

# STUDY IN DENMARK

IBA STUDY PROGRAMMES



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, management and web development.

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

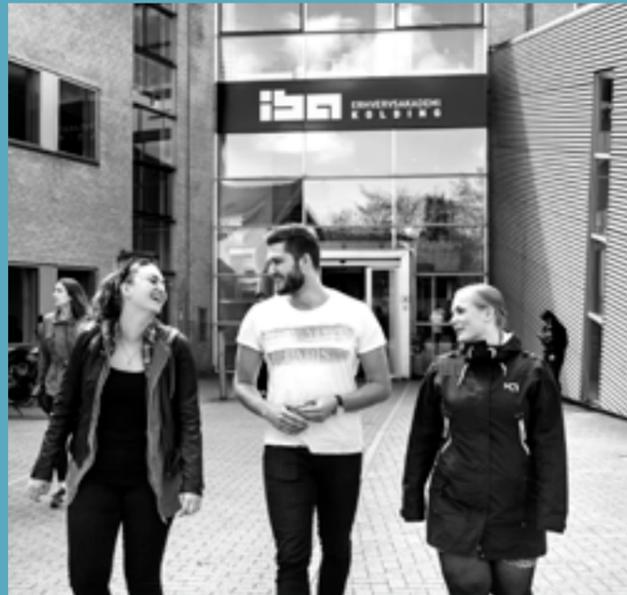
With more than one third of our students coming from outside Denmark, we can give you a truly vibrant, fascinating and fun student experience. Our students and staff organise a range of social, sporting, leisure and cultural activities aimed to suit every taste. We have a student-run bar and common room, and students can join the student life team to organise cultural, sport and night life activities.

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.



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## 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 programme or overseas in countries such as Brazil, Canada, Chile, China, Costa Rica, Mexico, South Korea and USA. IBA is the only school in Denmark offering free study exchange in the USA through the Magellan network.

### 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.

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

Kaare Lenton  
Denmark

### DENMARK



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

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**

TERTIARY EDUCATION

PhD

MASTER

BACHELOR

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

TOP-UP BACHELOR

AP DEGREE

SECONDARY EDUCATION

PRIMARY EDUCATION



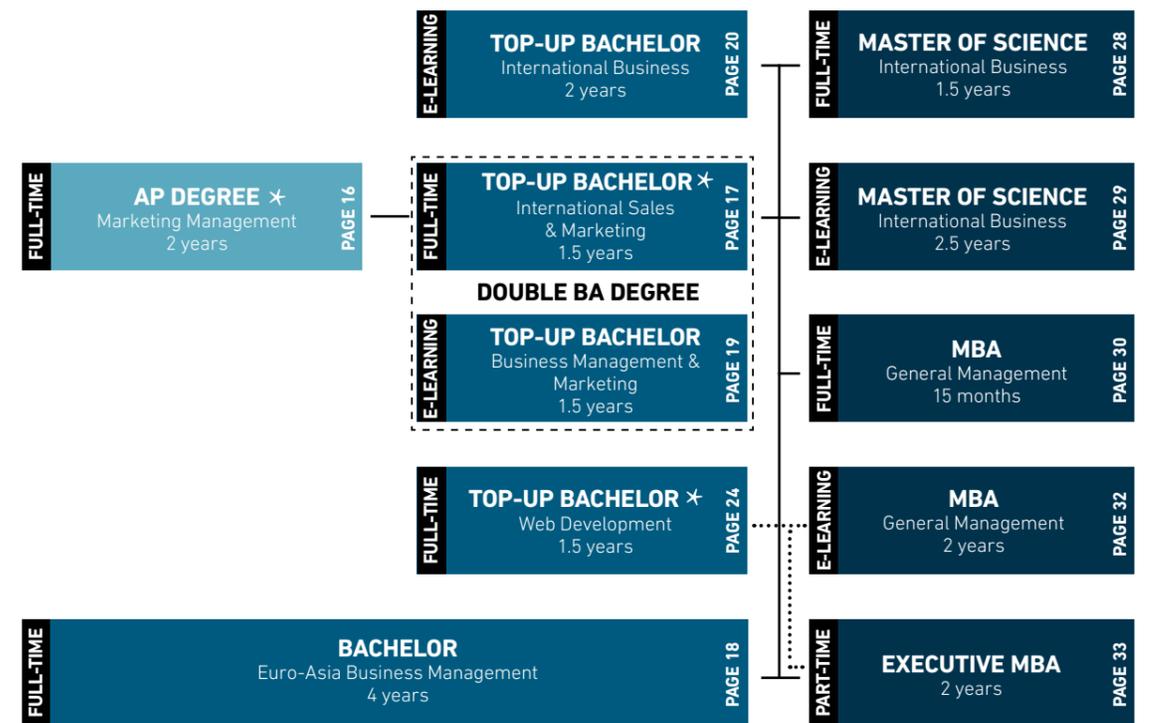
In order to ensure the high standards for which Denmark is renowned, all IBA activities are carefully monitored and audited by the Ministry of Higher Education and Science. Additionally, IBA is an accredited institution by UK universities and satisfies their very demanding academic management and quality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

