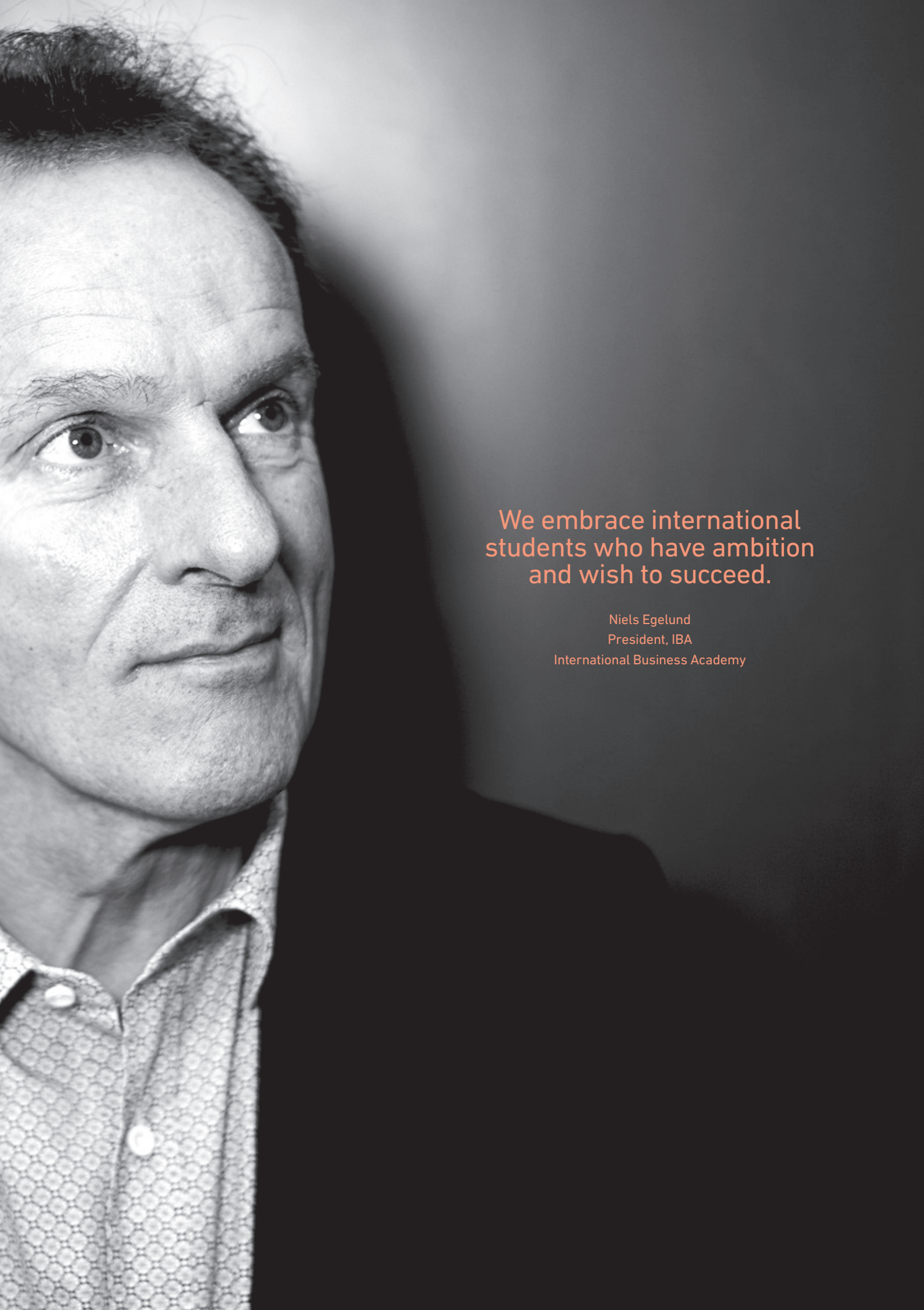


STUDY IN DENMARK

IBA STUDY PROGRAMMES





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

Niels Egelund
President, IBA
International Business Academy

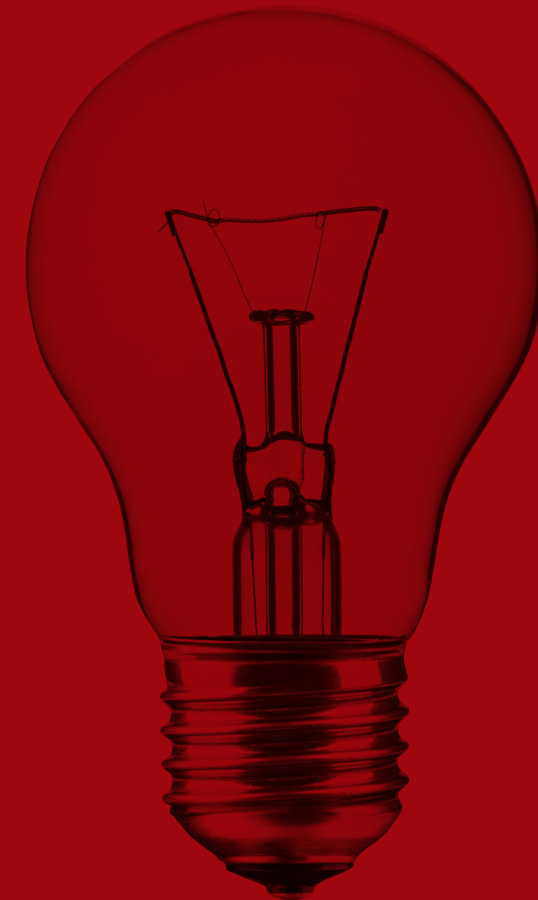
WELCOME TO IBA

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



CONTENTS

05

IBA KOLDING

07

EDUCATION THAT WORKS

08

STUDENT HUB KOLDING

10

GLOBAL CITIZEN

12

THE DANISH EDUCATION SYSTEM

13

IBA PROGRAMMES

14

MARKETING & BUSINESS MANAGEMENT

24

FINANCIAL MANAGEMENT

28

MULTIMEDIA & WEB

34

ENTREPRENEURSHIP & DESIGN

38

MASTERS/MBA DEGREES

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. 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.

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

Kaare Lenton
Denmark

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

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.

