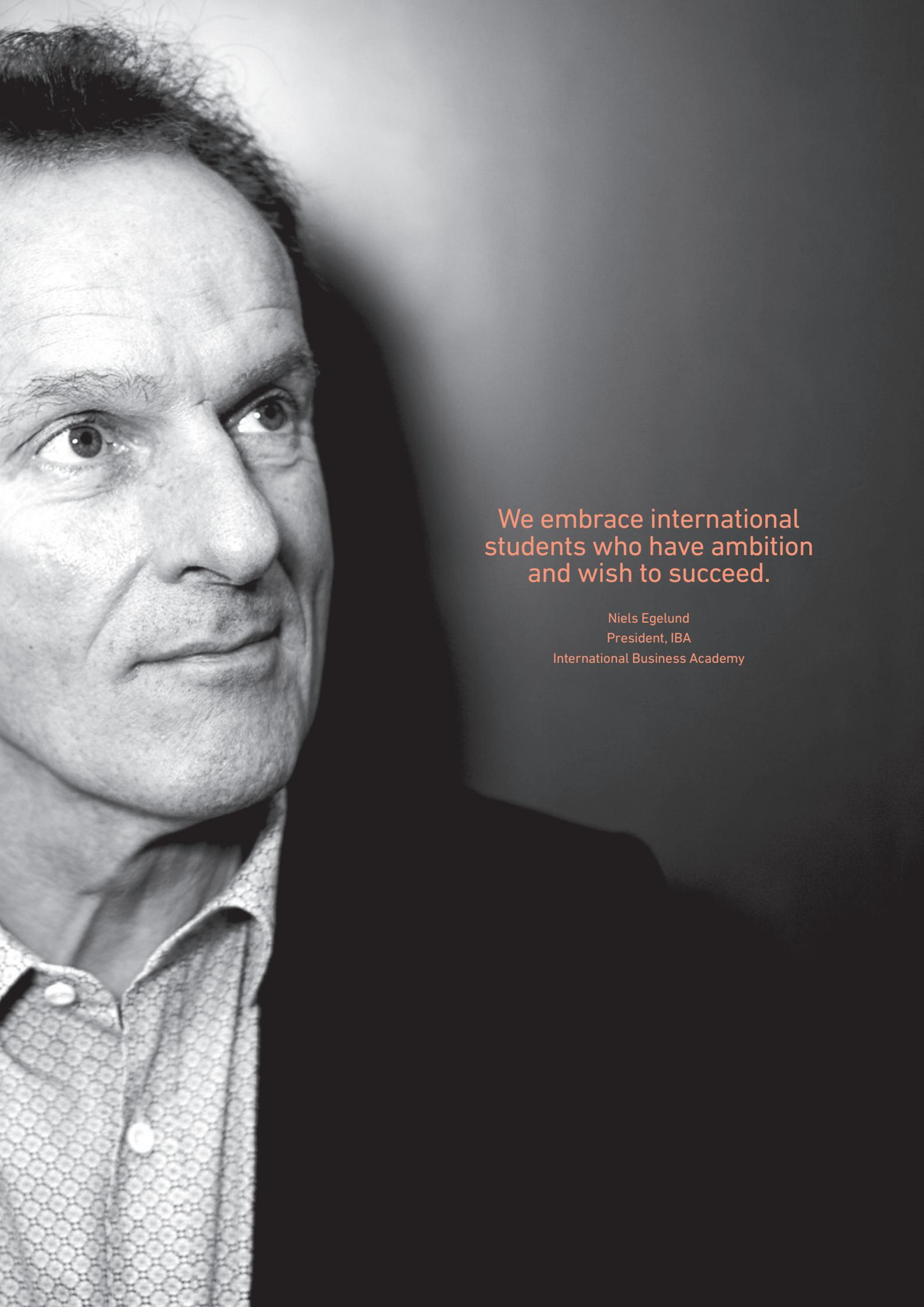


# **STUDY IN DENMARK**

## **IBA STUDY PROGRAMMES 2016**





We embrace international  
students who have ambition  
and wish to succeed.

Niels Egelund  
President, IBA  
International Business Academy

# WELCOME TO IBA

At the IBA, we are proud to offer world quality study programmes, supported by a splendid learning environment, highly qualified teaching staff and an international administration.

We aim to give you a wide range of experiences, skills and knowledge in an excellent social and cultural environment that will enable you to develop your professional and social networks.

We welcome students from around the world, who have the ambition and commitment to succeed in their studies and career, with a motivation to engage in class activity and to participate in the social and extra-curricular activities that demonstrate a wish to succeed.

*Niels Egelund, President*



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**INTERNATIONAL BUSINESS ACADEMY**

# KOLDING

From our roots in a trade school going back more than a century, today's IBA offers a range of international degree programmes taught in English, at AP (2 years), Bachelor and Masters level covering a range of subjects in business, marketing, entrepreneurship, design and multimedia.

One of our hallmarks is the close co-operation with industry both locally, nationally and globally. This means that we constantly keep track of and adapt to the requirements of today's world of work, and our students receive an education that can be applied directly in the job market.

Our degrees often include a practical internship and the opportunity for shorter or longer study exchanges with our partner institutions around the world. With more than 1500 students from within Denmark and throughout the world, we offer a high quality learning and teaching environment while providing valuable networking and a friendly and welcoming multicultural social experience.

#### **STUDY IN ENGLISH**

With most of our study programmes taught in English, we provide you with the opportunity to develop your language skills while obtaining a degree.

#### **STUDENT LIFE**

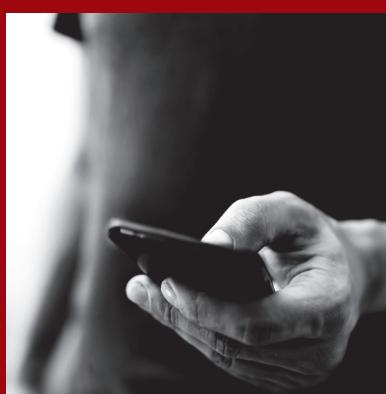
With more than one third of our students coming from outside Denmark, we can give you a truly vibrant, fascinating and fun student experience. Our students and staff organise a range of social, sporting, leisure and cultural activities aimed to suit every taste. We have a student-run bar and common room, and international students are invited to share a meal at home with a Danish family through a programme called "Connect the World".

As a student at the IBA, you have the opportunity to join the Buddy and Ambassador programmes, offering the chance to make friends, develop networks and provide a valuable addition to your CV. You can also attend Danish classes which will give you a better understanding of Danish culture, people and history.





PUT THEORY INTO PRACTICE



---

# EDUCATION THAT WORKS

IBA study programmes are firmly rooted in the world of work, reflecting the needs of industry and the job market.

## PERSONAL DEVELOPMENT

The combination of theory and practice in the IBA programmes prepares you for a modern career that demands constantly developing knowledge and new skills.

## INTERNSHIP – AN INTEGRAL AND VITAL COMPONENT

Fundamental to our full-time undergraduate degrees is a 3-month practical work placement (internship) in the final semester, which can be taken in Denmark or anywhere in the world – further enhancing employment prospects. Students are welcome to find their own host company or use the IBA network in Denmark and in countries such as New Zealand, China, UK and Malta.

## CAREER OR FURTHER STUDY

With a degree from IBA, you are ready to enter the job market, or you can go on to take a higher degree either at IBA or use your transferable credits at one of our partner universities or other institutions around the world. You can even start your career and then return later to pursue a higher qualification full-time or part-time.



Education  
with a practical  
purpose

---

## STUDENT HUB

# KOLDING

Situated in the heart of Denmark, Kolding is one of the larger cities in Denmark, with a long tradition of providing business education. Today, there are several higher education institutions in Kolding offering a wide range of activities.

With a population of over 60,000, Kolding is large enough to offer an array of social, sports, recreational and cultural activities while at the same time maintaining a friendly and easy-going atmosphere. Situated in one of the fastest growing and most successful economic regions in Denmark, Kolding is easy to reach by air, road and rail.

By international standards, Denmark has a very low crime and accident rate, and Kolding offers students a safe and secure environment. It is safe and easy to walk around town, with a short distance between most of the main attractions. Cycling is exceptionally easy and a good way to get around. Almost everyone in Denmark speaks English, so making yourself understood in shops and on public transport is equally easy.

### ACCOMMODATION

Although you are responsible for finding your own accommodation, with more than 800 student apartments in Kolding this is relatively straightforward. In order to secure the type and price of accommodation you want, it is important to apply as early as possible. We recommend that you apply for accommodation at [www.studentkolding.dk](http://www.studentkolding.dk). Also, there is a "new student" group on Facebook that offers help, advice, and shared experiences. It is a useful forum for exchange of information on practical matters such as buying furniture and mobile phone deals.

