

COPENHAGEN BUSINESS ACADEMY

PROFESSIONAL *HIGHER* *EDUCATION*



cphbusiness

COPENHAGEN BUSINESS ACADEMY

DID YOU KNOW...

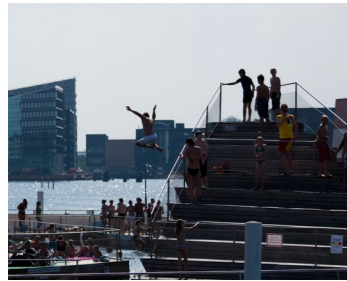
3. The Danes are the third best non-native English-speakers in the world.



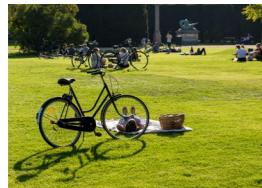
2. Denmark is the country in the world with the best quality of life.



1. The Danish national higher education system is among top five in the world in 2017.



4. Denmark is one of the five most peaceful countries in the world.



5. The Danes are the second happiest nation in the world.



WELCOME TO
COPENHAGEN
BUSINESS ACADEMY



Cphbusiness
Søerne

All our degrees are
career oriented.



Cphbusiness
Nørrebro



You will be part of a vibrant environment
with +700 international students.



Cphbusiness
Lyngby

WHY CPHBUSINESS

Teaching activities at Cphbusiness are based in business practice. All **lecturers incorporate recent research and trends** into the learning activities they engage you in. Our close ties to the business community are used to ensure you gain the competences that are attractive to your future employer.

A mandatory internship is included in all programmes. For many Cphbusiness graduates their internship becomes a stepping stone into their first job.

Open debate and problem-based learning methods will encourage you to express yourself, to

pursue experiments and to work collaboratively with others. At Cphbusiness you can expect approx. **35 students per class** and many learning activities take place in smaller groups. This means that you will be in close dialogue with your lecturers and fellow students.

Projects are often based on **real-life cases**. You learn to use theory to solve company challenges and present solutions in front of company representatives.

Throughout your studies you will interact with Danish and international guest speakers from universities and the business world.

WHAT IS AN AP DEGREE?

An Academy Profession (AP) degree programme is a type of higher education with a duration of two years that **combines theoretical studies with a practice-oriented approach** and includes a mandatory internship. AP degree programmes are offered at Business Academies and University Colleges in Denmark.

An AP degree is similar to the first two years obtained at a University of Applied Science. The teaching is a mix of group work, class-based lectures and project work.



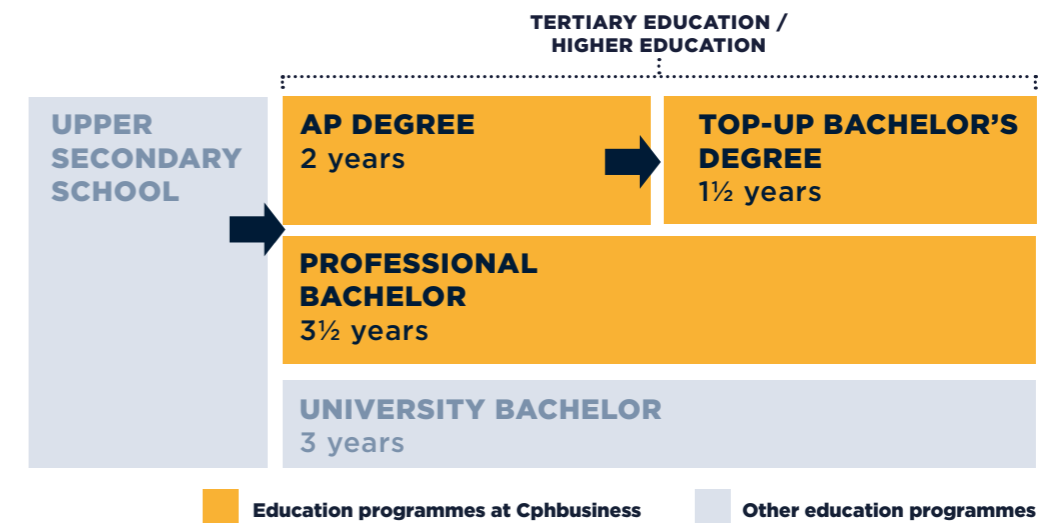
RECOGNITION

All programmes offered by Cphbusiness are recognised by the Danish State and all our degrees adhere to the European Credit Transfer System (ECTS), which ensures recognition within other European educational institutions.

