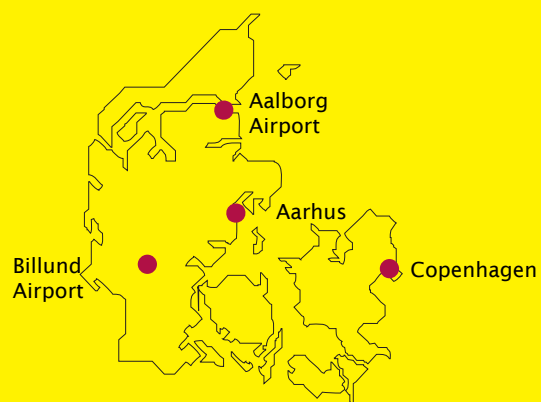




BUSINESS ACADEMY AARHUS  
UNIVERSITY OF APPLIED SCIENCES

# UNDERGRADUATE PROGRAMMES

WITH A GLOBAL OUTLOOK | 2017



**Come and visit us**

If you'd like to visit us, please contact [info@baaa.dk](mailto:info@baaa.dk). We can arrange a tour of the Academy and/or a visit to an actual class doing the programme that you're interested in. You can then speak to current students to find out what it is like to be a student at our Academy. The main campus is in Viby, a suburb of Aarhus city.

**Contact**

Business Academy Aarhus  
Sønderhøj 30  
DK-8260 Viby J  
Tel. +45 7228 6000  
[info@baaa.dk](mailto:info@baaa.dk)

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## All about Buisness Academy Aarhus, Denmark

Business Academy Aarhus offers a wide range of higher education programmes that qualify students for many different career opportunities. Both Academy Profession (AP) and Bachelor's programmes are available in a range of fields.

### AP degree programmes

The AP degree programmes last 2-2½ years. You will be awarded 120-150 ECTS points when you have finished a programme.

An AP degree enables you to start your working life right away or continue studying for a Bachelor's degree.

### Bachelor Guarantee!

We guarantee access to all Bachelor's top-up programmes when your average on your AP degree programme is 6.0 or above. 6.0 is an above average mark according to the Danish marking scale.



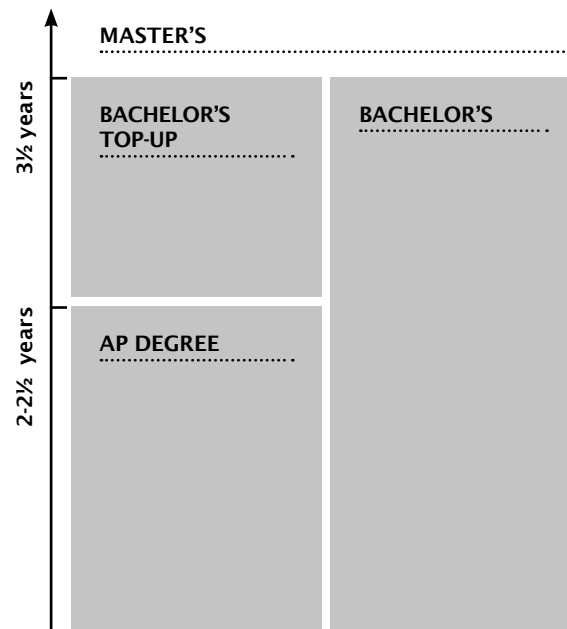
### Bachelor's top-up programmes

The Bachelor's top-ups take 1½ years and are for students who have already completed an AP degree programme or similar. By completing an AP degree programme and the top-up programme, you will obtain a Bachelor's degree. You will be awarded 90 ECTS points for a BA top-up programme.

### Bachelor degree programme

The Bachelor programme that the Academy offers is a 3½-year programme. You will be awarded 210 ECTS points when you have finished the programme.

With a Bachelor's degree, you can either get a job or study a Master's programme in Denmark or abroad.



## WHY CHOOSE US

### Truly international:

**20%**  
are international students

**70**  
countries are represented

**330**  
students go abroad  
every year



### Tuition fees

There are no tuition fees for Danish students, Nordic students, and students from the EU/EEA countries. All other students can get exact pricing information on our website:

[baaa.dk/tuitionfee](http://baaa.dk/tuitionfee)



### Teaching in smaller classes

Small classes are just better! You get more one-on-one attention from your lecturers who can then tailor your programme according to your specific needs. There's less disruption and therefore more time for instruction and discussion. And you get to know your fellow students better!



### Wide range of programmes

We offer a vast and diverse range of programmes, ranging from agricultural to business, from chemistry to computer and from automotive to multimedia. So no matter what your interest is, we can accommodate it.

Get more information about Business Academy Aarhus, our programmes and admission.  
[baaa.dk/enquiry](http://baaa.dk/enquiry)

### Study trips

Most of our programmes offer a study trip to, for example countries such as China, Argentina and obviously Europe. The study trip will give you practical input for your projects and the opportunity to do field research in a new context.



### Mentor programme

Business Academy Aarhus has a Mentor programme that allows eligible students to connect with experienced and neutral professionals within their field. If you need inspiration or sparring for your internship or maybe your first job, you will have someone to go to with insider-knowledge. We can provide highly qualified Mentors for all of our international programmes.