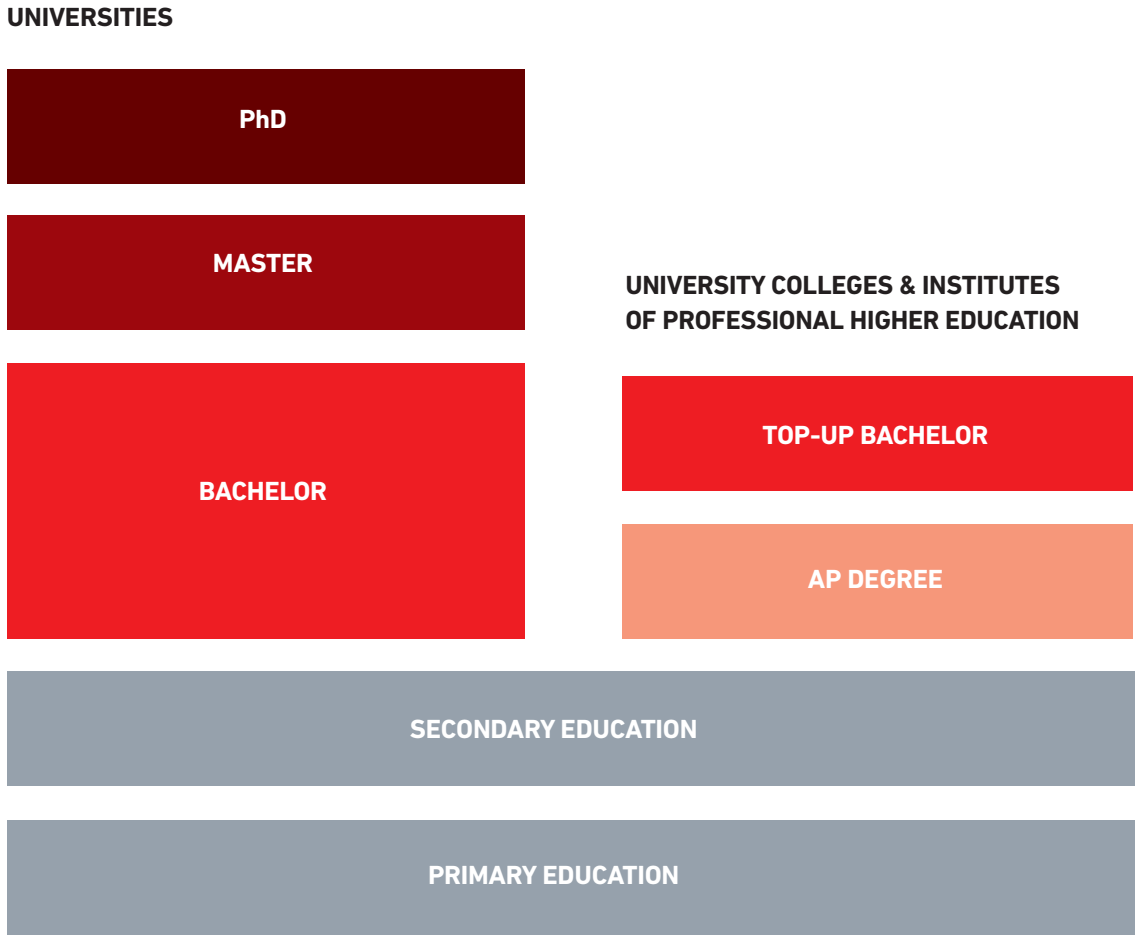
What is an AP degree?

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.