INTERNATIONAL BUSINESS ACADEMY

# PROGRAMMES

IBA delivers degrees at three levels:

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



\* Free tuition for EU/EEA citizens





## MARKETING & BUSINESS MANAGEMENT

- Marketing Management
- International Sales and Marketing
- 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, sales, economics, business law with optional elements such as innovation, entrepreneurship, sales, digital marketing, consumer behaviour, 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 have the opportunity to apply to the 3-semester top-up Bachelor in International Sales and Marketing (full-time) or Bachelor in International Business (e-learning) at IBA, or use your credits to study further in Denmark or abroad. It is also possible to enter the job market and return later to acquire new skills.

## 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.iba.dk/international](http://www.iba.dk/international)

## FACTS

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

## PROGRAMME CONTENT

<b>Semester 1:</b>		<b>Semester 3:</b>	
International Marketing	13 ECTS	International Marketing	5 ECTS
Economics	5 ECTS	Economics	5 ECTS
Sales and Marketing Communication	2 ECTS	Electives	20 ECTS
Organisation and SCM	8 ECTS		
Business Law	2 ECTS	<b>Semester 4:</b>	
		Internship	15 ECTS
<b>Semester 2:</b>		Main thesis	15 ECTS
International Marketing	7 ECTS		
Economics	10 ECTS		
Sales and Marketing Communication	8 ECTS		
Organisation and SCM	2 ECTS		
Business Law	3 ECTS		

\* Please use admission area number 79265

# TOP-UP BACHELOR IN INTERNATIONAL SALES AND MARKETING

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, 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

To be accepted to the programme, you must have successfully completed a 2-year AP degree from International Business Academy or an equivalent school, or another degree at the equivalent level. 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.iba.dk/international](http://www.iba.dk/international).

## FACTS

 How to apply: See details at <a href="http://iba.dk/international">iba.dk/international</a>	 Duration: 1.5 years	 Credits: 90 ECTS
 Tuition fee: EU/EEA citizens - free tuition	 Spring study start: End of January	 Spring application deadline: December 1, for EU/EEA students October 1, for non-EU students
 Tuition fee: Non-EU/EEA citizens - see details at <a href="http://iba.dk/international">iba.dk/international</a>	 Autumn study start: End of August	 Autumn application deadline: July 1, for EU/EEA students March 15, for non-EU students

## PROGRAMME CONTENT

<b>This programme is divided into themes, which cover the following subjects:</b>		<b>Semester 2:</b>	
• International Marketing		Industry and competitors:	5 ECTS
• Logistics		Sales management and the sales development of the company:	10 ECTS
• Management and Organisation		Elective 1 :	10 ECTS
• Law		Elective 2 :	5 ECTS
• Economics		<b>Semester 3:</b>	
<b>Semester 1:</b>		Internship:	15 ECTS
The company 's strategic base:	10 ECTS	BA-thesis:	15 ECTS
The customer as starting point:	20 ECTS		

# BACHELOR IN EURO-ASIA BUSINESS MANAGEMENT

In the fast-expanding global market, IBA and Shanghai Lixin University of Accounting and Finance have jointly developed a special opportunity for European and Asian students to obtain an international education with two degrees. The programme focuses on languages, marketing, management, communication and economics. With this programme, 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.