[baaa.dk/mentor](http://baaa.dk/mentor)



### Introduction events

At the beginning of each semester, the Academy has an intro-week for all new students. These events include all Danish and international students so you'll have an excellent opportunity to mix with other new students. You can also read about our Buddy programme (on pg.10), which helps international students find their feet in Denmark.



### Student counsellors

You are always welcome to contact our student counsellors, either to learn more about our programmes in order to be properly equipped to make your educational choices or if you have any personal issues to discuss.  
[guidance@baaa.dk](mailto:guidance@baaa.dk)

### Free Danish lessons

We strongly encourage all of our international students to learn some Danish. You get to know the people and the culture better and you will widen your internship and job opportunities considerably by speaking even a little Danish. Danish lessons are taught on campus, and are only available to the Academy's students to ensure that you all have a similar background and English level. Danish language classes are free of charge.

#### Some important phrases:

Mit navn er  
*My name is ...*

Tak  
*Thanks*

Jeg forstår ikke dansk  
*I don't understand Danish*

Vil du tale lidt langsommere?  
*Will you speak a little slower?*

Undskyld  
*Sorry*

Undskyld, må jeg spørge dig om noget?  
*Excuse me, could I ask you a question?*

Taler du engelsk?  
*Do you speak English?*



### Career Centre

The Career Centre at Business Academy Aarhus can help you with any inspiration and coaching you might need to get your internship or your first job. They can also help you get an overview of your career opportunities. You can, for example, take classes in writing a good application and CV – and get practical training for internship and job interviews.

[www.baaa.dk/career](http://www.baaa.dk/career)



### Academy Council

The Academy Council creates relationships across programmes and arranges fun and exciting social events for students. This could for example include the intro-week, the fresher trip, sports days, parties or lectures.

[facebook.com/academy-councilbaaa](https://facebook.com/academy-councilbaaa)

## WHY CHOOSE US



### Basement – our student bar

Basement is the lounge area at the main Academy campus. You can do your homework or group work, or just relax with a café latte. On Thursdays and Fridays there is an 'after school' bar and every so often we host competitions and pub games etc.  
[facebook.com/basementbaaa](https://facebook.com/basementbaaa)



### Join our Sports Club

We offer all students the opportunity to participate in different sports through the Business Academy Aarhus Sports Club. It doesn't matter what programme you study, or where you're from. What matters is that you like sports and you think that doing it together with other students is fun.

[baaa.dk/sportsclub](https://baaa.dk/sportsclub)

### About Aarhus

Aarhus is the second largest city in Denmark with a population of more than 320,000 people. It has the highest percentage of students in Denmark, as approximately 20% of the population are university students. Aarhus is the European Capital of Culture in 2017 and will host approximately 300 unique cultural events between now and the end of 2017.

[baaa.dk/aarhus](https://baaa.dk/aarhus)



### Student housing in Aarhus

Aarhus is a very popular city for students and it's therefore very important that you start applying for accommodation as soon as you have decided to study in Aarhus! The municipality of Aarhus has a housing guarantee for all new students moving to Aarhus. You can apply for a youth residence via Student Housing Aarhus, which administers more than 8,000 homes for young people across the city.  
[baaa.dk/accomodation](https://baaa.dk/accomodation)

#### Living costs vary from €650-€800 per month:

Rent ..... €340-410  
(single room in a dormitory)

Food ..... €225

Bus card ..... €55  
(monthly ticket)

Phone ..... €25-50

Internet ..... €15  
(if not included in rent)

#### Other expenses

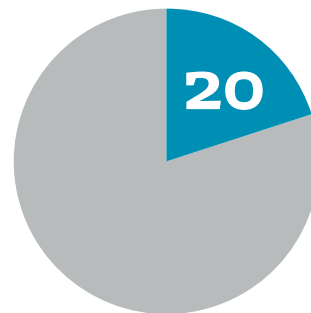
Bike ..... €40-80

Study trip ..... €300-600  
(depending on the programme)

Books ..... €190-620  
(depending on the programme)

Today's dish ..... €4-5  
in our canteen

A cup of coffee ..... €1-2  
in our canteen



### Did you know?

Nearly 20% of the population in Aarhus are university students.



Be a part of student life with **#baaadk**



## The Buddy programme – intercultural diversity in practice

As a new international student at Business Academy Aarhus, you'll be offered a Buddy. This is a unique programme and opportunity for you. A Buddy is a Danish or international Academy student, who volunteers to

help new international students get off to a good start in Aarhus. But practical help is just one aspect of our Buddy programme. The Buddy programme offers Buddies and international students the opportunity to:

- Participate in exclusive social and business related activities
- Build a valuable international network
- Improve language skills
- Strengthen the personal and professional skills you need to work internationally

Last year, we had a total of 171 students and 124 Buddies participating in our Buddy programme:

- Participants come from 23 different countries
- The Buddy Programme is open to all study programmes
- All the students are offered 6-7 Buddy activities per semester to help them grow professionally and personally
- It's free but you need to sign-up for this

See more [www.baaa.dk/buddy](http://www.baaa.dk/buddy)

### Getting a Buddy What's in it for me?



**Simon Kristensen**

25 years old, Danish, Marketing Management student

"I was looking forward to being introduced to new cultures."