TERTIARY EDUCATION



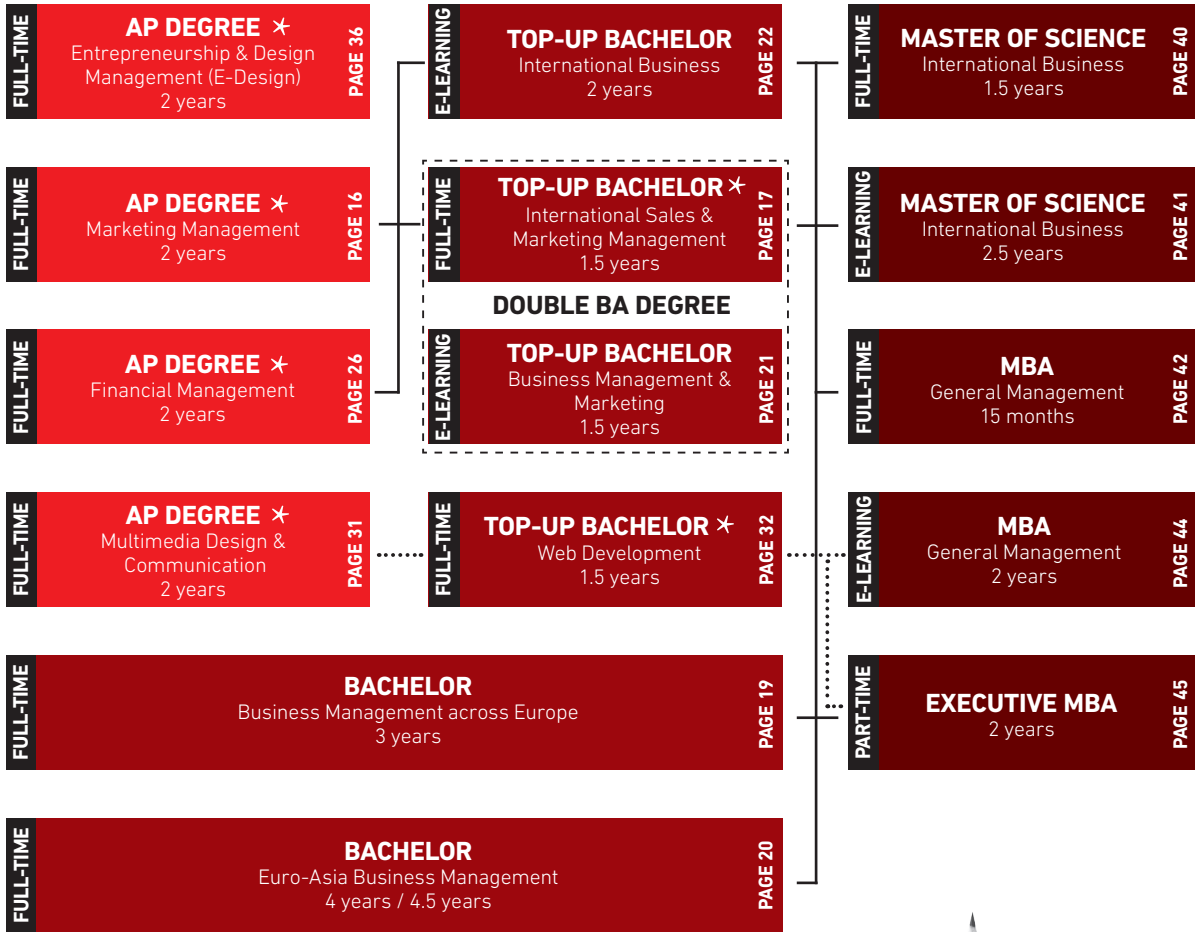
In order to ensure the high standards for which Denmark is renowned, all IBA activities are carefully monitored and audited by the Ministry of Higher Education and Science. Additionally, IBA is an accredited institution by two UK universities and satisfies their very demanding academic management and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

FACTS



How to apply: See details at iba.dk/international*



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 iba.dk/international



Autumn study start: End of August



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

PROGRAMME CONTENT

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

* Please use admission area number 79265

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.iba.dk/international.

FACTS



How to apply: See details at iba.dk/international



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 iba.dk/international



Autumn study start: End of August



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

PROGRAMME CONTENT

This programme is divided into themes, which cover the following subjects:		Semester 2:	
• International Marketing		Industry and competitors:	5 ECTS
• Logistics		Sales management and development:	10 ECTS
• Management and Organisation		Elective elements :	15 ECTS
• Law		Total in semester 2:	30 ECTS
• Economics		Semester 3:	
Semester 1:		Internship:	15 ECTS
The company in a strategic perspective:	10 ECTS	BA-thesis:	15 ECTS
The customer as starting point:	20 ECTS	Total in semester 3:	30 ECTS
Total in semester 1:	30 ECTS		

Studying in Kolding will change your life.

Darius Emanuel Muresan
Romania

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.

FACTS

 How to apply: See details at iba.dk/international *	 Duration: 3 years	 Credits: 180 ECTS
 Tuition fee: See details at www.internationalbachelor.eu	 Study start: End of August	 Application deadline: March 15, for EU/EEA and non-EU students

PROGRAMME CONTENT

Year 1 – IBA, Kolding:		Internship (12 weeks)		17 ECTS
International Marketing	20 ECTS	International Internship (15 weeks- no Project)	20 ECTS	
Economics	15 ECTS	Management Report	7 ECTS	
Sales and Market Communication	10 ECTS			
Organisation and Management	10 ECTS			
Business Law	5 ECTS			
Year 2 – UC Leuven, Belgium:		Foreign language (electives- choose 1):		
Advertising	3 ECTS	Business French: basic	5 ECTS	
Consumer Psychology	3 ECTS	Business French: intermediate	5 ECTS	
Sustainability and Business	3 ECTS	Business German: basic	5 ECTS	
Strategic Marketing	4 ECTS	Business Spanish: basic	5 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

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 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.