The English-taught AP degree programmes offered at Cphbusiness take **two years of full-time studies** and correspond to 120 ECTS credits.

CPHBUSINESS

- POSITION IN THE DANISH EDUCATIONAL SYSTEM



AP DEGREE IN SERVICE, HOSPITALITY AND TOURISM MANAGEMENT

Would you like a career with the opportunity to **work with people in a vibrant and international environment**, such as in tourism, the hotel and restaurant industry, travel, transport or the service industry?

Then get an AP Degree in Service, Hospitality and Tourism Management.

In this programme you learn to **create memorable experiences**. Upon completion you can create, plan, coordinate and deliver professional services in an existing company or in a start-up company.



Duration // 2 years (4 semesters)
ECTS // 120
Level // AP degree



Cphbusiness graduates list their **internship** experience as the most important factor in obtaining a job after graduation.



Service, Hospitality and Tourism Management graduates from Cphbusiness **earn € 3,000** on average per month in their first job*.

CONTENT OVERVIEW**

1st year	2nd year
Service and Experience	Business Development
Business Understanding	Electives
Cooperation and Relations	Internship
Electives	Final examination project

*Source // uddannelseszoom.dk

**Learn more about the content // cphbusiness.dk/english/service-hospitality-and-tourism-management

UPON GRADUATION



CAREER OPPORTUNITIES

When you graduate from Cphbusiness you will possess **business skills** such as a digital and international mind-set. You will have learned to cooperate and contribute as a part of a team and gained the ability to think innovatively and critically. These business skills will enable you to succeed in your future career.

FURTHER STUDIES

If you wish to continue your studies you can apply for Cphbusiness' Top-up Bachelor's degree programmes in Innovation and Entrepreneurship, International Hospitality Management or Sport Management. You can also apply to a university abroad.

Please note // Cphbusiness is a Business Academy offering **profession oriented degrees**. Our focus is to educate you for the Danish labour market rather than for further studies in Denmark. Our Top-up Bachelor's degree programmes receive more applications each year than we can enrol. Therefore an AP degree does not give you automatic

admission to a Bachelor's degree. Some universities may choose to grant you merit equal to two years of university studies. Others might require that you supplement your AP degree with additional subjects before enrolling you into the third year of a Bachelor's degree. It is your responsibility to look into the requirements of the university you wish to apply to.

AP DEGREE IN MARKETING MANAGEMENT

Are you dreaming of a career within marketing and sales? Then apply for an AP Degree in Marketing Management.

You will **learn how to analyse, plan and implement domestic and international marketing activities** in trade, production and the service industries.

The programme also provides you with a **good basis for starting up your own company**.



Duration // 2 years (4 semesters)
ECTS // 120
Level // AP degree



36% of employed graduates from Cphbusiness found their job via their internship, and listed the internship as the most important factor in obtaining a job.



Marketing Management graduates from Cphbusiness **earn € 3,250** on average per month in their first job*.

CONTENT OVERVIEW**

1st year	2nd year
International Marketing Management	International Marketing Management
Economics	Economics
Sales and Marketing Communication	Internship
Business Law	Final examination project
Organisation and Supply Chain Management	

*Source // uddannelseszoom.dk

**Learn more about the content // cphbusiness.dk/english/marketing-management

UPON GRADUATION

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TOP-UP BACHELOR'S DEGREES

Cphbusiness offers six Top-up Bachelor's degree programmes taught in English. You can apply for admission after finishing your AP degree programme or similar. The programmes last an additional 1½ years (90 ECTS) and lead to a Bachelor's degree.

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more applications each year than we can enrol. Therefore an AP degree does not give you automatic admission to a Bachelor's degree.