When renting accommodation, you should expect to pay a deposit in advance. Normally, apartments are unfurnished, but there is a plentiful supply of cheap furniture, new or used.

### LIVING COSTS

It is important to take into account all living costs. This includes traveling to and from Denmark, accommodation, food, books and leisure activities. It is cheaper, if you are prepared to share an apartment. You should allow approximately 600-800 Euros per month to cover all your expenses.

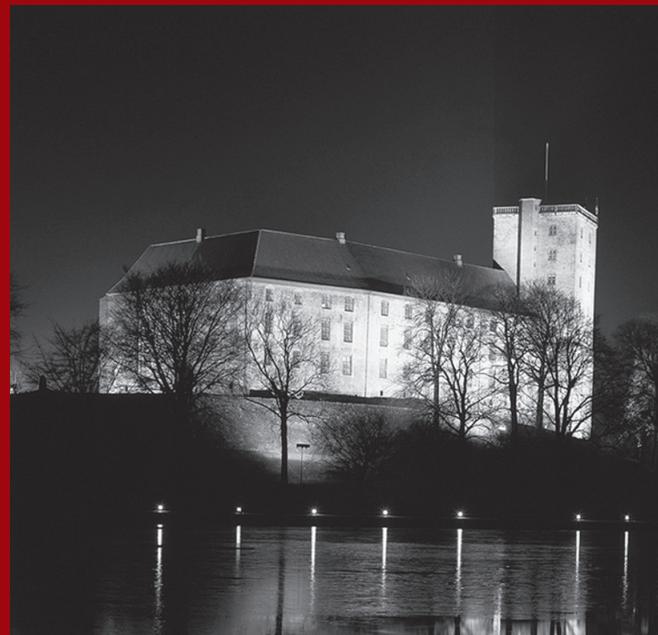
### SPORTS AND LEISURE

Kolding is a great location, if you are the active type, with several sports facilities and walking and cycling trails. Kolding has a splendid swimming and aquatic centre, and a well-equipped private fitness centre is available to IBA students at a reduced rate. There are plenty of shops in the town centre, and a 15-minute bus ride away, there is a large shopping centre that includes a multiplex cinema.





IBA is expanding rapidly, increasing  
the number of students by more  
than 35 % in September 2014



BECOME A

# GLOBAL CITIZEN

IBA offers an array of international activities to prepare you for success in an increasingly internationalised world of work and social connectivity. Our many international students, faculty and administration from around the world contribute to a rich multicultural social and learning experience.

## SEMESTER ABROAD

IBA is in close cooperation with several universities and other institutions throughout the world, providing a wide range of opportunities to spend a semester abroad at one or more of our partner institutions in Europe through the ERASMUS program or overseas in countries such as USA, Argentina, Brazil, South Korea, China and Mexico. IBA is the only school in Denmark offering free study exchange in the USA and Latin America through the Magellan program.

## SHORT-TERM INTERNATIONAL PROGRAMMES

There is a wide range of short-term international opportunities providing the possibility for our students to strengthen their ability to work in a multicultural environment, broaden their international network and develop their skills related to their studies.

Every year, IBA students can participate in study visits abroad to countries such as the USA, China or the UK, short term study abroad programmes, international marketing or business weeks and international case and business plan competitions.

## DENMARK



## KOLDING



Denmark: 6 mio.  
inhabitants



Kolding: 60,000 inhabitants



45 km to the  
international airport Billund



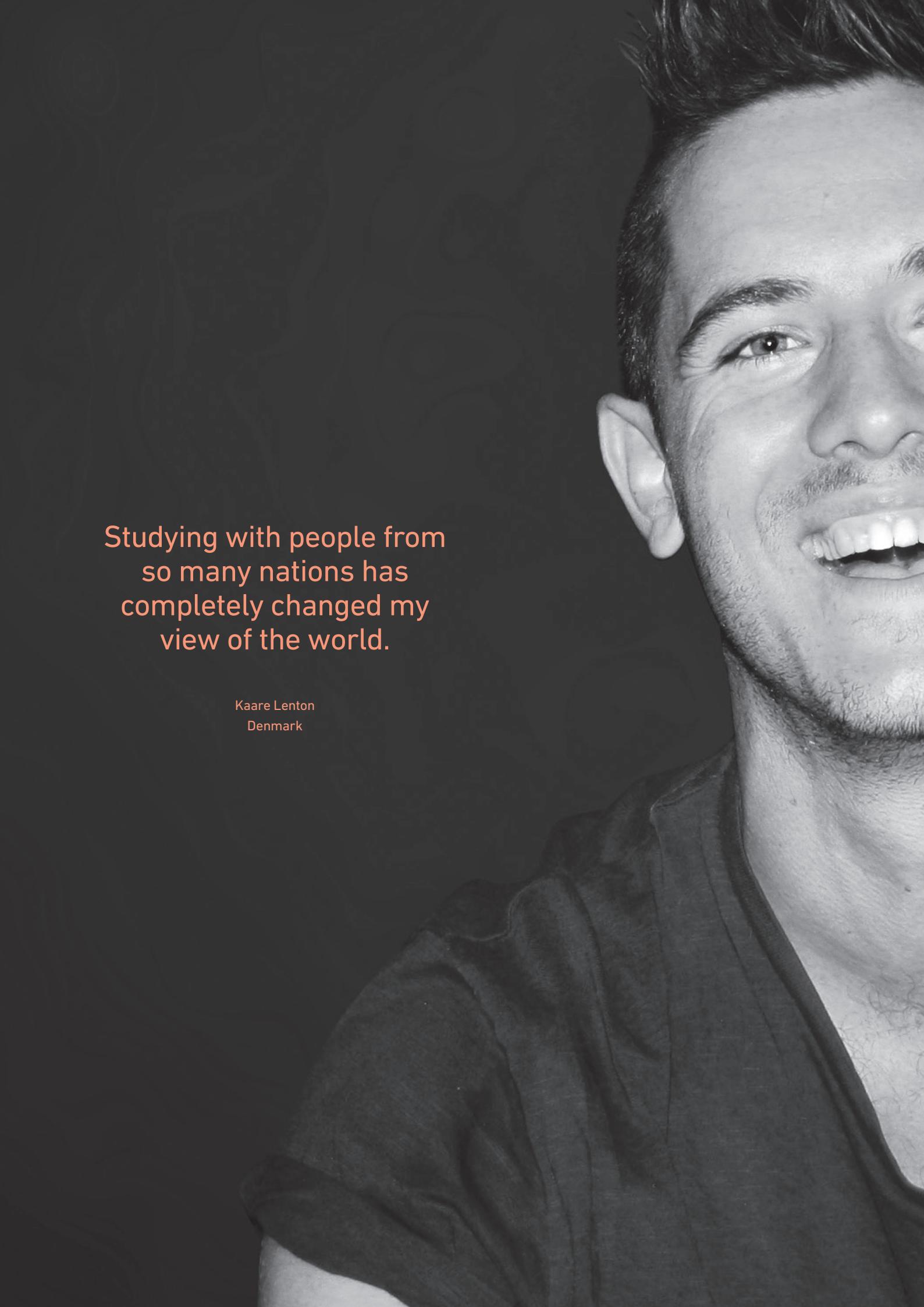
1 Euro = approx. 7.5 DKK



Kolding: 4,600 students



90 km to the German border



Studying with people from  
so many nations has  
completely changed my  
view of the world.

Kaare Lenton  
Denmark

## THE DANISH EDUCATION SYSTEM

# GUIDE

There are broadly three types of degree level institutions in Denmark:

- Institutes of Professional Higher Education
- University Colleges
- Universities

The IBA is a public Institute of Professional Higher Education offering degrees designed for direct entry to the job market or further study.

### **What is an AP degree?**

A 2-year full-time programme providing a solid foundation of theory combined with practical experience.

### **What is a top-up Bachelor?**

A 1.5-year full-time programme building on a 2-year AP degree or equivalent from another country, leading to a Bachelor degree.

