



WWW.BROCK.DK/BSC

AMERICAN BSC IN BUSINESS ADMINISTRATION

Blending the renowned Danish teaching methods with the well-respected structure of American bachelor degree programs, Niels Brock is pleased to offer our American BSc in Business Administration. The 4-year bachelor program is a decidedly new contribution to the world of business studies.



NIELS BROCK
EDUCATION SINCE 1881

AMERICAN BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

| Year 1 | |
|--------------------------------------|---|
| Semester 1 | |
| English Composition 1 | Introduction to Western Philosophy |
| Information Technology | Micro Economics |
| Semester 2 | |
| English Composition 2 | Introduction to Accounting |
| Introduction to Sociology | Macro Economics |
| Year 2 | |
| Semester 3 | |
| World Economic History | Introduction to Statistics |
| Introduction to Finance | Business Communication |
| Semester 4 | |
| Introduction to Marketing | Introduction to Organizational Psychology |
| Cross Cultural Communication | Business Statistics |
| Year 3 | |
| Marketing Concentration | Finance Concentration |
| Semester 5 | |
| Experience Economy | Financial Products and Services |
| Business to Business Marketing | Financial Modeling |
| Elective | Elective |
| Elective | Elective |
| Semester 5 Electives | |
| International Business Law | Greening Business |
| Advertising and Promotion | Project Management |
| International Marketing | |
| Semester 6 | |
| Supply Chain Management | Counseling and Sales |
| Developing the Sales Base | Financial Statement Analysis |
| Elective | Elective |
| Elective | Elective |
| Semester 6 Electives | |
| Cases in Entrepreneurship | The Sales Performance |
| International Communications | Dimensions in Human Resource Management |
| Relationship Marketing | Entrepreneurship Finance |
| Year 4 | |
| Semester 7 | |
| Marketing Instruments | Financial Econometric Modeling |
| Risk Management | Risk Management |
| Innovation | Venture Capital and Private equity |
| Elective | Elective |
| Semester 8 | |
| Cases in Management | Cases in Management |
| Buying Behavior | Advanced Financial Management |
| Independent Study (Bachelor Project) | Independent Study (Bachelor Project) |
| Elective | Elective |
| Semester 7 and 8 Electives | |
| Personal Finance | Global Finance |
| Strategic Marketing | Real Estate Financing |
| Viral Communication | Real Estate Planning and Development |





**EARN A
UK DEGREE
IN DENMARK**

BA (HONS) BUSINESS ADMINISTRATION

TARGET GROUP: This programme is a top-up on Danish or international 2-year higher education degrees or diplomas.

SPECIALISATION STREAMS (MAJORS): Finance • Marketing • Strategy & Management

The chosen stream can be studied as a 1-year full-time or 2-year part-time course.

Study start: September 2017

WHY STUDY A UK DEGREE IN COPENHAGEN?

OBTAIN THE BEST OF TWO WORLDS

- A friendly Scandinavian atmosphere
- Modern, well organised and safe environment
- Dialogue-based teaching in small groups
- Fast route to demanding jobs or postgraduate studies



ADMISSION REQUIREMENTS:

- Danish 2-year AP degree or equivalent overseas Higher Education qualification
- IELTS 6.0 or equivalent English Language Proficiency.

Classes are held on weekdays, typically 2 evenings per week
(1 evening if studying part-time).

Tuition: DKK 90,000 / EUR 12,200



MARKETING STREAM

LEARNING OUTCOMES INCLUDE:

- Spotting global trends
- Global business strategies
- Global marketing programmes
- Research and analysis methods
- Academic theory and business practice
- Customer Relationship and Management

| COURSE | UK CREDITS | ECTS CREDITS |
|------------------------------|------------|--------------|
| Global Strategic Management | 30 | 15 |
| Contemporary Business Issues | 30 | 15 |
| Marketing Dissertation | 30 | 15 |
| Global Marketing Strategies | 15 | 7.5 |
| Customer Management | 15 | 7.5 |
| Total Credits | 120 | 60 |

(1 ECTS = 1/2 UK credit)

FINANCE STREAM

LEARNING OUTCOMES INCLUDE:

- Research methodologies
- Ethical issues and professional codes
- The role of accounting in transitional economies
- International accounting practices and developments
- Investigation and detection of fraud and cyber crime

| COURSE | UK CREDITS | ECTS CREDITS |
|--|------------|--------------|
| Global Strategic Management | 30 | 15 |
| Contemporary Business Issues | 30 | 15 |
| Accounting and Finance Project | 30 | 15 |
| International Developments in Accounting | 15 | 7.5 |
| Forensic Accounting | 15 | 7.5 |
| Total Credits | 120 | 60 |

(1 ECTS = 1/2 UK credit)

STRATEGY & MANAGEMENT STREAM

LEARNING OUTCOMES INCLUDE:

- Business ethics
- Strategic audits
- Academic project work
- Corporate culture and leadership
- Knowledge and risk management
- Entrepreneurship and innovation
- Managing environmental change

| COURSE | UK CREDITS | ECTS CREDITS |
|---|------------|--------------|
| Global Strategic Management | 30 | 15 |
| Contemporary Business Issues | 30 | 15 |
| Strategy and Management Dissertation | 30 | 15 |
| Creative Management and Marketing | 15 | 7.5 |
| Business and Environmental Sustainability | 15 | 7.5 |
| Total Credits | 120 | 60 |

(1 ECTS = 1/2 UK credit)

The BA (Hons) Business Administration programme qualifies you for demanding careers and progression to Master's programmes.

