has:

- knowledge of theory, methodology and actual practice
- an understanding of concepts and methods and can reflect on their use
- experience from participation in solving practical work tasks.

Skills

The student can:

- put acquired knowledge into practice for the business
- assess theoretical and practical issues and propose solutions
- use and communicate relevant theories for the resolution of tasks based on practice.

Competencies

The student can:

- see his/her own professional role in relation to the specific tasks and identify personal learning needs and develop personal knowledge, skills and competences in relation to the specific tasks
- independently engage in professional as well as interdisciplinary cooperation.

ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is completed with 1 exam.

4. Requirements for the Bachelor Project

The learning objectives for the Bachelor project are identical to the program's learning objectives listed above under point 1.

The Bachelor's project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theory and method in relation to a real-life problem. The problem statement that must be central to the program and profession, is formulated by the student, possibly in collaboration with a private or public company. The Academy approves the problem statement.

Exams for the Bachelor Project

The Bachelor project completes the program in the last semester once all the preceding exams have been passed.

ECTS weight

The Bachelor Project is weighted 15 ECTS credits.

Examination form

The exam is an oral and written examination with an external co-examiner, a combined mark is given based on the 7-point scale for the written project and the oral presentation.

5. Rules on credit

Passed program elements are equivalent to similar program elements taken at other educational institutions offering this program.

The students are obliged to inform us of any completed educational elements from another Danish or foreign higher education program or any jobs which are likely to provide credit.

The Academy approves, in each instance, credit on the basis of completed program elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed program element on the completion of these studies.

In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

On approval according to the above, the program element is deemed to be passed if it was passed according to the rules of the program in question.

The following credit agreements have been made for the national subject elements:

6. Academic criteria for selecting candidates for top-up program

- Average grade from the qualifying examination
- Grade and ECTS credits in marketing, economics, law and organization
- The reasoned application

- Relevant work experience, including compulsory military service (max. 12 months)
- Relevant supplementary training and/or courses
- Other experience, such as attending a folk high school, stays abroad, voluntary work (min. 3 months)

Applicants may also be called in to an interview before admission.

Each institution indicates on its website which of the above criteria form the basis for admission.

7. Commencement and transitional schemes

For students already enrolled, the following transitional agreement applies:

Students who have begun the educational programme before the effective commencement date will follow the national part of the curriculum of 20/08/2022 until 01/08/2024, after which they will transfer over to this curriculum.