### **UNIVERSITIES**

**PhD**

**MASTER**

**BACHELOR**

### **UNIVERSITY COLLEGES & INSTITUTES OF PROFESSIONAL HIGHER EDUCATION**

**TOP-UP BACHELOR**

**AP DEGREE**

### **SECONDARY EDUCATION**

### **PRIMARY EDUCATION**



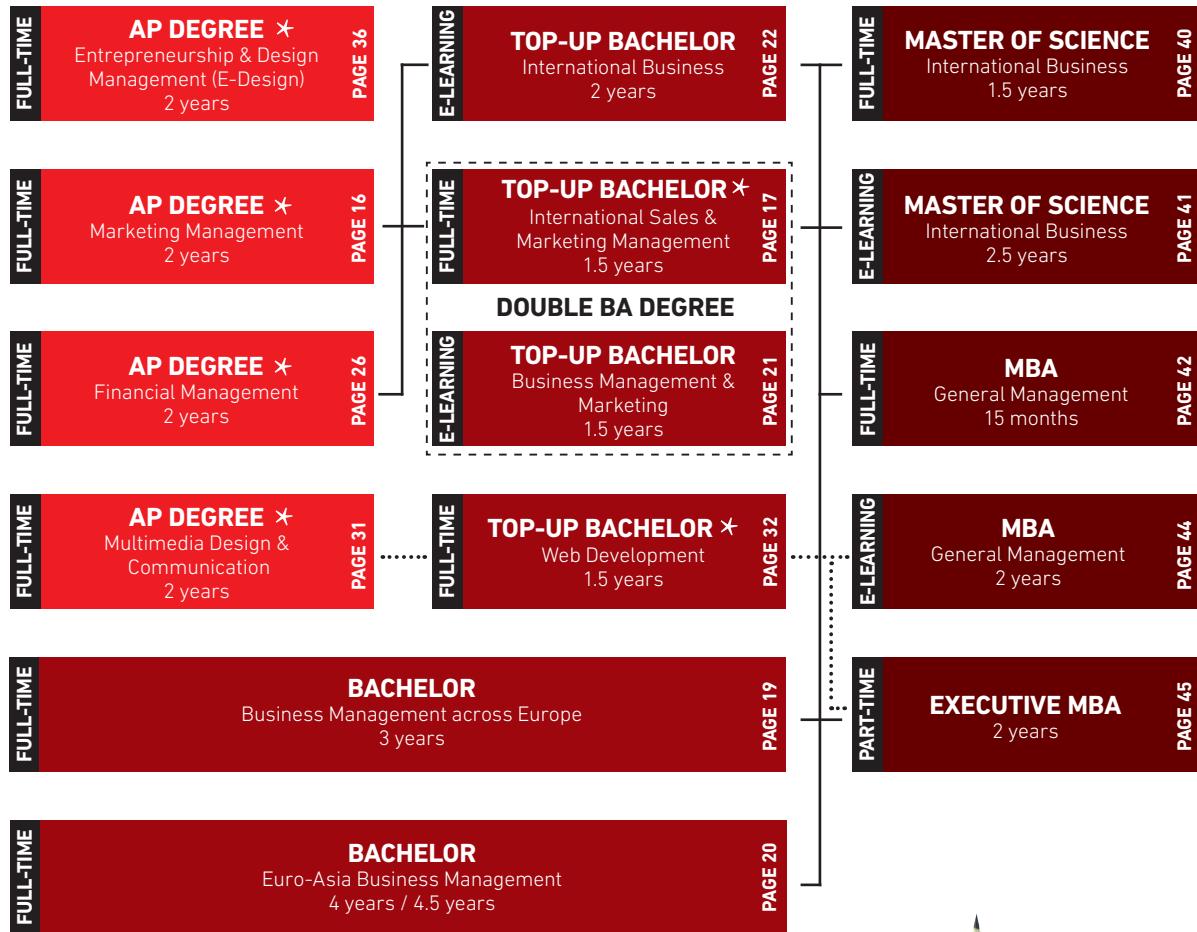
In order to ensure the high standards for which Denmark is renowned, all IBA activities are carefully monitored and audited by the Ministry of Higher Education and Science. Additionally, IBA is an accredited institution by two UK universities and satisfies their very demanding academic management and quality criteria.

## INTERNATIONAL BUSINESS ACADEMY

# PROGRAMMES

IBA delivers degrees at three levels:

- AP degree
- Bachelor (undergraduate)
- Master's (postgraduate)



\* Free tuition for EU/EEA citizens





# 14

## MARKETING & BUSINESS MANAGEMENT

Marketing Management  
International Sales and Marketing Management  
Business Management across Europe  
Euro-Asia Business Management  
Double Bachelor Degree  
International Business (e-learning)



The best marketing  
doesn't feel like marketing.

Tom Fishbourne

---

# AP DEGREE IN MARKETING MANAGEMENT

A 2-year full time degree which covers the areas of marketing, communication, organisation, economics and business law with optional elements such as innovation, entrepreneurship, sales, digital marketing, statistics and business economics. The Marketing Management combines theory with practice: learning and teaching includes practical assignments, group work and case studies. Classroom lectures and seminars are augmented by blended learning, company visits and other activities including business competitions and special events.

The programme includes a 3-month internship in the final semester, providing hands-on experience in a company or organisation. During the two years, there are also various options to gain international experience.

## Further study

On successful completion of the Marketing Management degree, you can progress automatically to complete the 3-semester bachelor at IBA or use your credits to enter the final year of bachelor programmes in other countries. It is also possible to enter the job market and return later to complete a bachelor full-time or through e-learning while working.

## Admission requirements

- successful completion of upper-secondary education in your own country (to age 18 or 19)
- evidence of sufficient skills in English and math

Further information on specific admission requirements can be found at [www.educationdenmark.dk](http://www.educationdenmark.dk).

## FACTS

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 How to apply: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a> *	 Duration: 2 years	 Credits: 120 ECTS
 Tuition fee: EU/EEA citizens - free tuition	 Spring study start: End of January 2016	 Spring application deadline: December 1, 2015 for EU/EEA students October 1, 2015 for non-EU students
 Tuition fee: Non-EU/EEA citizens - see details at <a href="http://educationdenmark.dk">educationdenmark.dk</a>	 Autumn study start: End of August 2016	 Autumn application deadline: March 15, 2016 for EU/EEA and non-EU students

## PROGRAMME CONTENT

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Semester 1:		Semester 3:	
International Marketing	12 ECTS	International Marketing	5 ECTS
Economics	5 ECTS	Economics	5 ECTS
Sales and Marketing Communication	5 ECTS	Electives	20 ECTS
Organisation and Management	6 ECTS		
Business Law	2 ECTS		
Semester 2:		Semester 4:	
International Marketing	8 ECTS	Internship	15 ECTS
Economics	10 ECTS	Main thesis	15 ECTS
Organisation and Management	4 ECTS		
Business Law	3 ECTS		
Sales and Marketing Communication	5 ECTS		

\* Please use admission area number 79265

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# TOP-UP BACHELOR IN INTERNATIONAL SALES AND MARKETING MANAGEMENT

This 1.5-year full-time top-up Bachelor programme provides you with the knowledge and tools to work within the area of international business and trade. The programme builds on the AP degree (such as Marketing Management, see pp 16), or an equivalent degree-level programme of minimum 2 years from another country. This degree opens the door to a wide range of opportunities for a business career in sales, marketing and export. It focuses strongly on combining theory with practice, including a 3-month internship during the last semester, where you receive hands-on experience working in a company. When studying for this bachelor degree, there are various options to gain international experience.

## Further study

On successful completion of the bachelor in International Sales and Marketing Management, you can progress automatically to a full-time master's degree at the IBA or use your credits to complete a degree at master's level at another university in Denmark or abroad.

## Admission requirements

If you have successfully completed an AP degree in Marketing Management, you are normally accepted automatically. If you have a degree from another country, or an AP degree in a different subject area, you will be evaluated individually. In some cases, taking additional courses and/or an entry test is necessary. You must have a sufficient level of English and math. You will find further information on specific admission requirements at [www.educationdenmark.dk](http://www.educationdenmark.dk).

