

Study programme catalogue 2020

Study in
Denmark



UNIVERSITY COLLEGE
OF NORTHERN DENMARK



Get to know UCN

UCN is situated in Northern Denmark and has campuses in the cities of Aalborg, Hjørring and Thisted.

We are a university of applied sciences and provide higher education and perform research, development and innovation activities within the four main areas of business, education and social education, health care and technology.

UCN has a total of **9,300** students in academy profession and bachelor's degree programmes, more than **6,000** course participants in continuing education, and around **930** employees.

UCN offers no less than **35** programmes from academy profession degree programmes to bachelor's degree and top-up programmes.



Find your dream career

14 of our programmes are fully taught in English. The English-taught programmes are provided in Aalborg. You can explore them all and find the programme of your dreams on pages 22–49.

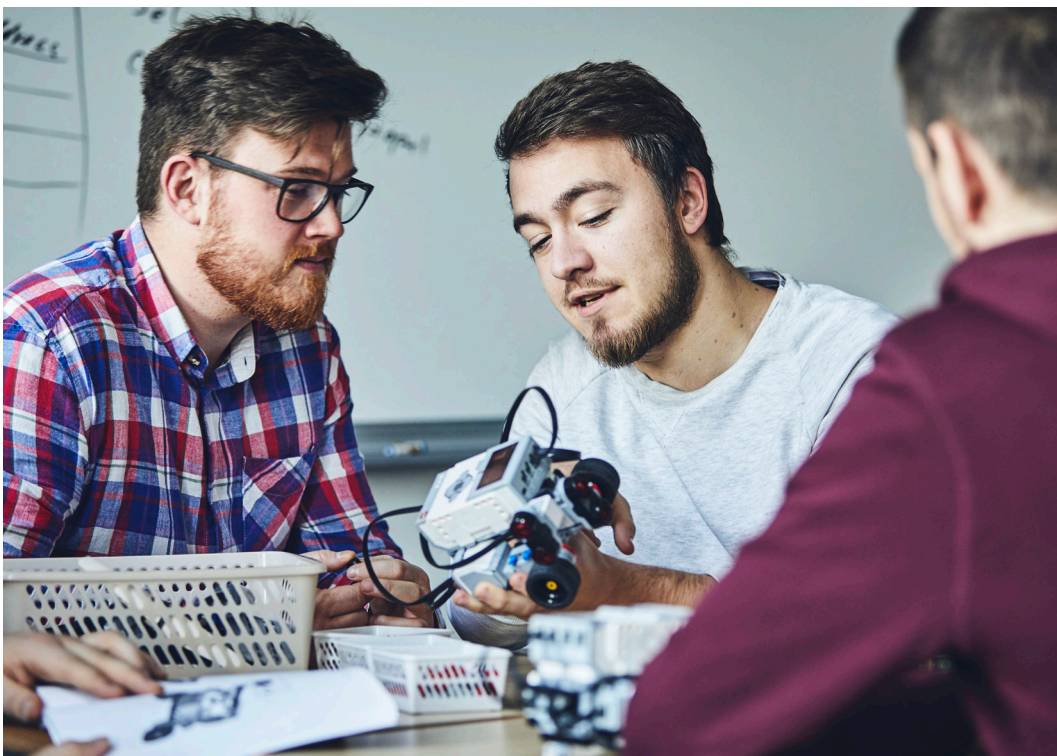
Welcome to an experience for life

Want to study abroad? With a degree from UCN you can put your career on the right track!

Build your global mindset

UCN is a popular destination for those looking to study abroad – and we would love to see you too.

Each year, we welcome around 3,100 new students, and 350 of those are international. In total, we have more than 950 international students with more than 40 different nationalities, creating a very intercultural study atmosphere. This will give you a great opportunity to make friends from all over the world and acquire competencies that the labour market of the future will be looking for.





Get real

One of the key factors attracting students to UCN is our focus on real-life competencies supported by our unique approach to learning, which we call 'Reflective Practice-based Learning' (see pages 12-15).

We continuously develop and evaluate all our programmes in close cooperation with their respective industries – both nationally and internationally. This means that UCN graduates gain professional advantages because they have the exact knowledge and skills employers are looking for.

At UCN you will never be presented with theories without also getting to work with and understand their practical day-to-day application. Internships are built into all our programmes, and you will also get the opportunity to collaborate with businesses and organisations on various projects in Denmark or abroad.

Have a great time

We understand that studying abroad is also about cultural experiences, personal development and generally having a good time – and UCN and Aalborg is a great place for just that!

Aalborg is the fourth largest city in Denmark; a truly cosmopolitan city that offers everything from shopping to cultural experiences, sports and a bustling night life. The city is located on the banks of a fjord close to beautiful landscapes offering great nature experiences.

Student ambassadors, student tutors and UCN staff will welcome you to UCN with a great start-of-term programme, providing advice on student life and finding your way around campus and the city, as well as fun events and parties. We will do our best to ensure that your time with us will be unforgettable.

Explore our English-taught programmes

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**Read
more at
[ucn.dk/
english](https://ucn.dk/english)**

A great career starts here

Understand your choices

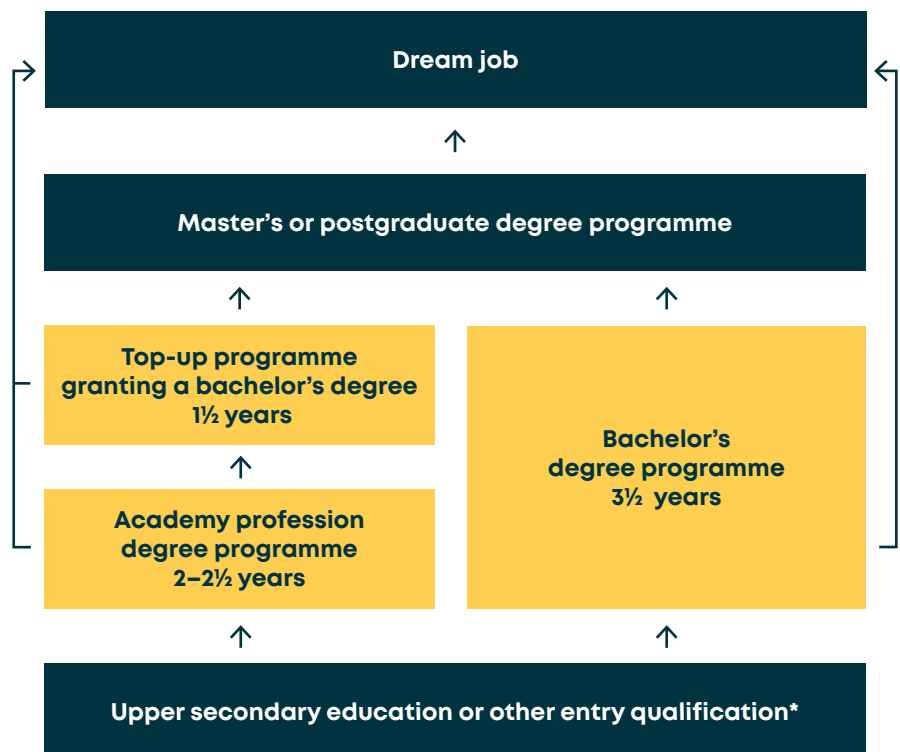
UCN offers three types of degree programmes. A 3½-year bachelor's degree programme, a 2-year academy profession degree programme and a top-up degree programme, turning the academy profession degree into a bachelor's degree with only 1½ years of additional study.