"I organised a few football games, but the Buddy programme is not just football and beer."

"The intercultural mingling has allowed me to create an extended network."



**Ivan Kvasnica**

26 years old, Slovakian, Multimedia Design and Communication student

"I have travelled to other Nordic countries, but I am glad to have had an initial contact in Denmark when I arrived in a very dark and cold Denmark."

"I looked forward to being introduced to Denmark."

"All my expectations have been met."

## An internship improves your job possibilities

At Business Academy Aarhus, all students must take part in a compulsory internship where you use your knowledge in practice. During your internship (typically 3-5 months) you get the opportunity to experience relevant real life learning in a company - and it might lead to a future job, as you will get practical, international experience for your CV.

Each year Business Academy Aarhus cooperates with more than 800 companies in Denmark and abroad, for example Siemens,

Carlsberg, Ikea, Nordea Bank, Novo Nordisk and Porsche USA.

You can choose to take your internship anywhere in the world and you can receive an Erasmus grant to cover the costs involved in taking your internship within any European country. We also cooperate with organisations and companies to help with internships in for example Malaysia, Shanghai, Canada and Tanzania.

[See more at baaa.dk/internship](http://baaa.dk/internship)



# VOX POP

## Internship What's in it for me?



**Veneta Spirieva**

25-year old Bulgarian.  
BA programme in International Sales and Marketing Management

Four-month internship in Denmark with Siemens

"My colleagues and managers were super-friendly, supporting and open-minded. I learned a lot and I just loved it."

"My manager and colleagues gave me a lot of responsibility and involved me, which meant that I felt appreciated both academically and socially. My co-workers listened to my opinion, and even though I was an intern, I was seen as a fully-fledged colleague, equal to the others."

"Being an intern has definitely increased my self-esteem, strengthened my work competencies and improved my professional skills. It is a unique opportunity to experience Danish work culture first-hand and learn to communicate with many different professionals at all levels in the organisation."

"I gained valuable work experience, developed a broad professional network, and was subsequently employed as a student worker".



# BIOTECHNICAL, FOOD AND PROCESS TECHNOLOGY

You can study the following programmes at  
Business Academy Aarhus in this area

4 years	<b>BACHELOR'S TOP-UP</b> ..... Chemical and Biotechnical, Food or Process Technology	<b>BACHELOR'S</b> .....
2½ years	<b>AP DEGREE</b> ..... Chemical and Biotechnical Science	



**1st semester**

- Introduction to the programme - 2 ECTS
- Microbiology - 12 ECTS
- Chemical technology 1 - 16 ECTS

**2nd semester**

- Biotechnology - 13 ECTS
- Chemical technology 2 - 13 ECTS
- Production laboratory - 4 ECTS

**3rd semester**

- Biotechnology 2 - 10 ECTS
- Chemical technology 3 - 10 ECTS
- Specialisation - 10 ECTS

**4th semester**

- Internship - 30 ECTS

**5th semester**

- Internship - 20 ECTS
- Main project - 10 ECTS

## Chemical and Biotechnical Science

Many of the greatest technological advancements are made in a laboratory. Therefore, you will be in a key position with an AP degree in Chemical and Biotechnical Science. Our graduates will typically work in chemical or biological quality assurance, quality control or research and development laboratories. The laboratories will typically be a part of foodware production, biotechnology, pharmaceutical products, chemicals or environmental protection.

### Career options

Work within:

- Food industry including breweries, dairies and abattoirs
- Pharmaceutical industry
- Chemical industry
- Textile, paint and plastics industry
- Colour and cosmetics industry
- Biotechnology companies
- Chemical or biological testing laboratory
- Food safety authority or food research laboratories at a university

### Further studies

- Bachelor of Chemical and Biotechnical, Food or Process Technology – page 17
- Bachelor of Innovation and Entrepreneurship – page 21

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<b>Start Level</b>	<b>Summer AP degree</b>
<b>Duration</b>	<b>2½ years / 5 semesters</b>
<b>ECTS</b>	<b>150 ECTS</b>

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🔗 [Learn more at baaa.dk/laboratory](https://baaa.dk/laboratory)

**1st semester**

- Commerce - organisation, management and cooperation - 5 ECTS
- Applied mathematics and physical chemistry - 5 ECTS
- Basic experimental design - 5 ECTS
- Production and quality control - 5 ECTS
- Communication, dissemination and theory of science - 5 ECTS
- Statistical experimental design - 5 ECTS

**2nd semester**

- 30 ECTS
- Chemical and biotechnical technology or Food technology or Process technology

**3rd semester**

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

## Chemical and Biotechnical, Food or Process Technology

The direct route to further education for Chemical and Biotechnical Analysts and Process Technologists. You can specialise in either chemical and biotechnical, food products or process technology. As a graduate, you can work in, among other things, project management, development and quality assurance within food, chemical, biotechnical and pharmaceutical companies.