## FACTS

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 How to apply: See details at educationdenmark.dk	 Duration: 1.5 years	 Credits: 90 ECTS
 Tuition fee: EU/EEA citizens - free tuition	 Spring study start: End of January 2016	 Spring application deadline: December 1, 2015 for EU/EEA students October 1, 2015 for non-EU students
 Tuition fee: Non-EU/EEA citizens - see details at educationdenmark.dk	 Autumn study start: End of August 2016	 Autumn application deadline: July 1, 2016 for EU/EEA students March 15, 2016 for non-EU students

## PROGRAMME CONTENT

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This programme is divided into themes, which cover the following subjects:

- International Marketing
- Logistics
- Management and Organisation
- Law
- Economics

### Semester 1:

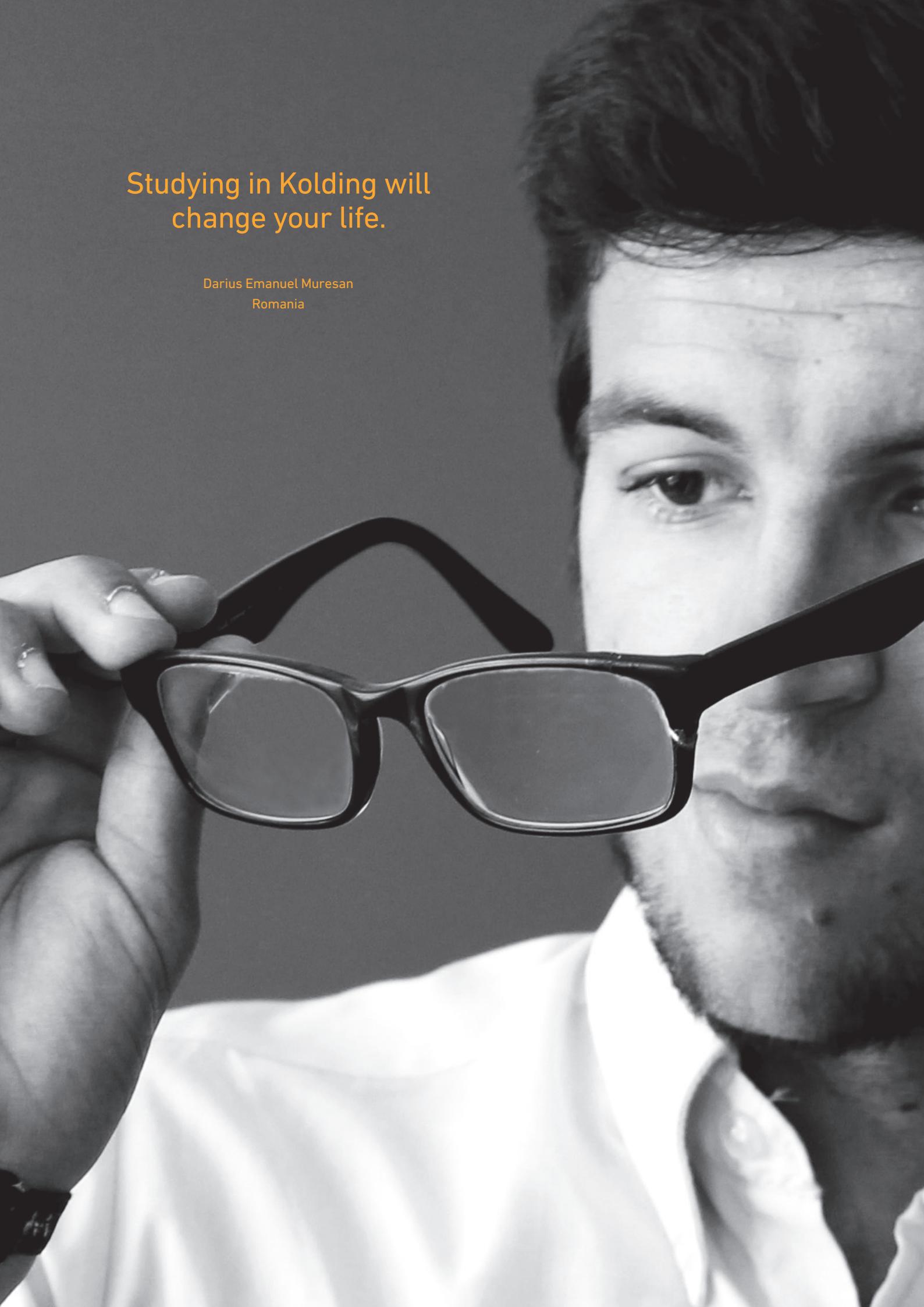
The Customer as Starting Point	15 ECTS
Industry and Competitors	5 ECTS
Innovation	5 ECTS
Research Methods	5 ECTS

### Semester 2:

Developing the Sales Base	10 ECTS
The Tactical and Operational Sales Performance	5 ECTS
Implementation and follow-up	5 ECTS
Electives	10 ECTS

### Semester 3:

Internship	15 ECTS
Main thesis	15 ECTS



Studying in Kolding will  
change your life.

Darius Emanuel Muresan

Romania

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# BACHELOR IN BUSINESS MANAGEMENT ACROSS EUROPE

This Bachelor is a 3-year full-time honours degree programme developed by IBA in cooperation with international partner universities. You study in three different countries - one year in each. The first year is at IBA and the second at University College Leuven-Limburg in Belgium. In your third year, there is a choice of several universities in the UK and France. The programme covers marketing, management, communication and economics. With this degree, your typical career possibilities are within management and marketing, especially in companies with a strong multinational profile.

## The international perspective

What makes this degree special is the opportunity to gain valuable skills and first-hand understanding of the culture, society, business and social environment in three different countries. You share experiences and form lasting friendships with a dynamic and ambitious group of fellow students seeking something extra from their degree studies.

## Internship

The programme includes an internship during semester 4 normally taken in the Brussels region, but it can be taken anywhere in the world. The experiences you gain from the internship will further enhance your employment prospects.

## Further study

With successful completion of this degree, you can automatically progress to a master's level degree at the participating universities and many other universities throughout the world.

## Admission requirements

- successful completion of upper-secondary education (to age 18 or 19)
- evidence of sufficient skills in English and math

Further information on specific admission requirements can be found at [www.internationalbachelor.eu](http://www.internationalbachelor.eu).

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## FACTS

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How to apply: See details at [educationdenmark.dk](http://educationdenmark.dk) \*



Duration: 3 years



Credits: 180 ECTS



Tuition fee: See details at [www.internationalbachelor.eu](http://www.internationalbachelor.eu)



Study start:  
End of August 2016



Application deadline:  
March 15, 2016 for EU/EEA  
and non-EU students

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## PROGRAMME CONTENT

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### Year 1 – IBA, Kolding:

International Marketing	20 ECTS
Economics	15 ECTS
Sales and Market Communication	10 ECTS
Organisation and Management	10 ECTS
Business Law	5 ECTS

### Internship (12 weeks)

17 ECTS

International Internship (15 weeks- no Project)	20 ECTS
Management Report	7 ECTS

### Foreign language (electives- choose 1):

Business French: basic	5 ECTS
Business French: intermediate	5 ECTS
Business German: basic	5 ECTS
Business Spanish: basic	5 ECTS

### Year 2 - UC Leuven, Belgium:

Advertising	3 ECTS
Consumer Psychology	3 ECTS
Sustainability and Business	3 ECTS
Strategic Marketing	4 ECTS
Sales Management	3 ECTS
Market Research	6 ECTS
Public Relations	3 ECTS
Academic Writing	3 ECTS
Project	3 ECTS

### Year 3

Courses depend on which university you choose.  
These are your choices:

- ESC Rennes School of Business, FR
- Coventry University, UK
- London South Bank University, UK
- University of Worcester, UK

\* Enroll for the AP Degree in Marketing Management using admission area number 79265

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# BACHELOR IN EURO-ASIA BUSINESS MANAGEMENT

In the fast-expanding global market, IBA and Shanghai Finance University have jointly developed a special opportunity for European and Asian students to obtain a double degree in business management. The programme focuses on languages, marketing, management, communication and economics. With this degree, your typical career opportunities are within management and marketing, especially in companies with a strong global profile.

## The global perspective

What makes this degree special is its highly concentrated European-Asian perspective. With the programme taking place in Europe and in China, you become part of a dynamic group of internationally-oriented, ambitious students with whom you can share experience and knowledge while enjoying networking opportunities of potential value in your career. Studying in this international environment enables you to experience and interact with people from different cultures, giving you immense benefits for both your personal and career development.

## Further study

With successful completion of this degree, you can automatically progress to a master's level degree at the participating universities and many other universities throughout the world.

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## FACTS

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- |   |   |   |
|---|---|---|
|  How to apply: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a> * |  Model I: 120 ECTS + 120 Chinese credits.  |  Study start: End of August 2016                                     |
|  Tuition fee: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a>    |  Model II: 150 ECTS + 120 Chinese credits. |  Application deadline: March 15, 2016 for EU/EEA and non-EU students |
|  Duration: 4 years / 4.5 years   |   |   |

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## PROGRAMME CONTENT

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During the two years at Shanghai Finance University (SFU), the curriculum is a mixture of mandatory Chinese language courses and business-related subjects.

There are two models to choose from, when studying for this degree. Within the two models, several options can be chosen, regarding the kind of degree you would like to obtain.

### Model I:

You will study the first 2 years at IBA and consecutive 2 years at SFU. You will then obtain an AP degree in Marketing Management (IBA) and a Bachelor in Business Management (SFU). In addition, you have the opportunity to complete a

3-month internship and dissertation, based on IBA curriculum and graduate with a Bachelor in International Sales and Marketing Management from IBA.