## Admission requirements

- successful completion of upper-secondary education in your own country. In general, it should include business-related subjects and you must have evidence of sufficient skills in English and mathematics.
- Additionally, international students must pass an internationally approved English test. You can check our website for the exact tests and scores required and for further information on requirements.

See details at [www.iba.dk/international](http://www.iba.dk/international).

## FACTS

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

## PROGRAMME CONTENT

You will study the first 2 years at IBA and consecutive 2 years at Shanghai Lixin University of Accounting and Finance. You will then obtain an AP degree in Marketing Management (IBA) and a Bachelor in Business Management (Shanghai Lixin University of Accounting and Finance).

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

\* 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 Leeds Beckett University. You are registered at both institutions, but all teaching takes place at IBA. While following the Bachelor in International Sales and Marketing full-time at IBA (see more pp 17), concurrently, you follow an e-learning course leading to a bachelor awarded by Leeds Beckett 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, Leeds Beckett 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.iba.dk/international](http://www.iba.dk/international).

## FACTS

 How to apply: See details at <a href="http://iba.dk/international">iba.dk/international</a>	 Spring study start: End of January	 Spring application deadline: 1 February.
 Duration: 1.5 years	 Autumn study start: End of August	 Autumn application deadline: 1 September.

## (FULL-TIME) TOP-UP BACHELOR IN INTERNATIONAL SALES AND MARKETING

<b>Semester 1:</b>	
The company's strategic base	10 ECTS
The customer as starting point	20 ECTS
<b>Semester 2:</b>	
Industry and competitors	5 ECTS
Sales management and the sales development of the company	10 ECTS
Elective 1	10 ECTS
Elective 2	5 ECTS
<b>Semester 3:</b>	
Internship	15 ECTS
BA-thesis	15 ECTS

-  Credits: 90 ECTS
-  Tuition fee: EU/EEA citizens - free tuition
-  Tuition fee: Non-EU/EEA citizens: see details at [iba.dk/international](http://iba.dk/international)

## (E-LEARNING) TOP-UP BACHELOR IN BUSINESS MANAGEMENT AND MARKETING

<b>Semester 1:</b>	
Marketing issues 1	9 CATS
Economics	9 CATS
Human Resource Management	9 CATS
<b>Semester 2:</b>	
Culture Studies	9 CATS
Marketing Issues 2	9 CATS
<b>Semester 3:</b>	
Work Based Learning	45 CATS
Dissertation	30 CATS

-  Tuition fee: See details at [iba.dk/international](http://iba.dk/international)
-  Credits: 120 CATS (equivalent to 60 ECTS) 1 ECTS = 2 CATS

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

This Bachelor (with Honours) degree, developed jointly by IBA and Leeds Beckett 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

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-  How to apply: See details at [iba.dk/international](http://iba.dk/international)
-  Tuition fee: See details at [iba.dk/international](http://iba.dk/international)
-  Duration: 2 - 2.5 years
-  Credits: 120 CATS (equivalent to 60 ECTS)  
1 ECTS = 2 CATS
-  Spring study start: February
-  Spring application deadline: February 1, for EU/EEA and non-EU students
-  Autumn study start: September
-  Autumn application deadline: September 1, for EU/EEA and non-EU students

### PROGRAMME CONTENT

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<b>Module 1:</b> International Business Environment	18 CATS
<b>Module 2:</b> Marketing Issues	18 CATS
<b>Module 3:</b> Applied Finance	18 CATS
<b>Module 4:</b> Management	18 CATS
<b>Module 5:</b> Main Thesis	48 CATS



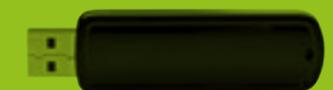
I want to work  
with innovative  
open-minded people.

Sara Abu-gosh  
Turkey



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

Mitch Kapor



22

WEB DEVELOPMENT

# TOP-UP BACHELOR IN WEB DEVELOPMENT

A 1.5-year full-time top-up 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.iba.dk/international](http://www.iba.dk/international).