Here is a guide to help explain the different types of degrees and how to combine them to suit your needs and ambitions.





*Please note that upper secondary education may be termed differently in your country. Upper secondary education is usually the last step before higher education. Please also note that specific requirements vary from programme to programme. Find more information about admission requirements on page 58.





Bachelor's degree

A bachelor's degree at a university college is typically 3½ years of study, combining both theory and practice within its field.

The degree includes a compulsory internship in a business or organisation in Denmark or abroad for one semester.

The degree can be studied within a single field of study or as a combination of an academy profession degree (2 years) and a top-up degree (1½ years).

Bachelor's degree programmes:

- Architectural Technology and Construction Management
- Export and Technology Management



Academy profession degree

An academy profession degree is a 2-year programme that is typically aimed at a business or industrial career.

The academy profession degree programme combines theory with practice and includes a compulsory internship of approximately a half semester.

As an academy profession graduate, you may combine your degree with a compatible 1½-year top-up degree to achieve a bachelor's degree.

Academy profession degree programmes:

- Automation engineering
- Computer science ■■■
- Design, technology and business ■■
- Marketing management ■■■■
- Multimedia design ■■
- Service, hospitality and tourism management ■■

The colours indicate the top-up degree that each academy profession degree grants access to.

Top-up degree

A top-up degree is 1½ years of study that supplements an academy profession degree and makes it equal to a full bachelor's degree in quality and length.

The top-up degree programme combines theory with practice and includes a compulsory internship of approximately a half semester.

As an example, you may start out with an academy profession degree in Marketing Management and after graduation apply to a top-up programme to achieve a bachelor's degree in e.g. sport management.

Top-up degree programmes:

- International Sales and Marketing
- International Hospitality Management
- Digital Concept Development
- Sport Management
- Software Development
- Web Development

Why choose real-life education?

All our programmes are continuously developed in close collaboration with the industry they are preparing you for.

A different way of learning

Depending on where you come from, you may find that the learning approach at UCN is somewhat different from what you are used to. It can take a little time to get the hang of it, but the feedback from our international students shows us that the learning approach is one of the things they often grow to love the most.

In general, education in Denmark is known for its innovative approach to learning, focusing greatly on building critical, analytical thinking and the ability to cooperate with others. Some of the most important skills for the labour market of the future.

At UCN, you will never work with theories just for the sake of following a curriculum. You will be presented with real-life situations and issues, and you will often collaborate with businesses and organisations on various projects. In teaching situations, we also keep a close eye on the most recent knowledge and research within a programme field.

Part of your studies will be scheduled lectures and classroom teaching. However, an equally large part of your studies will be case work, simulations, self-study, tours of various businesses, interdisciplinary studies as well as collaborative projects with your fellow students.





Learning hands-on

In the course of your studies, you will do a compulsory internship in a company or organisation in Denmark or abroad.

During the internship, you will experience what it is like to be part of the professional workforce within your field. You will get the opportunity to grow professionally, learn new things hands-on, and put all your acquired knowledge, skills and competencies into practice, taking you one step closer to your future work life.

Be an active UCN student

As a student at UCN, you will build a close bond with both lecturers and fellow students. It is expected that you attend and participate actively in class as a full-time student. We believe this is the best way for you to learn as much as possible.

As an international student in Denmark, you can expect world-class education – and active participation is the key when it comes to learning at UCN. This also means that it is your responsibility to make the most of your studies.

By combining theory with practice, we aim at giving you strong professional competences embedded in real life to make you innovative, independent and competent. At the same time, you can contribute to finding new solutions to the challenges and needs of your profession and the labour market.

This way, we will help you develop a strong ability to reflect on your own field and performance. We call our unique approach to learning: Reflective Practice-Based Learning. You can read more about it at www.ucn.dk/english



Get real-life advice

UCN has a career mentoring programme for students who are particularly talented within their field. In the mentoring programme, we match students with mentors from the local business community.

The mentoring programme can help you build a professional network, because the mentor knows the industry from the inside and gives you real-life advice on how to build a career in the local area after you graduate.





Take the next step

Are you bubbling with business ideas? And do you have the drive to make those ideas come to life? We can help you take the next step!

'Next Step' is in fact the name of our thriving entrepreneurial community. We have a great passion for entrepreneurship and work hard at creating the right support for our students to test their ideas and make their start-up dreams come true.

If you apply to become part of our 'Next Step' programme, you will increase your innovation and entrepreneurial skills. You will receive professional advice from an experienced mentor and from UCN lecturers specialising in entrepreneurship. And you will have the unique opportunity to spend your internship focusing on your own business.

Life on campus

Start the journey with friends.

Right from study start, we make sure you quickly make new friends from Denmark and around the world.

UCN rolls out the red carpet for our new students with a great start-of-term programme. It is hosted by a large team of student ambassadors and student tutors from the various study programmes who know and understand what it is like to be a freshman.

They will make sure you get thoroughly introduced to campus facilities and of course to the city life. They will also provide practical information about living, studying and working in Denmark.

Throughout the academic year, the ambassadors arrange a lot of exciting events and parties; sports activities, picnics, movie nights and theme-based parties around Valentine's and Halloween, to name a few.





A cosy study environment

UCN is a modern academic space for teaching. The facilities surrounding the classrooms are inspiring and lively with cosy corners where you can sit for a cup of coffee or do group work. Danish design dominates the buildings, the interior and furniture, making the environment very study-friendly. You will also find that the campus library is placed in quiet surroundings and stocks relevant literature and subscribes to a number of academic and business-oriented databases.

A lot of students on campus are of various nationalities, which contributes to the intercultural understanding and atmosphere – and you can attend the Talk Danish Café where you sit in a relaxed environment and simply speak the Danish language with either Danish students or fellow internationals. On campus you can also gather around a game of table tennis or pool during the breaks.