### Model II:

This is a 4.5-year programme, during which you spend the first year at IBA, then 2 years in China and the last 1.5 years back at IBA. In this case, you obtain two bachelor degrees: Bachelor in Business Management (SFU) and Bachelor in International Sales and Marketing Management (IBA). In addition, while studying at IBA for the final year, you will have the possibility to enroll in a double degree developed jointly by IBA and London South Bank University.

\* Enroll for the AP Degree in Marketing Management using admission area number 79265

# DOUBLE BACHELOR DEGREE

This double award programme has been developed jointly by IBA and London South Bank University. You are registered at both institutions, but all teaching takes place at IBA. While following the Bachelor in International Sales and Marketing Management full-time at IBA (see more pp 17), concurrently, you follow an e-learning course leading to a bachelor awarded by London South Bank University. The benefit of obtaining two degrees within the same time frame is immense. However, studying for two degrees is of course more challenging, and it requires a high level of self-discipline and motivation - not least because the additional components are largely by independent study. The structure of this programme enables you to take part in any of the international activities available at IBA including study exchange and internship in another country.

## Further study

After successfully completing the double degree programme, you can progress automatically to a full-time master's degree at IBA, London South Bank University, or you can use your credits to complete a degree at master's level at universities in other countries.

## Admission requirements

Normally, to be accepted, it is required to have successfully completed an AP degree in Marketing Management. English skills must correspond to an IELTS level of 6.5 or higher. Also, a recommendation is required from a student counsellor or international coordinator who can confirm that you have the self-discipline and are motivated to complete both programmes. Further information on specific admission requirements can be found at [www.educationdenmark.dk](http://www.educationdenmark.dk).

## FACTS



How to apply: See details at [educationdenmark.dk](http://educationdenmark.dk)



Spring study start:  
End of January 2016



Spring application deadline:  
1 December, 2015 for EU/EEA students  
1 October, 2015 for non-EU students



Duration: 1.5 years



Autumn study start:  
End of August 2016



Autumn application deadline:  
July 1, 2016 for EU/EEA students  
March 15, 2016 for non-EU students

### (FULL-TIME)

#### TOP-UP BACHELOR IN INTERNATIONAL SALES AND MARKETING MANAGEMENT

##### Semester 1:

The Customer as Starting Point	15 ECTS
Industry and Competitors	5 ECTS
Innovation	5 ECTS
Research Methods	5 ECTS

##### Semester 2:

Developing the Sales Base	10 ECTS
The Tactical and Operational Sales Performance	5 ECTS
Implementation and follow-up	5 ECTS

##### Semester 3:

Internship	15 ECTS
Main thesis	15 ECTS



Credits: 90 ECTS



Tuition fee: EU/EEA citizens  
- free tuition



Tuition fee: Non-EU/EEA citizens:  
see details at [educationdenmark.dk](http://educationdenmark.dk)

### (E-LEARNING)

#### TOP-UP BACHELOR IN BUSINESS MANAGEMENT AND MARKETING

##### Semester 1:

Marketing issues 1	9 CATS
Economics	9 CATS
Human Resource Management	9 CATS

##### Semester 2:

Culture Studies	9 CATS
Marketing Issues 2	9 CATS

##### Semester 3:

Worked Based Learning	50 CATS
Dissertation	60 CATS



Tuition fee: See details at [educationdenmark.dk](http://educationdenmark.dk)



Credits: 155 CATS  
(equivalent to 77.5 ECTS)  
1 ECTS = 2 CATS

# TOP-UP BACHELOR IN INTERNATIONAL BUSINESS (E-LEARNING)

This Bachelor (with Honours) degree, developed jointly by IBA and London South Bank University, builds on your prior education and work experience. The programme is offered via e-learning, giving the freedom to fit study into family, social activities and work. Optional residential events may be offered from time to time.

The degree is divided into 4 taught modules: International Business Environment; Marketing Issues; Applied Finance; Management. The final assessment is a thesis on a theme of the student's choice in consultation with an IBA tutor. Each module is delivered over one academic year, and depending on personal circumstances, one or more can be taken at any time. Typically, the degree can be completed within 2 - 2.5 years, but the inbuilt flexibility of this study mode provides a maximum of 6 years to complete. All modules are taught in English.

## Admission requirements

The normal requirement is a minimum two years post-secondary education (AP degree or equivalent) in a relevant subject area such as business or management. Applicants with other experience/qualifications will be assessed individually.

## FACTS

- |   |  |
|---|--|
|  How to apply: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a> |  Spring study start: February 2016   |
|  Tuition fee: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a>  |  Spring application deadline: February 1, 2016 for EU/EEA and non-EU students  |
|  Duration: 2 - 2.5 years   |  Autumn study start: September 2016  |
|  Credits: 120 CATS (equivalent to 60 ECTS)<br>1 ECTS = 2 CATS                              |  Autumn application deadline: September 1, 2016 for EU/EEA and non-EU students |

## PROGRAMME CONTENT

**Module 1:**  
International Business Environment      18 CATS

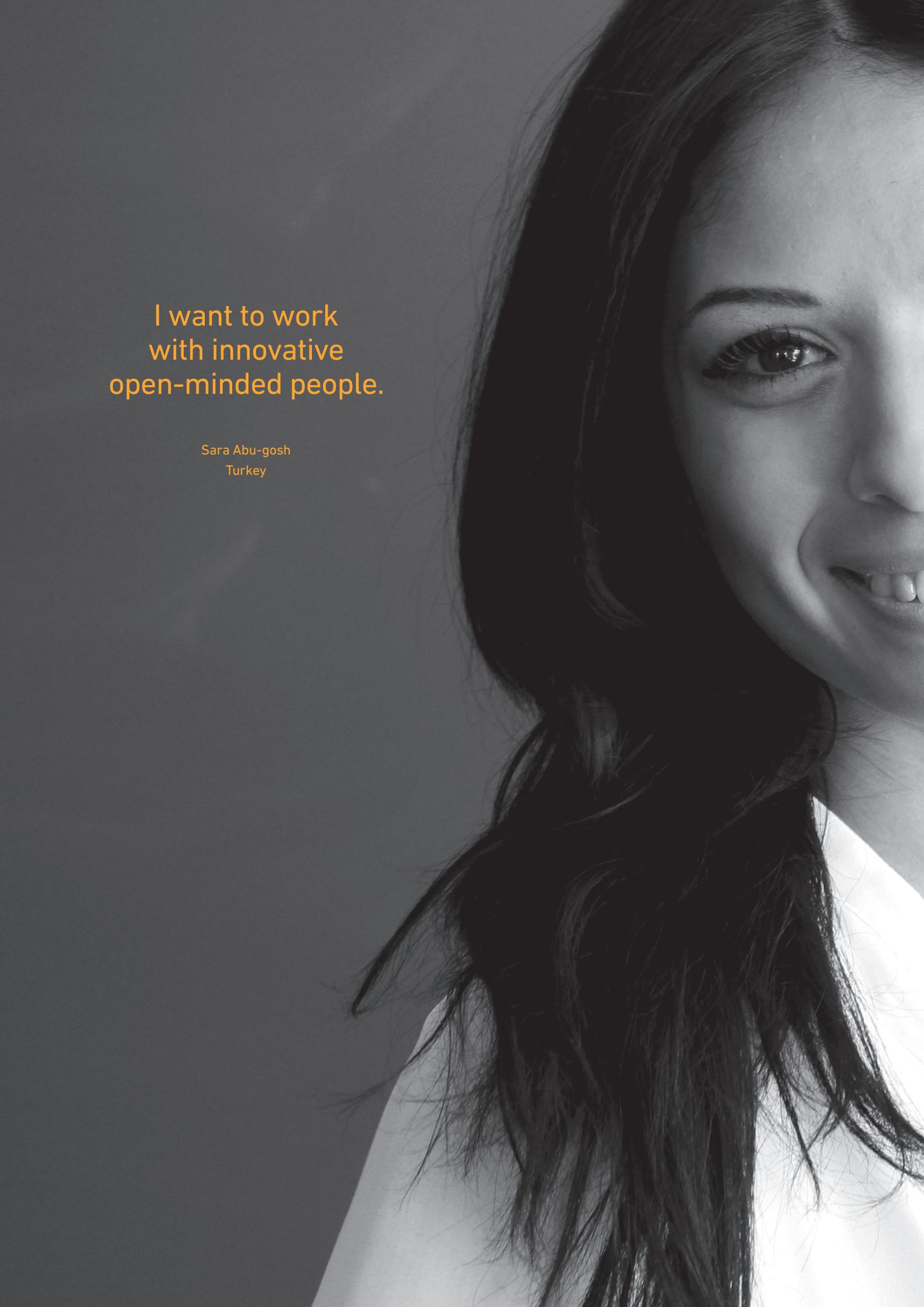
**Module 2:**  
Marketing Issues      18 CATS

**Module 3:**  
Applied Finance      18 CATS

**Module 4:**  
Management      18 CATS

**Module 5:**  
Main Thesis      48 CATS





I want to work  
with innovative  
open-minded people.