## FACTS

➔ How to apply: See details at [iba.dk/international](http://iba.dk/international)

1.5 Duration: 1.5 years

✓ Credits: 90 ECTS

★ Tuition fee: EU/EEA citizens - free tuition

Autumn study start: End of August

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

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

## SPECIALIZATION: DESIGN & COMMUNICATIONS

### Semester 1:

Bridgecourses:	
Backend or Frontend Programming	10 ECTS
Development environments with focus on CMS and Ecommerce platforms	10 ECTS
Databases	10 ECTS

### Semester 2:

Interface Design with focus on frontend design and testing	10 ECTS
Project management of web projects	5 ECTS
UX design for Internet of Things and apps	5 ECTS
Web mediated communication	5 ECTS
Theory of science	5 ECTS

### Semester 3:

Internship	15 ECTS
Main thesis	15 ECTS

## SPECIALIZATION: BACKEND DEVELOPMENT

### Semester 1:

Bridgecourses	
Backend or Frontend programming	10 ECTS
Development environments with focus on technical development tools	10 ECTS
Databases	10 ECTS

### Semester 2:

Interface Design with focus on frontend design and testing	10 ECTS
Datasecurity	5 ECTS
Javascripts	5 ECTS
Data integration	5 ECTS
Theory of science	5 ECTS

### Semester 3:

Internship	15 ECTS
Main thesis	15 ECTS

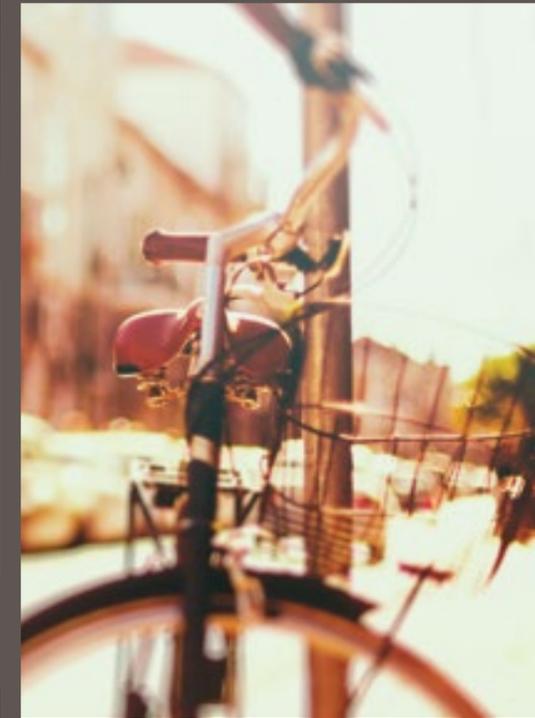
I have a better understanding of real life projects for my future career.

Eglė Jončaitė  
Lithuania

# 026

## 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



# MSC IN INTERNATIONAL BUSINESS (FULL-TIME)

The full-time Master of Science degree has been developed by IBA in co-operation with Coventry 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.

The programme provides students with the opportunity to develop a strategic outlook within a global context, and to hone business skills developed in their earlier academic studies. This has the overall objective of preparing students for a successful career in management, in either the public or the private sector.

Successful business managers have the ability to think strategically, to communicate effectively, and to implement complex business projects, from new product development to mergers and acquisitions. The emphasis on building management skills is illustrated in several of the core modules. The MSc International Business will help students develop an analytic and conceptual perspective in key functional areas, and the ability to apply critical skills to the functions and processes that drive business and organisations today.