A thriving social life

Social life on all campuses is thriving, and there is plenty of opportunity to take a break from studies and attend one of the many social events, 'Friday bars' or student parties. It is very common for Danes to get together around a shared interest, sport or hobby, or to do volunteer work in the local community.

UCN offers many opportunities for you to get involved in life on campus. For example, you may sit on the UCN student council, join the volunteers running the student bar, or become an active member of one of the student sports clubs.



TIP! You can take Danish lessons while you are here. Most Danes speak English quite well, but understanding and speaking Danish will benefit you socially and particularly if you want to find a student job or a job after graduation, as it is often expected that you know some Danish.

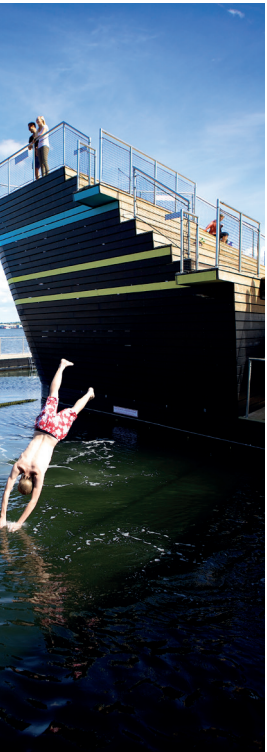


Aalborg city life

With more than 118,000 inhabitants, Aalborg is Denmark's fourth largest city and the largest city in Northern Denmark. Approximately 25,000 students in higher education make Aalborg an exciting student city with lots to offer.

Aalborg is located by the Limfjord – and the city's waterfront which used to be the industrial heart is now a blooming part of the city centre where you will find world-class architecture, student housing, good restaurants, parks, shopping streets and an intimate, yet cosmopolitan atmosphere.





Aalborg has its own airport and offers a variety of events within sports, theatre, concerts and festivals. It is famous for its bustling night life, featuring the longest bar and night club street in Scandinavia, called Jomfru Ane Gade.

In addition, Aalborg Carnival is the largest carnival in Northern Europe with more than 60,000 participants. The Carnival takes place every year in late May and is a very popular event among UCN's students.



What our students say

As an international student at UCN, you will be challenged in many different ways, and you will grow both personally and academically.



Pedro Tomas Morena Graterol, Venezuela
Service, Hospitality and Tourism Management

“Social life here in Aalborg and UCN is so big and, I really like it. Now I think this Saturday, there’s gonna be the big Carnival, which is awesome. I was there last year, and I loved it. In Aalborg they always have events, but the best thing about them is they are for free.

The things that I like the most about my studies at UCN is the real-life experiences that we get when we study here. I actually really like the way our studies involve everyone and that everyone works together and knows how to work together. In this way, we learn how to work in future companies and different places.

I also like the staff and the teachers. They are from different places, they are really open and they speak different languages also, which is great.”

Balázs Paulusz, Hungary

Energy Management

“I really like my studies at UCN because I have the opportunity to meet a lot of people from around the world – especially from Europe. My class is full of internationals from England, from Slovakia and from Croatia. So, I get a lot of insights from other countries and other people’s mindset and it’s really easy to work with them and to get to know the people.

I think the support from the International office at UCN is really nice. I know a lot of people from there and I can always go there for help and to ask small things, even if it’s the dumbest question ever. But it’s really nice – they’re all really nice people and you feel like you’re welcome here.

At UCN, I really like that in every month the students get the opportunity to go to different kinds of events. It can be movie nights or parties like Halloween party or Gala party. I think it’s a good thing for all the students, and they get to know each other, and they also mix the Danish students with the internationals, so you get a lot of Danish friends.”



Narmin Novruzlu, Azerbaijan

Architectural Technology and Construction Management

“The first reason why I started doing research among universities in Denmark was because of a few respectable architects that I know of who have finished their studies in this country. Then I found UCN through my research and the course – Architectural Technology and Construction Management. I saw that it was giving me what I wanted exactly, which was a more practical way of architecture than it being design-orientated.

The thing I like most about my studies at UCN is the freedom that this university provides the students and how professors treat the students like they are adults. The lecturers are more like mentors than normal professors who are just doing their job. They will guide you through the whole course, and also be a mentor, not only through the studies, but also in life aspects as well.

Aalborg is very lively on the weekends. UCN organises many different events and student-friendly parties, plus events that will help with job hunting, networking and more social skills.”

Architectural Technology and Construction Management

Do you see yourself developing, leading and managing large construction works?

As a Bachelor of Architectural Technology and Construction Management, you will be an expert in planning, designing and coordinating construction and building projects.

You will usually play a central role as project manager or site manager in a construction, engineering or architectural company. You will take part in the planning of construction projects from draft drawings to completed project designs, and you will typically contribute e.g. technical calculations to construction and project plans in the building process.

During the course of the study programme, you will learn about construction, materials selection, digital modelling and condition surveying as well as operating a business, project design and production, and much more.

You will have the opportunity to specialise in e.g. energy and sustainability, management or digital construction.

Please note that on completion of the first 1½ years (three semesters) of study, you can opt for either:

- An Academy Profession Degree in Construction Technology (2 years);
- A Bachelor's Degree in Architectural Technology and Construction Management (3½ years).

Location: Aalborg

Duration: 3½ years

Internship: 1 semester

Degree Type: Bachelor's

Study start: September



Programme structure

Semesters 1 and 2:

Focus on study areas connected with the overall planning and building of family homes as well as an emphasis on construction details, building materials and process planning.

Semester 3:

- Focus on individual building components such as wood and concrete components for pre-fabricated building.
- Construction and implementation of industrial buildings, sports buildings, etc.

IF YOU OPT FOR AN ACADEMY PROFESSION DEGREE

Semester 4:

Consists of elective assignments and the final degree project.

IF YOU OPT FOR A BACHELOR'S DEGREE

Semesters 4 and 5:

- Building and construction drawings
- Construction details
- Planning and management of the design and construction process
- Qualified choices of building materials for a specific multistory building project
- Conversion and renovation of older buildings
- Semester 5: option to study abroad for two weeks in Vietnam

Semester 6:

A full-semester internship as a construction manager either in an architectural or engineering practice or with a building contractor. The internship can take place in Denmark or abroad.

Semester 7:

Consists of an elective assignment and the final degree project.

Automation Engineering

Do you want to excel at state-of-the-art automation and robotics?

As an AP Graduate in Automation Engineering, you will be able to create safe and innovative solutions for companies by developing and optimising their technical systems and automated facilities.