### Career options

Work within:

- Research
- Development
- Production

Your job will typically be at companies or institutions that operate within food products, pharmaceutical products, biotechnology, chemical or microbiological processes.

### Further studies

- Please consult our student counselling for inquiries on further studies

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<b>Start Level</b>	<b>Summer and winter Bachelor's top-up</b>
<b>Duration</b>	<b>1½ years / 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

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🔗 [Learn more at baaa.dk/laboratory](https://baaa.dk/laboratory)



# BUSINESS

You can study the following programmes at Business Academy Aarhus in this area

3½ years

## **BACHELOR'S TOP-UP**

Innovation and  
Entrepreneurship  
  
International Sales  
and Marketing  
Management

## **BACHELOR'S**

Financial  
Management and  
Services

2 years

## **AP DEGREE**

Marketing  
Management

**1st and 2nd semester**

- International marketing - 20 ECTS
- Economics - 15 ECTS
- Sales and marketing communication - 10 ECTS
- Business law - 5 ECTS
- Organisation and supply chain management - 10 ECTS

**3rd semester**

- International marketing - 5 ECTS
- Economics - 5 ECTS
- Elective programme elements - 20 ECTS

**4th semester**

- Internship - 15 ECTS
- Final exam project - 15 ECTS

## Marketing Management

Our internationally orientated Marketing Management students are way above the rest when it comes to marketing, sales and communication. You will get a deep insight into a company's sales and marketing activities as well as a broad understanding of the disciplines that support sales and marketing. You can also specialise, which allows you to tailor your programme and make it even more business-orientated.

### Career options

- Marketing assistant
- Marketing coordinator
- Sales consultant
- Sales supporter
- Export consultant
- Project manager
- Procurement assistant
- Account manager

### Further studies

- Bachelor of International Sales and Marketing Management – page 22
- Bachelor of Innovation and Entrepreneurship – page 21
- Bachelor of Digital Concept Development – page 39
- BSc in Economics and Business Administration at a university in Denmark or abroad

<b>Start Level</b>	<b>Summer AP degree</b>
<b>Duration</b>	<b>2 years / 4 semesters</b>
<b>ECTS</b>	<b>120 ECTS</b>

[Learn more at baaa.dk/business](https://baaa.dk/business)

**1st semester**

- Creative and innovative processes - 5 ECTS
- Business proposition - 5 ECTS
- Project management and network - 5 ECTS
- Corporate management - 5 ECTS
- Theory of science and methodology - 10 ECTS

**2nd semester**

- Growth - 10 ECTS
- Change management - 5 ECTS
- Optional educational element - 15 ECTS

**3rd semester**

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

## Innovation and Entrepreneurship

This programme is for people who dream about starting their own business or want to work with innovation in a company or organisation. You will learn to work creatively and dynamically and at the same time strengthen your planning, organising and coordinating abilities. During this programme you have to develop ideas in collaboration with your fellow students and test them in practice either by establishing your own company or by implementing new activities in existing companies.

### Career options

- Entrepreneur
- Business developer
- Project team member or manager for a development project
- Employee, co-owner or manager in an innovative company
- Employee in an R&D department

### Further studies

- Master's degree at a university in Denmark or abroad

<b>Start Level</b>	<b>Summer Bachelor's top-up</b>
<b>Duration</b>	<b>1½ years / 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

[Learn more at baaa.dk/business](https://baaa.dk/business)

**1st semester**

The background for a company's sales

- The customer as starting point - 15 ECTS
- Industry and competitors - 5 ECTS
- Innovation - 5 ECTS
- Methodology and theory of science - 5 ECTS

**2nd semester**

Business development in an international perspective:

- Developing the sales base - 10 ECTS
- The tactical and operational sales performance - 5 ECTS
- Implementation and follow-up - 5 ECTS
- Elective element - 10 ECTS

**3rd semester**

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

## International Sales and Marketing Management

Do you dream of working with practical and complex tasks within sales and marketing in an international business to business perspective? The Bachelor's top-up programme in International Sales and Marketing Management is an advanced programme which builds on the knowledge acquired in for example our Marketing Management programme.

### Career options

- Key account manager
- Sales manager
- Head of sales
- Marketing consultant
- Project manager
- Sales and marketing coordinator
- Export manager

### Further studies

- Master's degree at a university in Denmark or abroad

<b>Start Level</b>	<b>Summer Bachelor's top-up</b>
<b>Duration</b>	<b>1½ years / 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

[Learn more at baaa.dk/business](http://baaa.dk/business)

**1st semester**

- Business understanding - 5 ECTS
- Communication - 5 ECTS
- Business economics - 10 ECTS
- Business and finance law - 5 ECTS
- Method and philosophy of science - 5 ECTS

**2nd semester**

- Sales 1 - 5 ECTS
- Business economics - 5 ECTS
- Personal finance advising and ethics - 10 ECTS
- Macroeconomics - 5 ECTS
- Business and finance law - 5 ECTS