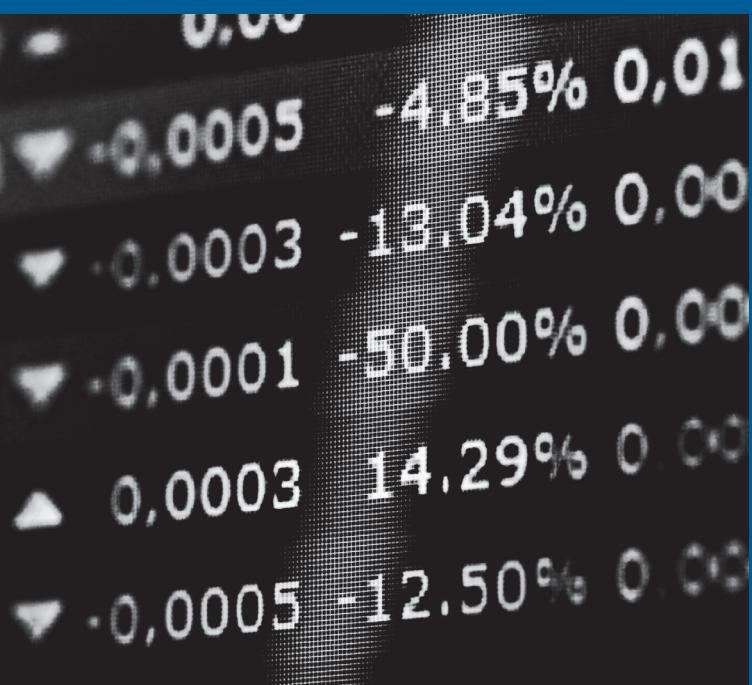
Sara Abu-gosh  
Turkey

# 24

## FINANCIAL MANAGEMENT

Financial Management





Price is what you pay.  
Value is what you get.

Warren Buffett

---

# AP DEGREE IN FINANCIAL MANAGEMENT

A 2-year full-time degree focusing on economics and finance. This degree provides a solid foundation for employment in finance, insurance, customs and tax, real estate and economics. There is a strong focus on combining theory with practice, including a 3-month internship in the last semester, where you receive hands-on experience with working e.g. in a bank or with real estate. When studying for an AP degree, there are various options to gain international experience.

## Connecting with the world of work

As a student of Financial Management you are in close contact with finance related companies and can experience first hand the daily tasks and challenges. Activities during the studies include guest lecturers from the financial sector, presentations and projects, in which companies participate, and visits to finance based institutions and companies.

## Further study

On successful completion of the Financial Management degree, you can use your credits to complete a bachelor degree.

You can also enter the job market and return later to complete a bachelor.

## Admission requirements

- successful completion of upper-secondary education in your own country (to age 18 or 19)
- evidence of sufficient skills in English and math

Further information on specific entry qualifications can be found at [www.educationdenmark.dk](http://www.educationdenmark.dk).

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## FACTS

 How to apply: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a> *	 Tuition fee: EU/EEA citizens - free tuition	 Study start: End of August 2016
 Duration: 2 years	 Tuition fee: Non-EU/EEA - see details at <a href="http://educationdenmark.dk">educationdenmark.dk</a>	 Application deadline: March 15, 2016 for EU/EEA and non-EU students
 Credits: 120 ECTS		

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## PROGRAMME CONTENT

### Semester 1:

Financial Enterprises and Markets I	10 ECTS
Business Law I	5 ECTS
Business Economics I	5 ECTS
Global Economics I	5 ECTS
Economic Methods	5 ECTS

### Semester 2:

Financial Enterprises and Markets II	5 ECTS
Business Law II	5 ECTS
Business Economics II	5 ECTS
Global Economics II	5 ECTS
Customer / Client Relations I	5 ECTS
Statistics	5 ECTS

### Semester 3:

Financial Enterprises and Markets III	5 ECTS
Business Law III	5 ECTS
Customer / Client Relations II	5 ECTS
Financial Marketing	5 ECTS
Specialisation	5 ECTS
Statistics	5 ECTS

### Semester 4:

Internship	15 ECTS
Main thesis	15 ECTS

\* Please use admission area number 74075



After studying in  
Denmark, I realise that  
I want an international  
career.

Otilia Bărbuță  
Moldova



28

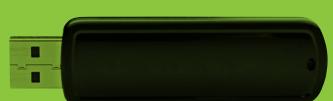
## MULTIMEDIA & WEB

Multimedia Design and Communication  
Web Development



Getting information off the Internet is like taking a drink from a fire hydrant.

Mitch Kapor



A black and white close-up photograph of a young woman's face. She has long, light-colored hair and is wearing large, dark-framed glasses. Her gaze is directed off-camera to the left. Her right hand is resting against her chin, with her fingers partially hidden by her hair, suggesting a contemplative or thoughtful pose.

Now I'm more open  
to different cultures  
and opinions.

Laura Veelmaa  
Estonia

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## AP DEGREE IN

# MULTIMEDIA DESIGN AND COMMUNICATION

A 2-year degree which focuses on digital visual communication including animation, web and game development, and video production. You will work with various platforms ranging from smartphones and computers to big screens. You will develop skills in the visual and technical aspects of multimedia production and get an understanding of business and communication strategies.

With this degree, you can typically find employment in different types of companies that work with web design, video production, graphical design, programming, film and TV production. As a multimedia designer, you can become a specialist within a company or start your own business. During the 3-month internship in the last semester, you get experiences with real work assignments. When studying for an AP degree, you also have various options to gain international experience.

### Further study

On successful completion of the Multimedia Design and Communication degree, you can progress automatically to complete the 3-semester bachelor in Web Development at IBA or use your credits to enter the final year of bachelor programmes in other countries. Or you can enter the job market and return later to continue your studies.

### Admission requirements

- successful completion of upper-secondary education in your own country (to age 18 or 19)
- evidence of sufficient skills in English and math

Further information on specific admission requirements can be found at [www.educationdenmark.dk](http://www.educationdenmark.dk).

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### FACTS

 How to apply: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a> *	 Duration: 2 years	 Credits: 120 ECTS
 Tuition fee: EU/EEA citizens - free tuition	 Spring study start: End of January 2016	 Spring application deadline: December 1, 2015 for EU/EEA students October 1, 2015 for non-EU students
 Tuition fee: Non-EU/EEA - see details at <a href="http://educationdenmark.dk">educationdenmark.dk</a>	 Autumn study start: End of August, 2016	 Autumn application deadline: March 15, 2016 for EU/EEA and non-EU students

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### PROGRAMME CONTENT

#### Semester 1:

Business I	5 ECTS
Communication I	7,5 ECTS
Interaction Development I	7,5 ECTS
Design and Visualisation I	10 ECTS

#### Semester 3:

Communication III	5 ECTS
Interaction Development III	10 ECTS
Design and Visualisation III	5 ECTS
Elective	10 ECTS

#### Semester 2:

Business II	5 ECTS
Communication II	7,5 ECTS
Interaction Development II	7,5 ECTS
Design and Visualisation II	10 ECTS

#### Semester 4:

Internship	15 ECTS
Main thesis	15 ECTS

\* Please use admission area number 73655

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# TOP-UP BACHELOR IN WEB DEVELOPMENT

A 1.5-year Bachelor programme that builds on the AP degree in Multimedia Design and Communication. Having this degree further enhances your career opportunities in areas such as multimedia, web design and software development – whether as an employee or as an entrepreneur in your own business. The degree focuses strongly on combining theory with practice, including a 3-month internship in the last semester, where you get hands-on experience with working in a company. When studying for this bachelor degree, you also have various options to gain international experience.

## Further study

On successful completion of the bachelor in Web Development degree, you can use your credits to progress to a full-time master's degree in Denmark or in other countries.

## Admission requirements

Having successfully completed an AP degree in Multimedia Design and Communication or an AP degree in Computer Science, you are normally accepted automatically. If you have a degree from another country, or an AP degree in a different subject area, you will be evaluated individually. In some cases, you may need to take additional subjects or an entry test. You must have a sufficient level of English and mathematics.

Further information on specific admission requirements can be found at [www.educationdenmark.dk](http://www.educationdenmark.dk).