You will be in charge of practical work, including installing, programming, commissioning, optimising and operating automatic systems in technical production and manufacturing environments.

The programme will give you broad knowledge of the implementation and optimisation of various technical control systems and automated industrial facilities.

As an AP Graduate in Automation Engineering, you can work in both private and public companies, e.g. utility companies and industrial companies that manufacture and/or operate, e.g. wind turbines, pumps, robotic welding machines or flexible manufacturing systems (FMS).

Location: Aalborg

Duration: 2 years

Internship: ½ semester

Degree Type: Academy profession

Study start: September



Programme structure

Semester 1:

- PLC and HMI programming 1
- Mathematics and physics
- Electrical technology
- Machine and robot safety
- Project management

Semester 2:

- PLC and HMI programming 2
- Structured programming
- Process control
- PLC systems
- Technology- and project development
- Robot programming and configuration

Semester 3:

- Systems design of automatic processing and production lines
- Control (regulation)
- Electrical technology 2
- Industrial robotic systems
- Business understanding
- Electives

Semester 4:

- Internship
- AP degree project

Computer Science

Are you dreaming of a future as a software developer or software architect?

As an AP Graduate in Computer Science, you can design architecture and program IT systems, work with databases, and much more.

During the course of the study programme, you will gain an insight into the programming and creation of IT systems. You will also learn how to programme in Java and C#, as well as design databases that meet the requirements for good database design. At the same time, you will acquire an understanding of how a company works and how new IT systems can be introduced.

Toward the end of your studies, you will get an opportunity to specialise in a specific area, for instance in game or software development for mobile platforms.

As an AP Graduate in Computer Science, your future job title could be e.g. programmer, systems developer, web developer, network administrator, IT consultant or game developer.

As an AP Graduate in Computer Science, you can also choose to apply for admission to one of our top-up programmes to earn a bachelor's degree after an additional 1½ years of study. Please note that admission may be limited in some cases.

Available top-up programmes:

The Bachelor's Degree Programme in Digital Concept Development

The Bachelor's Degree Programme in Software Development

The Bachelor's Degree Programme in Web Development

Location: Aalborg

Duration: 2½ years

Internship: ½ semester

Degree Type: Academy profession

Study start: September



Programme structure

The course comprises five semesters worth a total of 150 ECTS credits.

Semesters 1 to 3:

- Programming
- Systems development
- Technology
- Business

Semester 4:

- Electives

Electives vary from year to year based on student suggestions and new trends.

Semester 5:

- Internship in Denmark or abroad
- Final degree project

Design, Technology and Business

Do you want to make a living out of your creative talent? Do you want to work in graphic design and marketing?

The Academy Profession Degree Programme in Design, Technology and Business is your chance to build on your creative talent and develop your graphic expertise while gaining an insight into the entire process from idea to finished product.

The programme combines practical work using graphic design software with a creative and aesthetic understanding of design processes. The first six months of the programme cover design, technology and business.

After this, you will continue on the graphics specialisation. As an AP Graduate in Design, Technology and Business, you can find employment in e.g. graphic design businesses, advertising agencies and marketing departments.

Available top-up programmes:

The Bachelor's Degree Programme in Digital Concept Development

Location: Aalborg

Duration: 2 years

Internship: ½ semester

Degree Type: Academy profession

Study start: September



Programme structure

The programme consists of four semesters worth a total of 120 ECTS credits.

Semester 1:

Compulsory components (30 ECTS)

- Design
- Business
- Technology

Semester 2 (and 3):

Design specialisation (45 ECTS)

- The design process
- Visual communication
- Trends and sociology

Semester 3:

Electives (15 ECTS)

The electives may vary from year to year depending on developments in the graphic design business, new trends and student suggestions.

Semester 4:

Internship and final degree project (30 ECTS)

- Internship in Denmark or abroad (15 ECTS)
- Final degree project (15 ECTS)

Digital Concept Development

Do you want to develop the digital presence of companies and organisations? Do you want to work strategically with user-oriented design?

This is a top-up programme intended for graduates of the Academy Profession Degree Programmes in:

- Marketing Management (page 42)
- Design, Technology and Business (page 28)
- Multimedia Design (page 32)
- Computer Science (page 26)

With 1½ years of additional study, you will earn a bachelor's degree in Digital Concept Development. Together with your academy profession diploma, this will shape your professional profile.

In the programme, you will achieve knowledge, skills and competencies in the strategic, operational and business aspects of digital concept development.

Furthermore, you will learn to develop concepts that combine different professional fields such as design and commerce, communication and marketing, concept and business development, user understanding, technology and project management.

As a Bachelor of Digital Concept Development, you will fit into many industries that already work with or need digital concepts. Examples of these could be advertising, design and web agencies as well as communication and marketing departments in businesses and organisations.

Location: Aalborg

Duration: 1½ years

Internship: ½ semester

Degree Type: Top-up

Study start: September



Programme structure

This programme is structured into three semesters with a number of compulsory as well as elective course units where you specialise according to your future plans. The programme also includes an internship and a final degree project.

Semester 1:

Five compulsory course units:

- Concept and business development
- Project management A
- User survey and methods
- Understanding technology
- Philosophy of science

Semester 2:

- Digital marketing (compulsory)
- Elective elements worth 20 ECTS

Semester 3:

- Internship in Denmark or abroad
- Final degree project

Project groups will develop digital concepts alongside their lessons in the respective subjects.

Multimedia Design

Is working with digital media your passion? Do you want to create the websites, apps and multimedia solutions of the future?

As an AP Graduate in Multimedia Design, you can single-handedly design, plan, implement and manage multimedia tasks.

The programme aims at giving students competencies in producing digital interfaces, primarily within the context of websites. Among other things, this implies an ability to do thorough user research, understand how digitalisation affects businesses and users, create rich and user-friendly interfaces and develop code and programme functionality.

The programme has a broad scope and bridges the gap between technical problem solving and creative skills through management of development processes.

As an AP Graduate in Multimedia Design, you may find work in the field of IT and media. Future job titles could be e.g. front-end developer, web designer or user experience (UX) researcher/designer.

As an AP Graduate in Multimedia Design, you can also choose to apply for admission to one of our top-up programmes, earning you a bachelor's degree after an additional 1½ years of study. Please note that admission may be limited in some cases.