For further information visit www.brock.dk/dmubachelor



**EARN A
UK DEGREE
IN DENMARK**

GRADUATE CERTIFICATE IN INTERNATIONAL BUSINESS (GCIB / PRE-MASTER)

A 1-year course preparing you for admission to the De Montfort University MSc International Business and Management programme

STUDY START:

- September 2017
- 1 year full-time

TARGET GROUP:

The GCIB programme is designed for students who wish to prepare for admission to the MSc International Business and Management programme offered by De Montfort University and Niels Brock, Copenhagen Business College, Denmark.

The programme is particularly aimed at students who need to strengthen their business and/or language competences. It has a double mission: To function as a conversion course for students who have not previously studied business subjects

and to act as a stepping stone for students who need to strengthen their academic or linguistic qualifications.

It is fully taught in English by experienced international faculty and aims at preparing students for successful entry to and completion of the Master's studies at De Montfort University in Leicester, UK, or at Niels Brock Copenhagen Campus, Denmark.

WHY STUDY A UK DEGREE IN COPENHAGEN?

OBTAIN THE BEST OF TWO WORLDS

- A friendly Scandinavian atmosphere
- Modern, well organised and safe environment
- Dialogue-based teaching in small groups
- A genuine UK university qualification



NIELS BROCK
EDUCATION SINCE 1881



**DE MONTFORT
UNIVERSITY**
LEICESTER

WWW.BROCK.DK/PREMASTER



| SEMESTER 1: | COURSE | UK CREDITS | ECTS CREDITS |
|-------------|---|------------|--------------|
| | Introduction to UK Graduate Study | | |
| | English Language Skills for Business | 30 | 15 |
| | English Language Development for Postgraduate Study | 30 | 15 |

| SEMESTER 2: | COURSE | UK CREDITS | ECTS CREDITS |
|-------------|---|------------|--------------|
| | Introduction to International Accounting | 15 | 7.5 |
| | International Business Issues | 15 | 7.5 |
| | Issues in International Human Resource Management | 15 | 7.5 |
| | Fundamentals of Marketing | 15 | 7.5 |

| | UK CREDITS | ECTS CREDITS |
|---------------|------------|--------------|
| Total Credits | 120 | 60 |

(1 ECTS = 1/2 UK credit)

ADMISSION REQUIREMENTS:

- a UK BA/BSc 3rd class (Hons) degree, or
- a Danish (Professional) Bachelor's degree with a 2-4 grade average, or equivalent international qualifications, and
- minimum IELTS 5.0 (overall band score) and 5.0 in all four categories (listening, reading, writing, speaking), or equivalent English language proficiency

TUITION:

DKK 90,000 / EUR 12,200

For further information visit www.brock.dk/premaster

Graduate Certificate in International Business (Pre-Master)
September 2017 intake
Copenhagen

Prices, terms and conditions

| | |
|-------------------|--|
| Tuition fee: | <p>Full fee: DKK 90,000 (EURO 12,200)</p> <ul style="list-style-type: none">• 1st semester: DKK 63,000 (EURO 8,500)• 2nd semester: DKK 27,000 (EURO 3,700) |
| Terms of payment: | <p>The 1st semester tuition fee of DKK 63,000 is due no later than 15 May 2017 for students who do not reside in Denmark, or 1 August 2017 for students who reside in Denmark.</p> <p>The full fee will be reduced by DK 5,000 if the <u>full fee</u> payment of DKK 85,000 (EURO 11,500) is received by Niels Brock by 15 May 2017 (students who do not reside in Denmark) or 1 August 2017 (students who reside in Denmark).</p> <p>The 2nd semester fee should be paid in the following instalments:</p> <ul style="list-style-type: none">• 1st instalment: DKK 9,000 to be paid by 15 January 2018• 2nd instalment: DKK 9,000 to be paid by 15 February 2018• 3rd instalment: DKK 9,000 to be paid by 15 March 2018 <p>Failure to observe regular fee payments may lead to the immediate termination of student status.</p> |
| Refunds: | <p>Visa issues</p> <p>If a student who has applied for a visa from his/her home country is not granted a visa before the induction, the deposited tuition fee of DKK 63,000, less a DKK 2,000 administration fee, will be refunded.</p> <p>If a student who has applied for a visa from Denmark is not granted a visa two months after the induction, the deposited tuition fee of DKK 63,000, less a DKK 2,000 administration fee, will be refunded.</p> <p>Withdrawal prior to study start</p> <p>Refunds will only be given to students who have given written notice 7 calendar days prior to induction (dmenrolment@brock.dk).</p> <p>Students who fail to attend Induction (no-show students) will automatically be withdrawn from the programme unless the student has previously informed Niels Brock Business College in writing of the reasons for not attending. No-show students lose the right to any prepaid deposits to Niels Brock Copenhagen Business College.</p> <p>Withdrawal prior to 2nd semester</p> <p>In case of withdrawal from the programme, the student must give written notice to Niels Brock Business College (dmenrolment@brock.dk) in order to terminate the enrolment. If written notice is not given before 15 January 2018, the student is liable to pay the full semester fee and other costs related to the studies, e.g. re-exam fees.</p> |

Additional services:

Please note that some services are subject to a surcharge.

- Re-examination fee (without attending additional module sessions): DKK 1,200 per module

Attendance:

Students must be active and therefore have to attend all classes in the study programme. Please note that Niels Brock Business College is obligated by law to report inactive students to Immigration and as a consequence your residence permit may be revoked.