**3rd semester**

- Cultural understanding - 5 ECTS
- Organisation - 5 ECTS
- Marketing - 5 ECTS
- Macroeconomics - 5 ECTS
- International financial markets - 5 ECTS
- Statistics - 5 ECTS

**4th semester**

- Project management - 5 ECTS
- Sales 2 - 5 ECTS
- Corporate financial planning - 5 ECTS
- Business taxation - 5 ECTS
- Study programme A - 10 ECTS

**5th semester**

- Internship - 30 ECTS

**6th semester**

- Business development and innovation - 5 ECTS
- Financing and financial risk management - 5 ECTS
- Study Programme B - 15 ECTS
- Elective 1 - 5 ECTS

**7th semester**

- Elective 2 - 5 ECTS
- Elective 3 - 5 ECTS
- Bachelor's project - 20 ECTS

## Financial Management and Services

The Bachelor's programme in Financial Management and Services deals with complex advisory, sales and consultancy tasks within areas such as banking, mortgaging, insurance, real estate, property management, accounting and financial management. With this degree programme you will receive solid financial knowledge as well as insight into human nature, so you will be able to offer financial advice and sell financial services and products – to both private and commercial customers.

### Career options

- Customer advisor
- Business client advisor
- Investment advisor
- Realtor – both private and business
- Real estate administrator
- Financial consultant
- Finance employee
- Insurance advisor
- Mortgage employee
- Accounting

### Further studies

- Master's degree at a university in Denmark or abroad

<b>Start Level</b>	<b>Summer Bachelor's</b>
<b>Duration</b>	<b>3½ years / 7 semesters</b>
<b>ECTS</b>	<b>210 ECTS</b>

[Learn more at baaa.dk/business](http://baaa.dk/business)



# ENVIRONMENT AND AGRICULTURE

You can study the following programmes at Business Academy Aarhus in this area

3½ years	<b>BACHELOR'S TOP-UP</b> Agricultural and Environmental Management	<b>BACHELOR'S</b>
2 years	<b>AP DEGREE</b> Environmental Management	

**1st semester - 30 ECTS**

- Soil science
  - Soil, water and geology
  - Soil pollution
  - Land use and GIS
- Subjects to support the themes:
  - Communication 1
  - Business economy
  - Marketing
  - Study methods

**2nd semester - 30 ECTS**

- Water science
  - Stream
  - Lake
  - Ocean
  - Groundwater and drinking water
- Subjects to support the themes:
  - Conservation 1
  - Plants and insects
  - Communication 2
  - Management

**3rd semester - 30 ECTS**

- Environmental Science
  - Waste and energy
  - Wastewater
  - Conservation 2
  - Environmental management
- Subjects to support the themes:
  - Communication 3
  - Sampling and statistics
- 4th semester - 30 ECTS
  - Environmental management
  - Internship
  - Final project

## Environmental Management

Are you passionate about the environment, resource management and wildlife conservation? Then choose the Environmental Management programme. The programme qualifies you to work independently with analysis, planning and implementation of solutions concerning nature and the environment in a local, national and international context.

### Career options

- Protection and restoration of wetlands, lakes and watercourses
- Monitoring, sampling and evaluation of environmental standards
- Ground water protection
- Planning and organisation of nature preservation
- Registration and assessment of the quality of the countryside
- Assessment of the impact of nutrients and other threats
- Nature schemes and biotope enhancement measures
- Environmental inspections

### Further studies

- Bachelor of Agricultural and Environmental Management – page 27
- Bachelor of Innovation and Entrepreneurship – page 21

<b>Start Level</b>	<b>Summer AP degree</b>
<b>Duration</b>	<b>2 years / 4 semesters</b>
<b>ECTS</b>	<b>120 ECTS</b>

👉 [Learn more at baaa.dk/environment](https://baaa.dk/environment)

**1st semester**

- Compulsory subjects - 20 ECTS
  - Statistics
  - Marketing research
  - Methodology and theory of science
  - Business development
- Study line subjects - 10 ECTS  
Choose between:
  - Environmental and Nature Management or
  - Agricultural Management

**2nd semester**

- Compulsory subjects - 15 ECTS
  - Project management
  - Business communication
  - Sales
- Study line subjects - 15 ECTS  
Choose between:
  - Environmental and Nature Management or
  - Agricultural Management

**3rd semester**

- Internship 15 ECTS
- Bachelor's project 15 ECTS

## Agricultural and Environmental Management

With this Bachelor's top-up you will strengthen your competencies within the Environmental/Nature or Agricultural fields and improve your ability to plan, develop and communicate solutions within areas such as ecology, ecotoxicology, business strategy, sustainability, project management and much more. You will acquire knowledge and tools to manage complex situations and be prepared for a job at a management or advisory level. With up-to-date, comprehensive knowledge you will be able to match the challenging market and make a positive contribution for relevant companies.