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.

FACTS

 How to apply: See details at iba.dk/international *	 Duration: 4 years / 4.5 years	 Study start: End of August
 Tuition fee: See details at iba.dk/international	 Credits: 120 ECTS + 120 Chinese credits.	 Application deadline: March 15, for EU/EEA and non-EU students

PROGRAMME CONTENT

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.

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.

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). In addition, you have the opportunity to obtain a bachelor degree at IBA by completing online courses and a dissertation.

* 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.iba.dk/international.

FACTS

 How to apply: See details at iba.dk/international	 Spring study start: End of January 2016	 Spring application deadline: 1 February.
 Duration: 1.5 years	 Autumn study start: End of August 2016	 Autumn application deadline: 1 September.



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

Semester 1:	
The company in a strategic perspective	10 ECTS
The customer as starting point	20 ECTS
Semester 2:	
Industry and competitors	5 ECTS
Sales management and development	10 ECTS
Elective elements	15 ECTS
Semester 3:	
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 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:	
Work Based Learning	45 CATS
Dissertation	30 CATS

-  Tuition fee: See details at iba.dk/international
-  Credits: 120 CATS (equivalent to 60 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 iba.dk/international



Spring study start: February



Tuition fee: See details at iba.dk/international



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



Duration: 2 - 2.5 years



Autumn study start: September



Credits: 120 CATS (equivalent to 60 ECTS)
1 ECTS = 2 CATS



Autumn application deadline: September 1, 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.

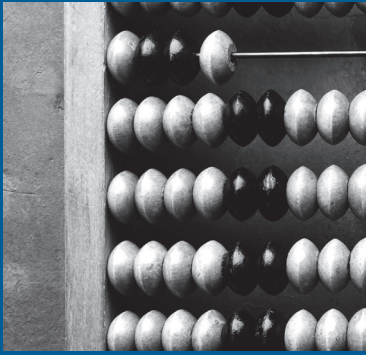
Sara Abu-gosh
Turkey



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.iba.dk/international.

FACTS



How to apply: See details at iba.dk/international *



Tuition fee: EU/EEA citizens
- free tuition



Study start:
End of August



Duration: 2 years



Tuition fee: Non-EU/EEA
- see details at iba.dk/international



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



Credits: 120 ECTS

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

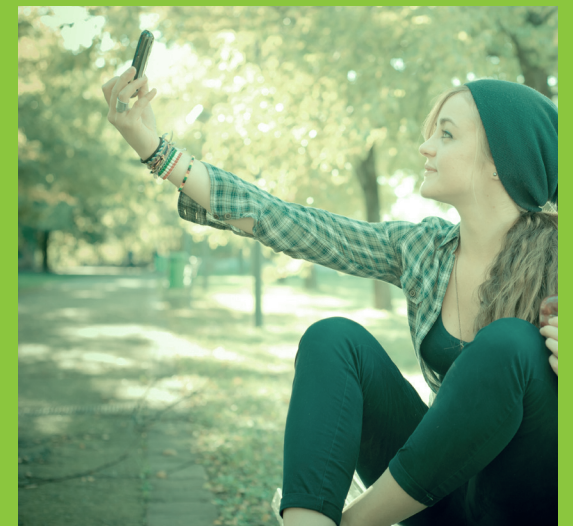
MULTIMEDIA & WEB

Multimedia Design and Communication
Web Development



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

Mitch Kapor





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

Laura Veelmaa
Estonia

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.