Available top-up programmes:

The Bachelor's Degree Programme in Web Development

The Bachelor's Degree Programme in Digital Concept Development

Location: Aalborg

Duration: 2 years

Internship: ½ semester

Degree Type: Academy profession

Study start: September



Programme structure

Semesters 1 to 3:

Lectures, project work, portfolio work, case studies, compulsory assignments in:

Core subjects:

- Front-end coding and programming
- Project management and development methods
- User research and user testing
- User experience (UX) and user-centred methods
- Digital business models
- Interface design and digital design
- Dynamic web solutions and frameworks
- International development trends in design, media use and technology
- Understanding and applying digital data

Semester 4:

- Internship in Denmark or abroad
- Final degree project

Software Development

Do you want to be a specialist in IT architecture? Are you passionate about designing and developing software?

This is a top-up programme intended for graduates of the Academy Profession Degree Programme in:

→ Computer Science (page 26)

The top-up programme earns you a bachelor's degree in Software Development with only 1½ years of study.

This programme will give you in-depth understanding and knowledge of the technical and theoretical aspects of software development. You will learn to use different database types and how to develop existing systems further.

The programme includes subjects such as database types, the role of contracts in the system development process, methods and tools for integration between systems, project management, distributed design and development, configuration and release management as well as test models and test planning.

Software developers typically get jobs as system developers, software architects and project managers of large-scale IT projects in Denmark and abroad.

Location: Aalborg

Duration: 1½ years

Internship: ½ semester

Degree Type: Top-up

Study start: February



Programme structure

Semesters 1 and 2:

Lectures, project work, teaching and learning activities, case studies, compulsory assignments.

Core subjects (modules):

- Databases for developers
- Development of large-scale systems
- Systems integration
- Testing

Semester 3:

- Internship in Denmark or abroad
- Final degree project where you have the opportunity to further specialise in one of the fields you have been studying in semesters 1 and 2.

Electives

Electives may vary from year to year based on student suggestions and new trends.

Subjects and modules are interwoven so students learn to apply all their skills and competencies on a complex set of problems and not only on isolated single-subject problems.

Web Development

Do you want to be at the leading edge of web development? Do you want to be an expert in media, apps and platforms?

This is a top-up programme intended for graduates of the Academy Profession Degree Programme in:

- Multimedia Design (page 32)
- Computer Science (page 26)

The top-up programme earns you a bachelor's degree in Web Development with 1½ years of additional study.

As a Bachelor of Web Development, you will have the basis for working with modern web technologies and coding practices throughout the development process.

As part of your studies, you will also work on database and deployment technologies and on the general development process from a design perspective.

The programme will give you the competencies to work with the construction of modern web applications. You will acquire skills and knowledge of web technologies in a broad sense, both desktop, mobile etc., and you will find exciting employment opportunities within a rapidly growing industry.

Location: Aalborg

Duration: 1½ years

Internship: ½ semester

Degree Type: Top-up

Study start: September



Programme structure

Semesters 1 and 2:

Lectures, project work, teaching and learning activities, case studies, compulsory assignments.

Core subjects (modules):

- Development environments
- Interface design
- Databases
- Web development, backend or frontend

Electives

Electives may vary from year to year based on student suggestions and new trends. Students can opt for a study-abroad period with UCN partners all over the world.

Semester 3:

- Internship in Denmark or abroad
- Final degree project where you have the opportunity to further specialise in one of the areas you have been studying in semesters 1 and 2.

Export and Technology Management

Do you want the world as your workplace? Do you want to work in exports on the global market?

As a graduate of the Bachelor's Degree Programme in Export and Technology Management, you understand that effective technology is required to develop safe and successful products.

You can develop marketing strategies that ensure that global sales targets are met. You will be ready to handle cultural differences and take part in internal sales processes and be part of the globalisation of markets.

Using your understanding of technology, you can contribute to the development of new products. You are knowledgeable about design, quality, development, production planning and the day-to-day operations of a company.

As a Bachelor of Export and Technology Management, you may find employment in Danish or international companies.

Examples of job titles are: export consultant, logistics consultant, product consultant or procurement officer. In the long term, you may also become an export manager, product manager or procurement manager.

Location: Aalborg

Duration: 3½ years

Internship: 1 semester

Degree Type: Bachelor's

Study start: September



Programme structure

The programme is divided into three core areas:
Strategic business planning, technical resources and interrelations.

Strategic business planning

Marketing, law, logistics, micro- and macro economics.

Technical resources

Product development, production processes, construction, design, materials, project management, innovation, IT systems, quality management.

Interrelations

Negotiation techniques, communication and cultures, organisation, scientific methods.

PROGRAMME STRUCTURE

The three core areas above are taught with a distinctive focus for each semester:

Semester 1: The company and its internal systems

Semester 2: Market understanding

Semester 3: Market strategies

Semester 4: The selling organisation

Semester 5: Internship in Denmark or abroad

Semester 6: Smart factory, e-commerce and elective module

Semester 7: Global supply chains and final degree project

International Sales and Marketing

Are you passionate about top-level international sales and marketing?
Do you see yourself working in a global company?

This is a top-up programme intended for graduates of the Academy Profession Degree Programmes in:

→ Marketing Management (page 42)

The top-up programme earns you a bachelor's degree in International Sales and Marketing with only 1½ years of additional study.

In this programme, you will gain an insight and understanding of the various factors that significantly influence the sales of goods and services in Denmark and on an international scale.

You will learn about what underlies a company's sales and business development from an international perspective. You will also acquire knowledge of marketing, logistics, law, management and economics.

Furthermore, the programme includes elective components, which means that you will have an influence on the shaping of your professional profile.

As a Bachelor of International Sales and Marketing, you may find employment in Denmark as well as abroad.

Examples of job titles could be project manager, sales coordinator, key account manager or marketing coordinator. In the long term, you can also work towards becoming a marketing manager, sales manager or export manager.

Location: Aalborg

Duration: 1½ years

Internship: ½ semester

Degree Type: Top-up

Study start: September



Programme structure

Semesters 1 and 2:

Lectures, project work, teaching and learning activities, case studies, study trip, guest lectures, mandatory assignments; all within a thematic structure.

Core subjects:

- Marketing
- Supply chain management
- Management and organisation
- Business law
- Economics
- Philosophy of science and scientific methods

These subjects are taught in the context of four overall themes:

- The company's strategic basis
- Customer focus
- Sectors and competitors
- Sales management and the company's sales development

Semester 3:

- Internship in Denmark or abroad
- Final degree project

Marketing Management

Do you want to work in marketing and sales? Do you want to improve, strengthen and develop company marketing strategies?

As an AP Graduate in Marketing Management, you will become a specialist in working systematically in company marketing. You will be skilled at analysing, planning and organising marketing activities.