## FACTS

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How to apply: See details at [educationdenmark.dk](http://educationdenmark.dk)

1.5

Duration: 1.5 years



Credits: 90 ECTS



Tuition fee: EU/EEA citizens  
- free tuition



Spring study start:  
End of January 2016



Spring application deadline:  
December 1, 2015 for EU/EEA students  
October 1, 2015 for non-EU students



Tuition fee: Non-EU/EEA  
- see details at [educationdenmark.dk](http://educationdenmark.dk)



Autumn study start:  
End of August, 2016



Autumn application deadline:  
July 1, 2016 for EU/EEA students  
March 15, 2016 for non-EU students

## PROGRAMME CONTENT

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### Semester 1:

Web and Backend Programming or Design	10 ECTS
Advanced Media Technology	10 ECTS
Interface Design and Digital Aesthetics	10 ECTS

### Semester 2:

Developing Environments and CMS	10 ECTS
Databases and xml	10 ECTS
Electives	10 ECTS

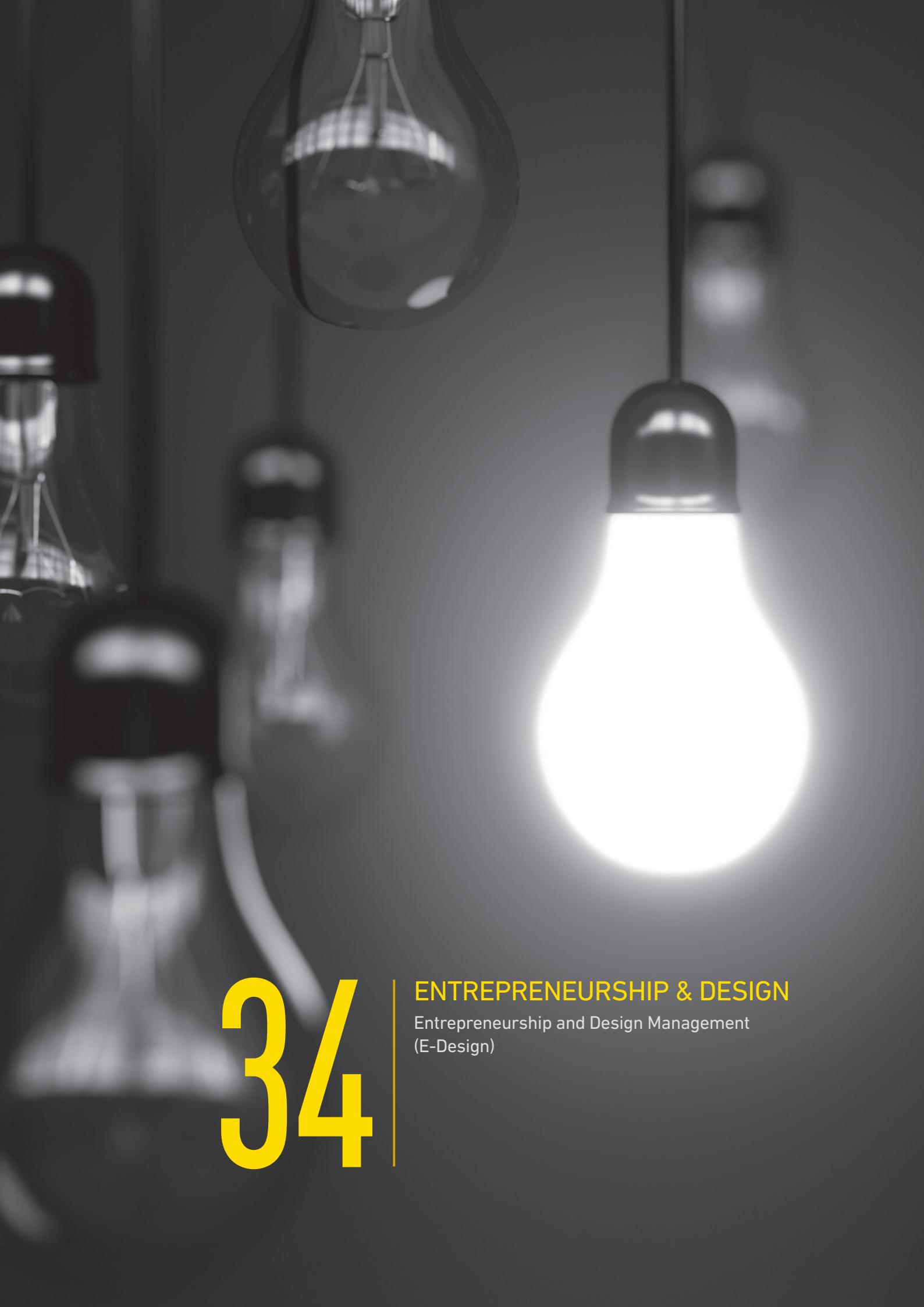
### Semester 3:

Internship	15 ECTS
Main thesis	15 ECTS



I have a better  
understanding of real  
life projects for my  
future career.

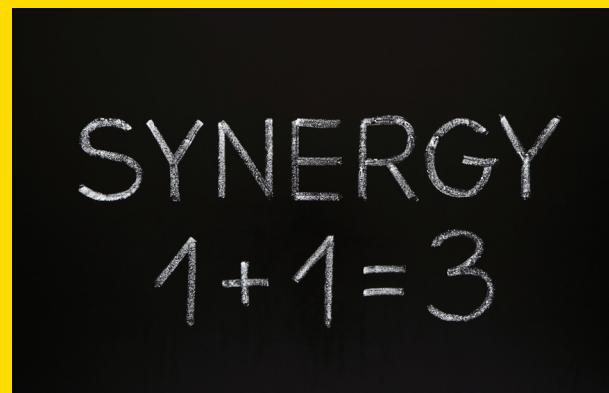
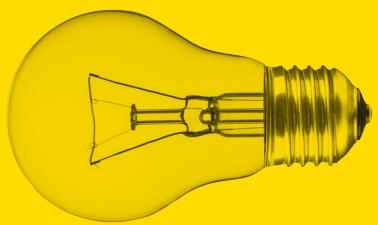
Eglė Jončaitė  
Lithuania



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## ENTREPRENEURSHIP & DESIGN

Entrepreneurship and Design Management  
(E-Design)



I do not believe you can do today's job with yesterday's methods and be in business tomorrow.

Nelson Jackson

AP DEGREE IN

# ENTREPRENEURSHIP & DESIGN MANAGEMENT (E-DESIGN)

A 2-year degree focusing on entrepreneurship, design processes, social development and trends as well as innovation and business. It is an ideal place to begin, if you would like to start your own business, or if you simply wish to develop your creativity. You learn to combine creative thinking with a sound basis of business skills and knowledge during the innovation process. Practical skills include design and logistics planning, concept development, marketing, branding, visual solutions, internet communication, product development, 2D and 3D graphics. The degree focuses strongly on combining theory with practice, including a 3-month internship in the last semester where you get hands-on experience working in a company. When studying for an AP degree, you have various options to gain international experience.

## Further study

On successful completion of this AP degree, you can use your credits to complete a bachelor in Design and Business in Denmark, or you can choose to study in another country.

## Admission requirements

- successful completion of upper-secondary education in your own country (to age 18 or 19)
- evidence of sufficient skills in English and math

Additionally, there is an entrance assignment. Further information on specific entry qualifications can be found at [www.educationdenmark.dk](http://www.educationdenmark.dk).

## FACTS

 How to apply: See details at <a href="http://educationdenmark.dk">educationdenmark.dk</a> *	 Tuition fee: EU/EEA citizens - free tuition	 Study start: End of August 2016
 Duration: 2 years	 Tuition fee: Non-EU/EEA - see details at <a href="http://educationdenmark.dk">educationdenmark.dk</a>	 Application deadline: March 15, 2016 for EU/EEA and non-EU students
 Credits: 120 ECTS		

## PROGRAMME CONTENT

### Semester 1:

Design Process and Understanding Modelling	7,5 ECTS
Communication and Marketing	7,5 ECTS
Culture, Value Philosophy and Trends	5,0 ECTS
Organisation, Project Management and Management	5,0 ECTS
Innovation	2,5 ECTS
Business Economics	2,5 ECTS

### Culture, Value Philosophy and Trends

5 ECTS

### Innovation

2,5 ECTS

### Business Economics

7,5 ECTS

### Semester 3:

3 electives within design, innovation and entrepreneurship

30 ECTS

### Semester 2:

Design Process and Understanding Modelling	7,5 ECTS
Communication and Marketing	7,5 ECTS

### Internship

15 ECTS

### Main thesis

15 ECTS

\* Please use admission area number 81365



I would like to become  
a trend spotter and sell  
my ideas to some of the  
best names in  
the industry.