## 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.

## FACTS

- How to apply: See details at [iba.dk/international](http://iba.dk/international)
- Tuition fee: See details at [iba.dk/international](http://iba.dk/international)
- Credits: 180 CATS (equivalent to 90 ECTS) 1 ECTS = 2 CATS
- Duration: 1.5 years
- Study start: September
- Application deadline: June 15, for EU/EEA and non-EU students

## PROGRAMME CONTENT

<b>Semester 1:</b>		<b>Semester 2:</b>	
Global Business in Emerging Regions	15 CATS	International Trade Management	15 CATS
Global Supply Chain and Logistics	15 CATS	Global Markets and Entry Strategies	15 CATS
Marketing in an International Perspective	15 CATS	International Leadership & Management	15 CATS
Management Accounting for Business	15 CATS	International Human Resource Management	15 CATS
		<b>Semester 3:</b>	
		Dissertation	60 CATS

# MSC IN INTERNATIONAL BUSINESS (E-LEARNING)

IBA has developed this higher degree in cooperation with Leeds Beckett 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

- How to apply: See details at [iba.dk/international](http://iba.dk/international)
- Tuition fee: See details at [iba.dk/international](http://iba.dk/international)
- Credits: 180 CATS (equivalent to 90 ECTS) 1 ECTS = 2 CATS
- Duration: 2.5 years
- Spring study start: February
- Autumn study start: September
- Spring application deadline: February 1, for EU/EEA and non-EU students
- Autumn application deadline: September 1, for EU/EEA and non-EU students

## PROGRAMME CONTENT

<b>Semester 1:</b>		<b>Semester 4:</b>	
International Strategy	15 CATS	European Management and Business Strategy	15 CATS
Analytical Techniques	15 CATS	Research Design and Methods	15 CATS
<b>Semester 2:</b>		<b>Semester 5:</b>	
Management in International Firms	15 CATS	Dissertation	60 CATS
International Trade	15 CATS		
<b>Semester 3:</b>			
International Finance	15 CATS		
International Marketing	15 CATS		



# 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

 How to apply: See details at <a href="http://iba.dk/international">iba.dk/international</a>	 Spring study start: February	 Spring application deadline: December 1, for EU/EEA and non-EU students
 Tuition fee: See details at <a href="http://iba.dk/international">iba.dk/international</a>	 Autumn study start: September	 Autumn application deadline: June 25, for EU/EEA and non-EU students
 Credits: 180 CATS (equivalent to 90 ECTS) 1 ECTS = 2 CATS	 Duration: 15 months	

## PROGRAMME CONTENT

<b>Semester 1:</b>		<b>Semester 2:</b>	
Principles of Marketing	15 CATS	Financial Statement Analysis and Decision Making	15 CATS
Strategic Analysis	15 CATS	Innovation Management	15 CATS
Human Resource Management	15 CATS	Management Consulting	15 CATS
Economic Environment of Business	15 CATS	Principles of Strategic Leadership	15 CATS
<b>Semester 3:</b>		<b>Semester 3:</b>	
The Postgraduate Research Project: Dissertation Route		60 CATS	

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  
Project Manager  
Fleggaard Leasing

# MBA IN GENERAL MANAGEMENT (E-LEARNING)

The MBA in General Management via e-learning has been jointly developed by IBA and Leeds Beckett 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

-  How to apply: See details at [iba.dk/international](http://iba.dk/international)
-  Tuition fee: See details at [iba.dk/international](http://iba.dk/international)
-  Credits: 180 CATS (equivalent to 90 ECTS) 1 ECTS = 2 CATS
-  Duration: 2 years
-  Spring study start: February
-  Spring application deadline: February 1, for EU/EEA and non-EU students
-  Autumn study start: September
-  Autumn application deadline: September 1, for EU/EEA and non-EU students

## PROGRAMME CONTENT

<b>Semester 1:</b> Managerial Economics 20 CATS Managing Human Resources 20 CATS	<b>Semester 3:</b> Marketing Management 20 CATS Critical Management Inquiry 20 CATS
<b>Semester 2:</b> Managing Accountancy and Finance 20 CATS Managing Strategy and Change 20 CATS	<b>Semester 4:</b> 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

-  How to apply: See details at [iba.dk/international](http://iba.dk/international)
-  Tuition fee: See details at [iba.dk/international](http://iba.dk/international)
-  Study start: September
-  Credits: 180 CATS (equivalent to 90 ECTS) 1 ECTS = 2 CATS
-  Duration: 2 years (6 trimesters)
-  Application deadline: August 27, for EU/EEA 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.iba.dk/international](http://www.iba.dk/international) or contact:

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