During your studies, you will acquire knowledge about different cultures, communication forms and economic and financial conditions. You will learn to analyse various types of businesses and markets, which in turn will enable you to prepare marketing solutions for companies in Denmark and internationally.

AP Graduates in Marketing Management find employment in Danish and international companies and organisations. They work as e.g. marketing consultants, advertising assistants, project managers, key account assistants, HR assistants and procurement assistants.

As an AP Graduate in Marketing Management, you can also choose to apply for admission to one of our top-up programmes, earning you a bachelor's degree after an additional 1½ years of study. Please note that admission may be limited in some cases.

Available top-up programmes:

The Bachelor's Degree Programme in Digital Concept Development

The Bachelor's Degree Programme in International Sales and Marketing

The Bachelor's Degree Programme in International Hospitality Management

The Bachelor's Degree Programme in Sport Management

Location: Aalborg

Duration: 2 years

Internship: ½ semester

Degree Type: Academy profession

Study start: September



Programme structure

The first three semesters take place at UCN and comprise both compulsory and elective subjects. It is also possible to study abroad for one semester.

Semester 4 comprises an internship at a company of your choice in Denmark or abroad. It also includes a final degree project which must be made in close collaboration with the internship host or another company of your choosing.

Semester 1:

- Business understanding
- Market understanding and market analysis

Semester 2:

- Marketing plan; strategic, tactical and operational

Semester 3:

- Internationalisation
- Elective educational components

Choose between a number of elective subjects. Subjects are continually updated as the demands from the business community changes. Examples of electives could be: entrepreneurship, modern marketing, project management, graphic design, sales, personal business communication, managerial economics, and statistics.

Semester 4:

- Internship
- Final degree project

International Hospitality Management

Are you dreaming of an international career in the hospitality industry?

This is a top-up programme intended for graduates of the Academy Profession Degree Programme in:

- Marketing Management (page 42)
- Service, Hospitality and Tourism Management (page 46)

The top-up programme earns you a bachelor's degree in international hospitality management with only 1½ years of additional study.

The programme will provide you with the competencies to work in day-to-day operations, development, administration and management in an international work environment in the hospitality industry. A specialisation period will allow you to focus on either tourism, the hotel and restaurant industry or the experience economy.

You will learn about management, strategy, economics, cultural awareness and customer relations. You will be provided with the tools to develop new markets and concepts, achieve an understanding of a company's strategic challenges as well as the ability to handle the practical implementation of a company strategy.

For Danish students, the first semester will be taught in Danish, before the programme continues fully taught in English from the second semester. For international students, all semesters are fully taught in English.

As a Bachelor of International Hospitality Management, you may find employment as resort manager, marketing coordinator, destination manager, or sales manager etc.

Location: Aalborg

Duration: 1½ years

Internship: ½ semester

Degree Type: Top-up

Study start: September



Programme structure

Semesters 1 and 2:

Lectures, project work, teaching and learning activities, case studies, study trip, guest lectures.

THEMES/SUBJECT ELEMENTS:

Employee and organisational development

This subject element covers management, hospitality, and cultural and guest understanding in relation to developing oneself, employees and the organization.

Business operations

This subject element covers management of finances, expenditure and income in relation to the company's sustainable development. Focus is placed on the managerial assessment of the development of organisation operations.

Hospitality and hostmanship

This subject element covers cultural and guest understanding as well as communication and developing these in the company. Focus is placed on developing a hospitality/hostmanship mind-set that can create value in the company.

Strategic value creation

This subject element covers strategy and finances in relation to developing new and existing focus areas. Focus is placed on developing a mind-set that can handle changes and ongoing development, while implementing strategic decisions.

Semester 3:

- Internship in Denmark or abroad
- Final degree project

Service, Hospitality and Tourism Management

Do you want to create memorable experiences for others by developing, planning and delivering services?

The Academy Profession Degree Programme in Service, Hospitality and Tourism Management gives you the competencies to work in the development, management and marketing of services within one of three specialisation paths: tourism; hotel and restaurant; or sport and event management.

You will develop your communicative, intercultural and personal competencies by gaining knowledge and an understanding of the cultural and social conditions that affect the industry.

The programme is practice-oriented, and the knowledge you acquire in the course of the study programme is closely connected to real-life situations. This connection is supported by the internship taking place in a relevant business in Denmark or abroad on completion of the first academic year.

The programme opens the door to a broad range of job opportunities in the service industry, such as at hotels, restaurants, travel agencies and amusement parks, event management agencies as well as holiday and conference centres, sport clubs and associations.

As an AP Graduate of this programme, you can also choose to apply for admission to one of our top-up programmes, earning you a bachelor's degree after an additional 1½ years of study. Please note that admission may be limited in some cases.

Available top-up programmes:

The Bachelor's Degree Programme in International Hospitality Management
The Bachelor's Degree Programme in Sport Management

Location: Aalborg

Duration: 2 years

Internship: ½ semester

Degree Type: Academy Profession

Study start: September



Programme structure

The programme consists of:

- Four thematic elements (70 ECTS)
- Elective elements: specialisation and elective course units (20 ECTS)
- Internship (15 ECTS)
- Final degree project (15 ECTS)

As part of the specialisation, the student is required to carry out a 3-month internship after the first academic year. The internship will take place in a relevant business or organisation in Denmark or abroad.

At the end of the second academic year, the student must produce a final degree project. The project provides the opportunity to work on and resolve concrete, real-life issues originating in the internship company.

Highlights of the four thematic elements:

- Customer experience management
- Hostmanship
- Service design
- Service marketing & trends
- Service economics
- Creativity & innovation
- Intercultural communication
- Digitalisation of services
- Personal competency development
- Organisation & HR
- Research methods in the service industry
- Data analysis
- Business plans

Sport Management

Are you dreaming of a career in the sport, event and leisure industry?

This is a top-up programme intended for graduates of the Academy Profession Degree Programmes in:

- Service, Hospitality and Tourism Management (page 46)
- Marketing Management (page 42)

The top-up programme earns you a bachelor's degree in Sport Management with only 1½ years of additional study.

The programme is also intended for people with relevant experience and a background in the industry.

As a Bachelor of Sport Management, you will have a thorough understanding of the commercial mechanisms in the sport, event and leisure industry.

The programme covers the following themes within the sport, event and leisure industry: Sport industry, Sport product and sport consumer, Sustainable business operations, Strategic value creation and an elective. The subjects are: sport marketing, sport management, sport law, sport economics, and academic methods and research.

On graduation, you will be able to find employment in various businesses and organisations in the sport, event and leisure industry. You might work as a project manager, event coordinator, administrator, marketing and sales coordinator, consultant, etc.