### Career options

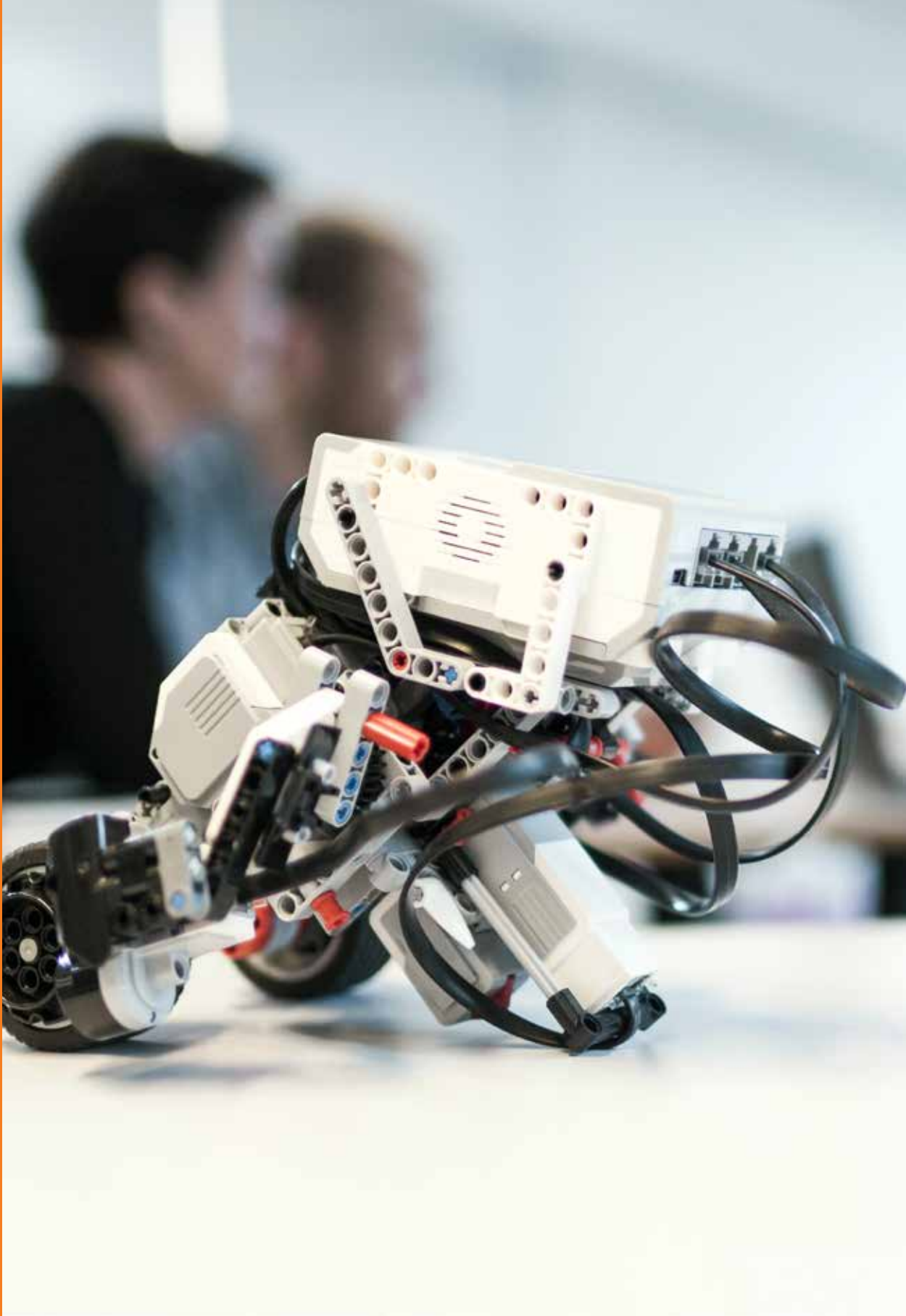
- Consultancy and sales
- Research and development
- Teaching
- Management of public and private companies
- Green management planning
- Nature management planning

### Further studies

- Master's degree at a university in Denmark or abroad

<b>Start Level</b>	<b>Summer Bachelor's top-up</b>
<b>Duration</b>	<b>1½ years / 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

👉 [Learn more at baaa.dk/environment](https://baaa.dk/environment)



# IT AND TECHNOLOGY

You can study the following programmes at Business Academy Aarhus in this area

3½ years	<b>BACHELOR'S TOP-UP</b> ..... Product Development and Integrative Technology Software Development	<b>BACHELOR'S</b> .....
2-2½ years	<b>AP DEGREE</b> ..... Automotive Technology Computer Science IT Electronics Technology IT Network Technology	

### 1st - 3rd semester

- Compulsory subjects - 60 ECTS
  - Technology and design
  - Optimisation and repair
  - IT
  - Consultancy and dissemination
  - Communication
  - Sales and service
  - Operational and financial management
  - HR management
  - Quality and safety
  - Documentation
- Elective subjects - 30 ECTS

### 4th semester

- Internship - 15 ECTS
- Main project - 15 ECTS

## Automotive Technology

This 2-year programme is perfect for you if you want a career in the automotive or motorsport industry. The programme is divided into three core areas: management and operations, technology and design and optimising, repair and IT. You will learn about technical topics like vehicle dynamics, transmissions, powertrain engines and diagnostic techniques. We focus on racing cars because it is inspiring to work with cars on the absolute edge of what car technology can cope with. We then transfer these acquired skills to job functions in the civil automotive industry. You will, however, also be taught management topics like business economics, sales, leadership, operations, communication as well as quality and safety.

