

International Sales and Marketing Management 1st. semester top-up programme

Programme:

Bachelor of International Sales and Marketing Management programme

Semester:

1. Semester of top-up programme equal to 5th semester of a full bachelor degree programme.

Pre-requisites:

A foreign qualification similar to a Danish AP Degree in Marketing Management (equal to minimum 2 years of Business and Marketing studies and Marketing Management).

Availability:

Spring Semester (end January - June)

Autumn Semester (end August – January)

Programme information for exchange (Learning Agreement):

For a detailed course description kindly refer to the programme curriculum found under programme information on <http://zibat.dk/curriculums-ordinary-programmes/>

Semester overview:

	<i>Study Programme at the Receiving Institution</i>		
	Planned period of the mobility: from [month/year] to [month/year]		
Before the mobility	Component/course title (as indicated in the course catalogue)	Semester [e.g. autumn/spring; term]	Number of ECTS credits

	BIS1	Study Technique and Methodology of Social Science (Mandatory)	Autumn/Spring	5
	BIS1	International Marketing (Mandatory)	Autumn/Spring	14
	BIS1	Economics (Mandatory)	Autumn/Spring	3,5
	BIS1	Organisation and Supply Chain Management (Mandatory)	Autumn/Spring	5
	BIS1	Business law (Mandatory)	Autumn/Spring	2,5
				Total: 30 ECTS
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p>http://zibat.dk/curriculums-ordinary-programmes/</p>				

Semester and Course Description:

Component code (if any)	Component title at the Receiving Institution (as indicated in the course catalogue)	Course Component Description	Available Semester	Number of ECTS credits
BIS 1	Study Technique and Method	<ul style="list-style-type: none"> • Have gained an understanding of the application of methodology in project and report writing in accordance with the principles of scientific work • Have knowledge of how to collect, interpret, and analyse data • Knowledge and understanding of the scientific theoretical paradigms within the area of social science as well as perspectives on knowledge, insight, and realisation of knowledge • Combination of scientific theory within the commercial field with methodology in scientific projects 		5

		<ul style="list-style-type: none"> • Methodological approach to the achievement of knowledge on the basis of the scientific theoretical standpoint • Involvement of and reflection on the significance of the scientific theoretical standpoint for scientific projects. 		
BIS 1	International Marketing (Mandatory)	<ul style="list-style-type: none"> • Have knowledge of various types of business models, including knowledge of what models and theories to apply in order to understand the strategic foundation of a company • Have knowledge of various strategic directions in relation to the concept of innovation • Have knowledge of disruption as a concept and development direction • Have knowledge and understanding of relevant theories and models to analyse the strategic platform of the company, including resources and competencies • Have knowledge and understanding of theories for the innovative platform of the company, creative processes and management • Have knowledge of important perspectives on knowledge, insight, and realisation • Have knowledge and understanding of central paradigm shifts within business economic disciplines • Have basic knowledge of essential scientific theoretical issues and schools in a scientific theoretical perspective and particularly within the key areas marketing, organisation/management, and finances • Have knowledge and understanding of relevant theories and models to analyse a company's competencies, customer base, and development 		14

		<p>of a customer portfolio, including profitability reports</p> <ul style="list-style-type: none"> • Have knowledge and understanding of the company's market offerings and possible marketing strategies • Have knowledge of general strategic approaches and models in structuring and organising sales • 		
BIS 1	Economics (Mandatory)	<ul style="list-style-type: none"> • Have knowledge and understanding of relevant financial models and theories in relation to the business model • Have knowledge and understanding of relevant financial models in relation to business models • Have knowledge and understanding of tools and methods for the assessment of the customer and product portfolio in relation to profitability as well as alternative methods for profitability calculations 		3,5
BIS 1	Organisation and Supply Chain Management (Mandatory)	<ul style="list-style-type: none"> • Have knowledge of the supply chain of a company (functional and innovative products) • Have knowledge of theories and models for the assessment of in and outsourcing • Have knowledge of localisation analysis and distribution strategies (digital and physical – omni-channel) • Have solid knowledge of what knowledge is in a social scientific sense and have knowledge of what role knowledge plays in a business economic perspective • Have knowledge and understanding of implementability and the relation to other functions and partners, including competency assessment and communication structure 		5

		<ul style="list-style-type: none"> • Be able to understand important implications for the company's logistics and supply chain of internationalisation and innovative projects • Be able to understand theoretical tools in relation to the company's supply chain for the development of international sales foundations - strategically, tactically, and operationally • Have knowledge of theories and models for the assessment of in and outsourcing 		
BIS 1	Business law (Mandatory)	<ul style="list-style-type: none"> • Have knowledge of international sources of law and their interrelationship as well as the relationship to national sources of law. • Have knowledge of international conflict management models. • Have knowledge of general principles of the EU procurement rules for sales to public authorities 		2,5
				TOTAL:30 ECTS