FACTS



How to apply: See details at iba.dk/international *



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
- see details at iba.dk/international



Autumn study start:
End of August



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

PROGRAMME CONTENT

Semester 1:		Semester 3:	
Business I	5 ECTS	Communication III	5 ECTS
Communication I	7,5 ECTS	Interaction Development III	10 ECTS
Interaction Development I	7,5 ECTS	Design and Visualisation III	5 ECTS
Design and Visualisation I	10 ECTS	Elective	10 ECTS
Semester 2:		Semester 4:	
Business II	5 ECTS	Internship	15 ECTS
Communication II	7,5 ECTS	Main thesis	15 ECTS
Interaction Development II	7,5 ECTS		
Design and Visualisation II	10 ECTS		

* Please use admission area number 81365

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.iba.dk/international.



FACTS



How to apply: See details at 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

PROGRAMME CONTENT

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.

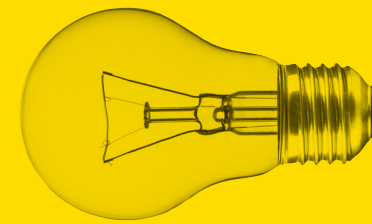
Eglė Jončaitė
Lithuania



34

ENTREPRENEURSHIP & DESIGN

Entrepreneurship and Design Management
(E-Design)



SYNERGY
 $1+1=3$



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.


FACTS




How to apply: See details at iba.dk/international *




Tuition fee: EU/EEA citizens - free tuition




Study start: End of August




Duration: 2 years



Tuition fee: Non-EU/EEA - see details at iba.dk/international



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



Credits: 120 ECTS

PROGRAMME CONTENT

Semester 1:			
Design Process and Understanding Modelling	7,5 ECTS	Culture, Value Philosophy and Trends	5 ECTS
Communication and Marketing	7,5 ECTS	Innovation	2,5 ECTS
Culture, Value Philosophy and Trends	5,0 ECTS	Business Economics	7,5 ECTS
Organisation, Project Management and Management	5,0 ECTS		
Innovation	2,5 ECTS	Semester 3:	
Business Economics	2,5 ECTS	3 electives within design, innovation and entrepreneurship	30 ECTS
Semester 2:		Semester 4:	
Design Process and Understanding Modelling	7,5 ECTS	Internship	15 ECTS
Communication and Marketing	7,5 ECTS	Main thesis	15 ECTS