### Career options

- Technical advisor
- After-sales consultant
- Floor manager
- Diagnostic technician

### Further studies

- Bachelor of Innovation and Entrepreneurship - page 21



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<b>Start</b>	<b>Summer and winter</b>
<b>Level</b>	<b>AP degree</b>
<b>Duration</b>	<b>2 years / 4 semesters</b>
<b>ECTS</b>	<b>120 ECTS</b>

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🔗 [Learn more at baaa.dk/it](https://baaa.dk/it)



1st semester

- Electronic systems - 7,5 ECTS
- Server technology - 7,5 ECTS
- Software development - 5 ECTS
- Business subjects - 5 ECTS
- Embedded systems - 5 ECTS

2nd semester

- Business subjects - 5 ECTS
- Electronic systems - 10 ECTS
- Embedded systems - 15 ECTS

3rd semester

- Electronic systems - 10 ECTS
- Embedded systems - 15 ECTS
- Electives - 5 ECTS

4th semester

- Internship - 15 ECTS
- Main project - 15 ECTS

## IT Electronics Technology

The IT Electronics Technology degree programme provides you with insight into the latest knowledge about electronics, programming and microcontroller systems. You will learn to analyse a company's needs within the field of electronics and translate these needs into solutions that can be used in practice. As an electronics technologist you will work with the latest technology and, therefore, you must want to follow trends and continuously stay updated.

### Career options

- Electronic developer
- Management within production techniques
- Purchasing of IT and electronics
- Hardware developer
- Electronics design engineer
- Production technician

### Further studies

- Bachelor of Product Development and Integrative Technology – page 34
- Bachelor of Innovation and Entrepreneurship – page 21
- Bachelor's degree at a university in Denmark or abroad

Start Level	Summer and winter AP degree
Duration	2 years /4 semesters
ECTS	120 ECTS

[Learn more at baaa.dk/it](https://baaa.dk/it)

1st semester

- Electronic systems - 7,5 ECTS
- Server technology - 7,5 ECTS
- Software development - 5 ECTS
- Business subjects - 5 ECTS
- Network technology - 5 ECTS

2nd semester

- Network technology - 20 ECTS
- Business subjects - 5 ECTS
- IT analyses and consultancy - 5 ECTS

3rd semester

- Network technology - 20 ECTS
- Business subjects - 5 ECTS
- IT analyses and consultancy - 5 ECTS

4th semester

- Internship - 15 ECTS
- Main project - 15 ECTS

## IT Network Technology

Network technologists typically work with the design and maintenance of both big and small networks, servers, security and databases. On the programme, you will learn to analyse a company's needs within the network area and translate these requirements into technical solutions. As a network technologist, you must yearn to stay updated and follow trends as you will work with the latest technology.

### Career options

- IT planner
- IT consultant
- System administrator
- Network consultant
- Network manager

### Further studies

- Bachelor of Product Development and Integrative Technology – page 34
- Bachelor of Innovation and Entrepreneurship – page 21
- Bachelor's degree at a university in Denmark or abroad

Start Level	Summer and winter AP degree
Duration	2 years /4 semesters
ECTS	120 ECTS

[Learn more at baaa.dk/it](https://baaa.dk/it)

**1st semester**

- Technological project work - 5 ECTS
- Theory of science and method - 5 ECTS
- Technological integration - 5 ECTS
- Innovative technology and product development - 5 ECTS
- Study projects specific to the line of specialisation - 10 ECTS

**2nd semester**

- Building and design and planning - 10 ECTS
- Environment and sustainability - 10 ECTS
- Study projects specific to the line of specialisation - 10 ECTS

**3rd semester**

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

## Product Development and Integrative Technology

This programme will teach you how to solve project tasks related to the development and optimisation of products and manufacturing processes. You will simultaneously be qualified to manage all the various participants involved in the development process. This is a top-up programme to AP programmes such as Production Technologists, IT Network and Electronics Technologists and Energy Technologists.

**Career options**

Work within:

- Product development
- Project management
- Optimisation of production systems and processes
- Energy efficiency and installations
- Consultancy/advisory capacity

**Further studies**

- Master's degree at a university in Denmark or abroad

<b>Start Level</b>	<b>Summer Bachelor's top-up</b>
<b>Duration</b>	<b>1½ years / 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

[Learn more at baaa.dk/it](https://baaa.dk/it)

**1st semester**

- Development of large systems - 10 ECTS
- System integration - 10 ECTS
- Contract based development - 10 ECTS

**2nd semester**

- Databases for developers - 10 ECTS
- Test or Elective module - 10 ECTS
- Elective module - 10 ECTS

**3rd semester**

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

## Software Development

If you are interested in software development and would like to design and construct large, data-intensive, distributed systems, then you should choose the top-up Bachelor in software development. With this degree, you can look forward to an exciting career as a system developer for large IT projects. After completing your AP programme in Computer Science, you can directly join the Bachelor of Software Development programme.