Location: Aalborg

Duration: 1½ years

Internship: ½ semester

Degree Type: Top-up

Study start: September



Programme structure

Semesters 1 and 2:

Lectures, project work, teaching and learning activities, case studies, study trip, compulsory assignments as well as visits to businesses and organisations in the industry; all within a thematic structure.

THEMES:

Sport industry

The subject element covers macro- and micro economics, market mechanisms, management tasks and legislation concerning the sport, event and leisure industry. Importance is placed on understanding the character of the industry as well as the diversity and opportunities for business.

Sport product and sport consumer

The subject element covers marketing and sales. Importance is placed on consumer types and consumer behaviour in relation to innovating, developing and selling products and services in the sport, event and leisure industry

Sustainable business operations

The subject element covers business administration and business management. Importance is placed on the business's or the organization's sustainable operations from a (socio)economic, cultural and environmental perspective.

Strategic value creation

The subject element covers management and business development. Importance is placed on the development of existing as well as new target areas within the sport, event and leisure industry as well as the execution of strategic decisions at the business- and organisational level.

Semester 3:

- Internship in Denmark or abroad
- Final degree project

Exchange programme: **Study one semester at UCN**

As an alternative to studying one of our full-degree programmes, you may want to study with us for a single semester as an exchange student.

Being an exchange student and studying abroad at UCN has many advantages. You get to visit a new country and experience a new culture. You are outside your comfort zone and learn to adapt. You get to study your subject area from a different perspective and with a UCN learning approach. You meet people from all over the world - and you may even learn a new language.

Studying abroad will make you grow personally as well as academically. Therefore, we strongly encourage exchanges.

Each year, we welcome incoming students enrolled in higher education institutions in and outside of Europe who wish to study at UCN for one semester.

Due to the extensive number of partnerships that we have developed through years of active involvement in international networks, UCN is generally a well-known and popular destination for those looking to study abroad.

Information about subjects, ECTS credits, application forms and learning agreements are available on our website www.ucn.dk/english

Exchange programmes for incoming students at UCN:

Exchange programmes at UCN are available for students enrolled in higher education institutions in and outside of Europe.

Students have access to UCN's 35 programmes within the fields of:

- Business studies
- Technology studies
- Health care studies
- Education and social education

Out of the 35 programmes, 14 are taught fully in English. Nordic exchange students can also study in UCN's Danish-taught programmes. You will find the full list of programmes and admission requirements on our website www.ucn.dk/english

Students from a partner university

If you are interested in studying a semester as an exchange student at UCN, please contact the international office at your home institution to start the process.

Getting to know Denmark

Curious to know more about the country you are considering for your future studies? Here you will find 9 facts about Denmark.

1. Denmark is a small country in Scandinavia, and it is one of the world's oldest monarchies.
2. Denmark is a member of the EU, but still has its own currency (Danish Kroner or DKK).
3. No place in Denmark is more than 50 km from the sea.
4. Denmark has 406 islands and the highest point in the country is only 170 metres above sea level.
5. Denmark is one of the world's largest exporters of wind turbines.
6. Many Danes prefer going to work by bicycle rather than by car.
7. Denmark is often cited as one of the world's best countries to live in.
8. Denmark has a strong welfare state ensuring economic equality and close to no corruption.
9. Danes may seem reserved at first, but are friendly and helpful with a good sense of humour.





Coming to Denmark

In the process of making the decision to study at UCN, you will naturally have a lot of questions about all the practicalities. Here are some of the answers.

Do I need a student visa/residence permit?

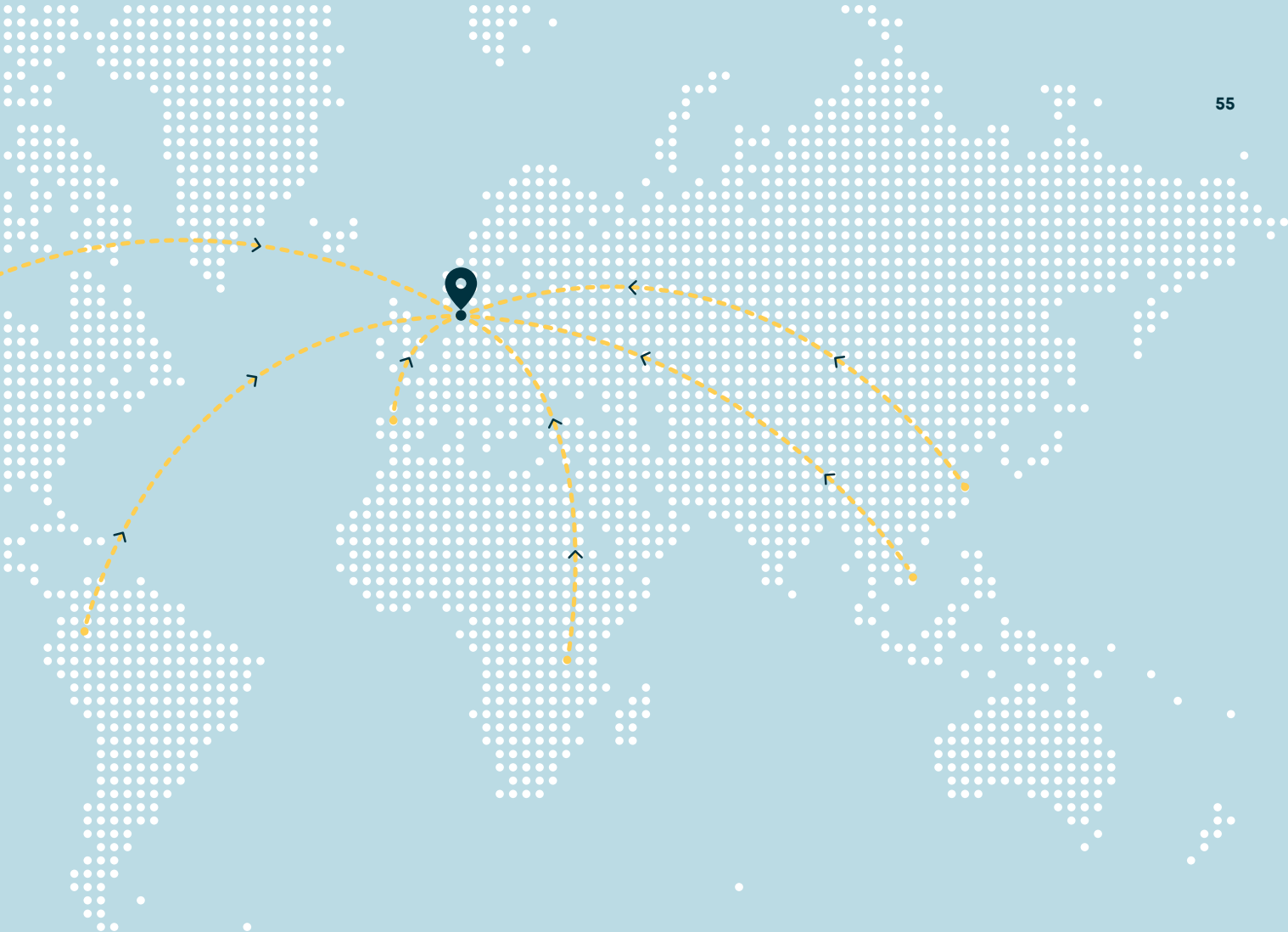
If you are a citizen of the EU/EEA or Switzerland, you can live, work and study in Denmark under the EU regulations on freedom of movement and do not need a visitor's visa, residence or work permit. However, you should obtain an EU residence document (registration certificate) from the State Administration after arrival. UCN will support you in this process.