* Please use admission area number 81365

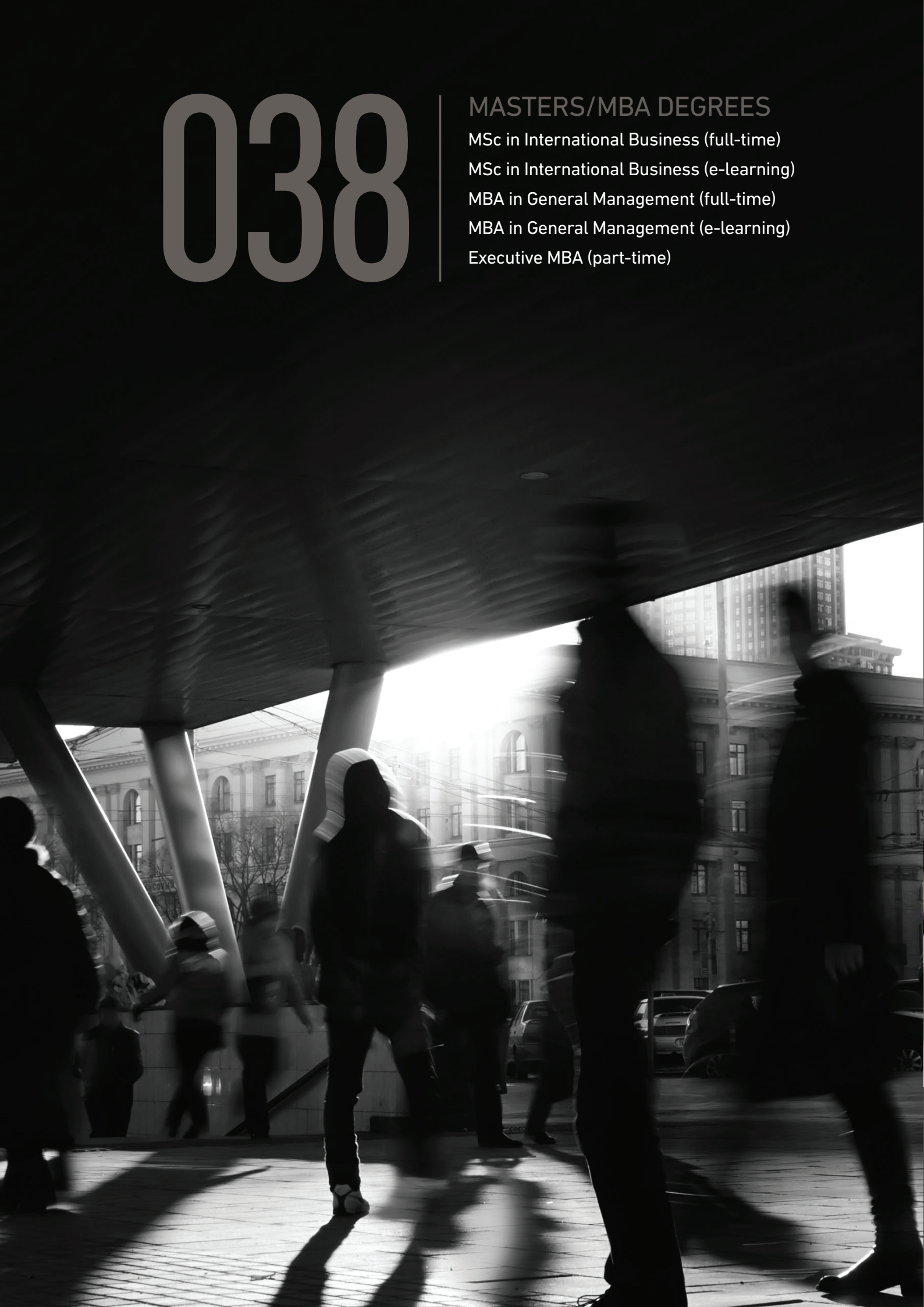
I would like to become a trend spotter and sell my ideas to some of the best names in the industry.

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



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.




FACTS




How to apply: See details at iba.dk/international




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




Study start:
September



Tuition fee: See details at iba.dk/international



1.5 Duration: 1.5 years



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

PROGRAMME CONTENT

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

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



How to apply: See details at iba.dk/international



Tuition fee: See details at iba.dk/international



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



Spring study start:
February



Autumn study start:
September



2.5 Duration: 2.5 years



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

Semester 1:		Semester 4:	
International Strategy	15 CATS	European Management and Business Strategy	15 CATS
Analytical Techniques	15 CATS	Research Design and Methods	15 CATS
Semester 2:		Semester 5:	
Management in International Firms	15 CATS	Dissertation	60 CATS
International Trade	15 CATS		
Semester 3:			
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 iba.dk/international




Tuition fee: See details at iba.dk/international




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




Spring study start:
February




Autumn study start:
September



15 Duration: 15 months



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



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

PROGRAMME CONTENT

Semester 1:		Semester 2:	
Financial Analysis and Decision Making	15 CATS	Principles of Strategic Leadership	15 CATS
Human Resource Management	15 CATS	Economic Environment of Business	15 CATS
Principles of Marketing	15 CATS	Innovation Management	15 CATS
Strategic Management	15 CATS	Management Consulting	15 CATS
Research Methods	10 CATS		
		Semester 3:	
		Dissertation	50 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
Teacher
IBC International Business College

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

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

PROGRAMME CONTENT

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

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

PROGRAMME CONTENT

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



EDUCATION THAT WORKS!

If you have any further questions,
please check www.iba.dk/international
or contact us at international@iba.dk

ARE YOU READY?



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