**Career options**

- System developer
- Backend developer
- System integrator
- Applications architect
- Systems architect

**Further studies**

- Master's degree at a university in Denmark or abroad

<b>Start Level</b>	<b>Summer and winter Bachelor's top-up</b>
<b>Duration</b>	<b>1½ years / 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

[Learn more at baaa.dk/it](https://baaa.dk/it)



# WEB, MEDIA AND COMMUNICATION

You can study the following programmes at Business Academy Aarhus in this area

3½ years	<b>BACHELOR'S TOP-UP</b> ..... Digital Concept Development Web Development	<b>BACHELOR'S</b> .....
2 years	<b>AP DEGREE</b> ..... Multimedia Design and Communication	

**1st semester**

- Innovation, business knowledge and project management - 5 ECTS
- Communication strategy and dissemination - 7,5 ECTS
- Process and method, digital design, digital aesthetics and interface design - 10 ECTS
- Interaction construction and modelling - 7,5 ECTS

**2nd semester**

- Innovation, business knowledge and project management - 5 ECTS
- Communication strategy and dissemination - 7,5 ECTS
- Process and method, digital design, digital aesthetics and interface design - 10 ECTS
- Interaction construction and modelling - 7,5 ECTS

**3rd semester**

- Electives - 10 ECTS
- Communication strategy and dissemination - 5 ECTS
- Design and visualisation - 5 ECTS
- Interaction and databases - 10 ECTS

**4th semester**

- Internship - 15 ECTS
- Main project - 15 ECTS

## Multimedia Design and Communication

Do you want to work with advertising and IT in various mediums? Are you interested in graphic design, online marketing, digital communication and interface design? Then you should become a multimedia designer. You will get both a high level of theoretical expertise and practical hands-on work with drafts and tests. You will work with layout and programming and gain broad knowledge of the processes behind digital marketing.

**Career options**

- Multimedia designer
- Webmaster
- Web designer
- Graphic designer
- Project coordinator
- Multimedia consultant

**Further studies**

- Bachelor of Digital Concept Development – page 39
- Bachelor of Web Development – page 40
- Bachelor of Innovation and Entrepreneurship – page 21

<b>Start Level</b>	Summer and winter AP degree
<b>Duration</b>	2 years / 4 semesters
<b>ECTS</b>	120 ECTS

🔗 [Learn more at baaa.dk/media](http://baaa.dk/media)

**1st semester**

- Concept and business development - 10 ECTS
- Project Management A - 5 ECTS
- User research - 5 ECTS
- Theory of science - 5 ECTS
- Understanding technology - 5 ECTS

**2nd semester**

- Communication and marketing - 10 ECTS
- Project Management B - 5 ECTS
- and*
- Digital Design - 15 ECTS
- or*
- Digital Commerce - 15 ECTS

**3rd semester**

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

## Digital Concept Development

As a digital concept developer, you will work innovatively with concept development for e-commerce solutions and digital communication. You will be able to participate in the strategic considerations of how a digital concept can develop a company's business – and you will also be trained to create practical solutions which focus on communication and user experience. The programme is a Bachelor's top-up for Multimedia Design and Communication, Computer Science or the Marketing Management programmes. Other relevant entry educations are also considered.

**Career options**

- Project assistant
- Web developer
- Frontend developer
- Media assistant
- Social media consultant
- Graphic designer
- Media and online administrator
- Web designer

**Further studies**

- Master's degree at a university in Denmark or abroad

<b>Start Level</b>	Summer and winter Bachelor's top-up
<b>Duration</b>	1½ years / 3 semesters
<b>ECTS</b>	90 ECTS

🔗 [Learn more at baaa.dk/media](http://baaa.dk/media)

**1st semester**

- Backend or frontend development - 10 ECTS
- Databases - 10 ECTS
- Interface design - 10 ECTS

**2nd semester**

- Development environments - 10 ECTS
  - Two elective modules - 20 ECTS
- Examples:
- Mobile development (Android)
  - Mobile development (iOS)
  - Security
  - Web application frameworks

**3rd semester**

- Philosophy of science (Optional)
- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

## Web Development

As a web developer you master everything to do with the web and will work with both the practical and the strategic aspects of web development – this includes, but is not limited to, the development of classic websites and advanced web and mobile applications. You can also work with more advanced web development projects where products need to be targeted at a variety of platforms, and where multimedia is utilised as an integrated communication solution. This is a top-up programme to AP programmes such as our Multimedia Design and Communication or our Computer Science programme. Other relevant entry educations are also considered.

### Career options

- Web developer
- Web designer
- Frontend developer
- Interface developer
- UX developer
- Programmer
- Webmaster

### Further studies

- Master's degree at a university in Denmark or abroad



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<b>Start</b>	<b>Summer and winter</b>
<b>Level</b>	<b>Bachelor's top-up</b>
<b>Duration</b>	<b>1½ years / 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

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🔗 [Learn more at baaa.dk/media](https://baaa.dk/media)

# Any questions?

Learn more at  
**baaa.dk**

And follow us on



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