Caroline Ray  
United Kingdom

# 038

## MASTERS/MBA DEGREES

- MSc in International Business (full-time)
- MSc in International Business (e-learning)
- MBA in General Management (full-time)
- MBA in General Management (e-learning)
- Executive MBA (part-time)





As we look ahead  
into the next century,  
leaders will be those who  
empower others.

Bill Gates



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MSC IN

# INTERNATIONAL BUSINESS (FULL-TIME)

The full-time Master of Science degree has been developed by IBA in co-operation with London South Bank University, UK. The 3 semesters comprise 8 modules covering the areas of strategy, analysis, trade, economics and research. Each module is completed with a written exam and a written paper. The final semester is devoted to a dissertation on a theme chosen according to the student's own interests in consultation with an IBA tutor. All classes are taught in English at IBA in Kolding.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent), and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.

Study international  
business and get ready  
for a global career.



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## FACTS

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How to apply: See details at  
[educationdenmark.dk](http://educationdenmark.dk)



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Study start:  
September 2016



Tuition fee: See details at  
[educationdenmark.dk](http://educationdenmark.dk)



Duration: 1.5 years



Application deadline:  
June 15, 2016 for EU/EEA  
and non-EU students

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## PROGRAMME CONTENT

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### Semester 1:

International Strategy	15 CATS
Analytical Techniques	15 CATS
Management in International Firms	15 CATS
International Trade	15 CATS

### Semester 2:

International Finance	15 CATS
International Marketing	15 CATS
European Management and Business Strategy	15 CATS
Research Design and Methods	15 CATS

### Semester 3:

Dissertation	60 CATS
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MSC IN

# INTERNATIONAL BUSINESS (E-LEARNING)

IBA has developed this higher degree in cooperation with London South Bank University, UK. It is an international, career-boosting management programme offering highly relevant content in a flexible study mode. Study is completely independent of time and place, requiring only a computer with internet connection. 8 modules cover the areas of strategy, analysis, trade, economics and research. Each module is completed with an oral exam that takes place via Skype or Adobe Connect. The final dissertation is on a theme chosen according to the student's own interests in consultation with an IBA tutor. The modules are all taught in English.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent), and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.

## FACTS

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How to apply: See details at  
educationdenmark.dk



Spring study start:  
February 2016



Spring application deadline:  
February 1, 2016 for EU/EEA  
and non-EU students



Tuition fee: See details at  
educationdenmark.dk



Autumn study start:  
September 2016



Autumn application deadline:  
September 1, 2016 for EU/EEA  
and non-EU students



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Duration: 2.5 years

## PROGRAMME CONTENT

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### Semester 1:

International Strategy  
Analytical Techniques

15 CATS  
15 CATS

### Semester 4:

European Management and Business Strategy 15 CATS  
Research Design and Methods 15 CATS

### Semester 2:

Management in International Firms  
International Trade

15 CATS  
15 CATS

### Semester 5:

Dissertation 60 CATS

### Semester 3:

International Finance  
International Marketing

15 CATS  
15 CATS



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MBA IN

# GENERAL MANAGEMENT (FULL-TIME)

IBA has developed this full-time Master of Business Administration in cooperation with Coventry University, UK. It is aimed at those, who have management experience and would like to further their career. Focusing on strategic management issues in combination with an in depth exploration of functional organisational areas, the full-time MBA provides an up-to-date, holistic view of organisations in a business environment facing the challenges of an increasingly globalised business environment. The programme comprises 9 modules and a final dissertation delivered over 3 semesters. All classes are taught in English at IBA in Kolding.

MBA graduates can typically enter senior management roles, or build a career in consulting, marketing, finance and human resource management. In this respect, the personal development emphasis on the course reflects the skills demanded for flexible roles in managing across a variety of organisational cultures and functions inside multinational companies.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent). Additionally, for this study programme, you should have 3-4 years business experience, and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.

## FACTS

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How to apply: See details at  
[educationdenmark.dk](http://educationdenmark.dk)



Spring study start:  
February 2016



Spring application deadline:  
December 1, 2015 for EU/EEA  
and non-EU students



Tuition fee: See details at  
[educationdenmark.dk](http://educationdenmark.dk)



Autumn study start:  
September 2016



Autumn application deadline:  
June 25, 2016 for EU/EEA  
and non-EU students



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Duration: 15 months

## PROGRAMME CONTENT

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### Semester 1:

Financial Analysis and Decision Making	15 CATS
Human Resource Management	15 CATS
Principles of Marketing	15 CATS
Strategic Management	15 CATS
Research Methods	10 CATS

### Semester 2:

Principles of Strategic Leadership	15 CATS
Economic Environment of Business	15 CATS
Innovation Management	15 CATS
Management Consulting	15 CATS

### Semester 3:

Dissertation	60 CATS
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**Even though the programme is  
via e-learning, I can still have  
discussions with my fellow students.**

**Because they come from different  
cultures, countries and businesses, they  
have given me new ways of looking  
at challenges in my job and finding  
solutions.**

Anja Muus  
Teacher  
IBC International Business College

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# MBA IN GENERAL MANAGEMENT (E-LEARNING)

The MBA in General Management via e-learning has been jointly developed by IBA and London South Bank University. The programme provides a higher management degree combining theoretical knowledge and practical business experience. Study is completely independent of time and place, requiring only a computer with internet connection.

Graduates can build a career in a variety of roles in consulting, marketing, finance and human resource management. In this respect, the personal development emphasis on the course reflects the skills demanded for flexible roles in managing across a variety of organisational cultures and functions inside multinational companies. The programme comprises 6 modules and a dissertation. Typical duration is 4 semesters, and all classes are taught in English.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent). Additionally, you must have 3-4 years business experience, and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.

## FACTS

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How to apply: See details at  
[educationdenmark.dk](http://educationdenmark.dk)



Spring study start:  
February 2016



Tuition fee: See details at  
[educationdenmark.dk](http://educationdenmark.dk)



Spring application deadline:  
February 1, 2016 for EU/EEA  
and non-EU students



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Autumn study start:  
September 2016



Duration: 2 years



Autumn application deadline:  
September 1, 2016 for EU/EEA  
and non-EU students

## PROGRAMME CONTENT

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### Semester 1:

Managerial Economics 20 CATS  
Managing Human Resources 20 CATS

### Semester 3:

Marketing Management 20 CATS  
Critical Management Inquiry 20 CATS

### Semester 2:

Managing Accountancy and Finance 20 CATS  
Managing Strategy and Change 20 CATS

### Semester 4:

Dissertation 60 CATS



# EXECUTIVE MBA (PART-TIME)

The Executive Master of Business Administration has been jointly developed by IBA and Coventry University, and focuses on strategy, leadership, HRM and finance. A valuable component of this programme is the opportunity to network and share experiences and ideas with other management students both at IBA and Coventry University. Although completing an MBA is a challenging task, the course has been planned to fit into family life and career. With few students in each class and a blend of face to face teaching and e-learning, there is considerable in-built flexibility. The programme is completed over 2 years in 6 trimesters of 10-12 weeks. It consists of 9 modules and a final dissertation.

## Admission requirements

To get enrolled, you are normally required to be educated to undergraduate degree (bachelor or equivalent) level in business or economics. Additionally, you must have a minimum of 2 years management level work experience, and an English level that correspond to the IELTS academic score of 6.5+ or the equivalent.

## FACTS

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|---|--|---|--|
|  | How to apply: See details at <a href="#">educationdenmark.dk</a> |  | Credits: 180 CATS<br>(equivalent to 90 ECTS)<br>1 ECTS = 2 CATS            |
|  | Tuition fee: See details at <a href="#">educationdenmark.dk</a>  |  | Duration: 2 years<br>(6 trimesters)  |
|  | Study start:<br>September 5, 2016                                |  | Application deadline:<br>August 27, 2016 for EU/EEA<br>and non-EU students |

## PROGRAMME CONTENT

<b>Trimester 1:</b>	
Principles in Marketing	15 CATS
Strategic Management	15 CATS
<b>Trimester 2:</b>	
Strategic Human Resource Management	15 CATS
Financial Analysis & Decision Making	15 CATS
<b>Trimester 3:</b>	
Research Methods	10 CATS
Innovation Management	15 CATS
<b>Trimester 4:</b>	
Economic Environment of Business	15 CATS
Principles of Strategic Leadership	15 CATS
<b>Trimester 5:</b>	
Management Consulting	15 CATS
<b>Trimester 6:</b>	
Dissertation	50 CATS



## **EDUCATION THAT WORKS!**

If you have any further questions,  
please check [www.educationdenmark.dk](http://www.educationdenmark.dk)  
or contact us at [international@iba.dk](mailto:international@iba.dk)

# ARE YOU READY?



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