TOP-UP BACHELOR'S DEGREE - 1½ YEARS

Innovation and Entrepreneurship	International Hospitality Management	International Sales and Marketing	Sport Management	Software Development	Web Development
Lyngby	Copenhagen	Copenhagen	Lyngby	Lyngby	Lyngby

AP DEGREE - 2 YEARS

Marketing Management	Service, Hospitality and Tourism Management
Copenhagen Lyngby	Copenhagen Lyngby

English-taught education programmes at Cphbusiness

Learn more about the programmes // cphbusiness.dk/english/study-programmes/top-up-bachelors-degree



FROM IDEA TO BUSINESS

Cphbusiness support the entrepreneurial spirit of our students and offers a **co-working office environment for business start-ups** 'Inkubatoren'. The aim is to help young, serious entrepreneurs turn their business ideas into reality. You can join Inkubatoren if you have a business idea and the drive and commitment it takes to start your own company.

CPHBUSINESS ALUMNI

Our alumni network provides our graduates and students with **inspiration and tools for personal and career development** through a wide range of offers and events.



STUDY AND CAREER GUIDANCE

Our student counsellors will assist you if you meet any challenges during your studies or if you need someone to talk to **about your future career aspirations**. Each semester a welcome event is arranged for new international students and support is offered to help you get settled in Denmark.

CPHBUSINESS SUPPORT

TEACHING METHODOLOGY

AND EXAMS, ASSESSMENTS AND FEEDBACK

STUDY ACTIVITIES

We believe that you learn best by working with academic theory in practice. Therefore, our learning activities are less focused on traditional teaching and to a greater extent built around activities where **you play an active role yourself**. You will have co-responsibility for and influence on your own learning.

TEACHING AT CPHBUSINESS

Each semester is divided into flows. A flow typically last three to five weeks. Each flow is centred around a theme and will often include a project that is relevant to and can be used by a company. By the end of each flow the students are expected to have acquired new business skills. **Feedback is an integrated part of each flow**. Besides traditional teaching, the study activities will include project

work, cases and assignments. You will solve tasks with your fellow students and your lecturers will be your counsellors.

EXAMS

At the end of each semester you are required to sit at least one examination or a mandatory learning activity. **Most exams are interdisciplinary** which means they test your ability to combine knowledge from various subjects into one solution of value to a company. An examination can have many forms - it can be based on a project, a case, a report or a portfolio. You must take it individually or as a part of a group. Often you will have to make a presentation for a group of students and/or an internal lecturer and sometimes for an external evaluator.

WHAT WE EXPECT OF YOU

We believe that active participation in the study activities will prepare you for the future job market.

Therefore, we expect that you:

- Participate in study activities with lecturers, in study groups and individually.
- Participate in a mix of project work, workshops, digital learning activities and traditional teaching.
- Want to learn in groups along with your fellow students with diverse backgrounds.
- Work full time with your studies – approx. 40 hours weekly besides a potential part-time job.
- Want to be challenged in your international and linguistic skills

THE INTERNSHIP EXPERIENCE



I'm pleasantly surprised about how many very practical things we learn on this education. I think a lot of the projects and real cases that we use in school has really helped me a lot through the way I present myself, how I handle a situation, how I break down a problem. All these things, they've helped me enormously.

I think **the internship is where a lot of students get a reality check**. I think it can validate the value of your education. I always knew it would be very valuable, and it is nice to see that that's actually true.



Name // Diana Medrea-Mogensen
Study programme // Service, Hospitality and Tourism Management
Company // Relesys

COMPANY PERSPECTIVE



At Kuoni, our people are our greatest asset and we value the knowledge and skills new graduates from Cphbusiness that join our team bring to the organisation.

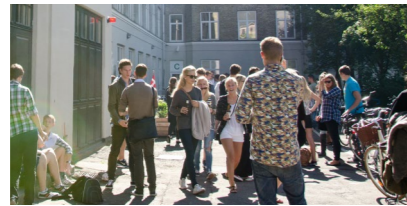
Transitioning from the field of education into the work environment is not always an easy step. However, **Cphbusiness graduates possess the advantage that they have already tried to navigate in a workplace during their internship**. Therefore, they typically have a good idea of what is expected of them and how they can add value to Kuoni Destination Management.



Name // Iris Koraqe
Title // Senior Project Manager Congress
Company // Kuoni Destination Management

STUDENT LIFE

Copenhagen is the home of the major educational institutions in Denmark such as Copenhagen Business School and The University of Copenhagen.