If you are a citizen of a country outside the Nordic countries or the EU/EEA, you must hold a residence permit in order to reside and study in Denmark. You must obtain the permit before you arrive in Denmark, and the processing time is approximately two months.

After you get admitted to a programme and pay the tuition fees for the first semester, UCN will start its part of the student visa procedure.

Visit the official website www.newtodenmark.dk to read more about the rules for entering and residing in Denmark.

**Read
more at
[ucn.dk/
english](http://ucn.dk/english)**



Will I need to find my own housing?

Denmark does not have a tradition for on-campus housing as they do in other parts of the world. UCN will do its best to help international students get ready for their stay in Aalborg. However, all incoming students are required to find their own accommodation.

Aalborg is a very popular destination for studying, and it is important that you begin your search for accommodation as soon as you have decided to study in Denmark. Apart from certain dormitories, most flats for rent in Denmark are offered unfurnished.

Temporary housing guarantee

The Municipality of Aalborg offers students a temporary housing guarantee of three months, giving you time to find a place to live. To be covered by the housing guarantee, you must have registered with AKU-Aalborg, which assigns dormitories and youth housing. It is free to register. www.aku-aalborg.dk

Tips on finding accommodation

It is always challenging to find the right accommodation, but Aalborg is the city in Denmark that has the highest number of inexpensive student housing units.

UCN cooperates with the dormitory UC House, which offers furnished rooms in a social environment with common facilities such as table tennis and a pool table.

A lot of students also prefer to share a flat, which can be both economically and socially wise.

For more information go to www.ucn.dk/english and learn about the possibilities for finding student housing in Aalborg.



Your living expenses

Can I afford to live in Aalborg?

Denmark is an expensive country, but the standard of living is also among the highest in the world. However, if you follow local customs and economise – such as cycling to UCN and eating at home – life in Denmark should not blow your budget.

Your living expenses will naturally depend on your lifestyle and habits, but to give you an idea of what your average monthly expenses will be, here is a rough budget:

| Expense type | approx. cost per month |
|---|------------------------|
| Rent for a shared flat in Aalborg (utilities are usually included) | 2,500-3,500 DKK |
| Insurance | 200 DKK |
| Multimedia licence | 160 DKK |
| Mobile phone | 150 DKK |
| Food | 1,500 DKK |
| Transportation | 300 DKK |
| Other personal expenses | 700 DKK |
| Total | 6,000 DKK |

Can I get a job while studying?

At UCN, we offer assistance in your job search in the form of job seminars and CV workshops where we provide helpful advice, tips and tricks. To start, it may be easier to get jobs such as babysitting, cleaning, housekeeping, waitering and delivering papers.

Many students in Denmark have part-time jobs alongside their studies and/or full-time jobs during the summer holidays. This can be a good way to cover your living expenses, build your network or practice certain skills. However, it is important to remember that you are here to study, and that your permit to reside in Denmark relies on you being a dedicated student who actively follows your study programme, does your homework and passes the exams.

A student job salary varies between 10 and 14 Euro per hour.

EU/EEA and Swiss citizens can work in Denmark under the EU rules regarding the free movement of workers with no restriction on the number of working hours. Non-EU/EEA citizens may work in Denmark for up to 20 hours a week and full-time during June, July and August.

while studying in Denmark

Further questions?

You will find everything you need to know about studying, living and working in Denmark on these websites.

www.denmark.dk
www.studyindenmark.dk
www.newtodenmark.dk
www.aku-aalborg.dk
www.visitdenmark.com
www.aalborg.dk/english
www.studyaalborg.com



Admission and fees

We hope you have found a programme that matches your dreams. To make the next step as easy as possible, here is a guide on admission requirements, tuition fees and the application process.



How to apply for admission

To seek admission for a UCN degree, go to the UCN website and find out exactly how to apply for the programme that you are interested in.

Please note: the exact guidelines and documentation requirements vary from programme to programme, so please visit the specific programme's page on our website where we will guide you through the procedure.

You will find a web address on each programme page in this catalogue.

If you wish to enroll at UCN as part of an exchange programme, you will find information about the procedure in the overall section about admission on our website ucn.dk/english

Tuition fees

Tuition fees for non-EU/non-EEA citizens vary from 3,600 to 6,300 EUR per semester depending on the programme.

You will find an updated and programme-specific list of tuition fees on our website.

An application fee of 100 EUR also applies to non-EU/EEA students who need a study permit. If you are accepted for studies at UCN, we will deduct the application fee from the tuition fee for the first semester. If you are not accepted, the application fee will not be reimbursed.

As part of the Danish welfare and taxation system, education is free of charge, and by EU law, students from EU/EEA countries may study in Denmark under the same terms and conditions as Danish citizens.

Get in touch with a UCN partner in your country

UCN has partners in many countries. They are there to assist with information and answers to your questions in the process of making the decision to study at UCN.

Our partners can give you information and help you with:

- the unique aspects of UCN
- guidance about the programmes
- advice and counselling about matching programmes with your interests and dreams
- filling in application forms
- the different phases of the application process
- quality assurance of the mandatory enclosures used as documentation

Contact UCN International at international@ucn.dk and we will let you know whether we have a partner in your specific country.

You are also more than welcome to contact us if you want to study at UCN for a shorter period as an exchange student.

Let us help

UCN International is ready to give you the advice and assistance you may need.

Please do not hesitate to contact us.

E-mail us: international@ucn.dk

Call us: +45 72 69 00 00

Find more information on our website

www.ucn.dk/english and visit our Facebook

page – **UCN International**.



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OF NORTHERN DENMARK