This means you will become part of a **vibrant international student community** in Copenhagen with many opportunities for involvement in communities and associations.



At Cphbusiness you can join our student organisation, Cphbusiness Students. Each year volunteers from **Cphbusiness Students arrange a wide variety of events** - both of academic and social character.



Tuition fees

There are no tuition fees for students from Denmark, the Nordic and the EU/EEA countries. All other students can find information about tuition fees at our website cphbusiness.dk/english.



Savings

Cphbusiness advises you to bring a minimum of € 6500 to set up your new life in Denmark.



Monthly rent

private accommodation
€ 500 - 850.



Minimum wage

Approx. € 15 per hour.



Mandatory study books

Up to € 700 per year, depending on the study programme.



Public transportation

Student price is € 50 - 85 per month depending on distance.



Accommodation deposit

€ 500 - 2550.



Personal expenses

(food and social activities)
€ 300 - 350 per month.

LIVING EXPENSES AND EARNINGS

ADMISSION REQUIREMENTS

ADMISSION REQUIREMENTS // AP DEGREES

Marketing Management // Level B in business economics or mathematics (Danish level B). Note: Certified document proving at least 250 hours of maths or 210 hours of business economics within the last 3 years of your upper secondary school.

Service, Hospitality and Tourism Management // Level C in business economics or mathematics (Danish level C). Note: Certified document proving at least 75 hours of business economics or 125 hours of maths within the last 3 years of upper secondary school.

Denmark and Scandinavia
General upper secondary education.
The International and the European Baccalaureate.

The UK and countries with similar education systems
GCE Advanced Level exams (at least 3 A levels) in combination with GCSE exams or in combination with GCE/AS level exams.

The United States and countries with similar education systems
High school diploma from the United States followed by at least one year of university or college studies (equivalent to three advanced placement tests).

African countries, Bangladesh, India, Pakistan, Philippines and countries with similar education systems
Upper secondary school diploma supplemented with at least 2 years of university studies. We recommend a bachelor's degree.

ADMISSION REQUIREMENTS // TOP-UP BACHELOR'S DEGREES

Innovation and Entrepreneurship // AP Degree in Service, Hospitality and Tourism Management, AP Degree in Marketing Management
- or equivalent education

International Hospitality Management // AP Degree in Service, Hospitality and Tourism Management, AP Degree in Marketing Management
- or equivalent education

International Sales and Marketing Management // AP Degree in Marketing Management, AP Degree in Service, Hospitality and Tourism Management
- or equivalent education

Software Development // AP Degree in Computer Science (This AP degree is taught in Danish only at Cphbusiness)
- or equivalent education

Web Development // AP Degree in Computer Science or Multimedia Design and Communication (These AP degrees are taught in Danish only at Cphbusiness)
- or equivalent education

Sport Management // AP Degree in Service, Hospitality and Tourism Management, AP Degree in Marketing Management
- or equivalent education

ENGLISH REQUIREMENTS // AP DEGREES AND TOP-UP BACHELOR'S DEGREES

TEST	MINIMUM SCORE ACCEPTED
TOEFL paper-based score	550+
TOEFL computer-based test score	213+
TOEFL Internet-based score	80
IELTS academic score	6.0+
Danish students	Level B

Please note // The admission requirements may be subject to change. Visit cphbusiness.dk/english/admission/full-degree-students to find the valid admission requirements.



Full-time students // 5,800

International students // +700

International exchange students // 100

Student nationalities // +60

Campuses // 5 (3 campuses offer programmes taught in English).

International partners // We collaborate with more than 60 universities around the world such as:

- Anglia Ruskin University, United Kingdom
- Southern New Hampshire University, USA
- Pontificia Universidad Javeriana, Colombia
- University of Cape Coast, Ghana
- Universidad Europea Madrid, Spain
- Reutlingen University, Germany
- University of Ljubljana, Slovenia
- Kookmin University, Korea

FACTS

FACEBOOK
Facebook: Cphbusiness



INSTAGRAM
Instagram: @cphbusiness #cphbusiness

LINKEDIN
LinkedIn: Copenhagen Business Academy



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