

# International Sales and Marketing Management 2nd. Semester top-up programme

**Programme:**

Bachelor of International Sales and Marketing Management programme

**Semester:**

2<sup>nd</sup> semester of the top-up programme equal to 6<sup>th</sup> semester of a full bachelor degree programme.

**Pre-requisites:**

A foreign qualification similar to 2½ - 3 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>			
	<b>Planned period of the mobility: from [month/year] ..... to [month/year] .....</b>			
<b>Before the mobility</b>		<b>Component/course title</b> (as indicated in the course catalogue)	<b>Semester</b> [e.g. autumn/spring; term]	<b>Number of ECTS credits</b>
	BIS2	<b>International Marketing</b> (Mandatory)	<b>Autumn/Spring</b>	<b>3,75</b>
	BIS2	<b>Economics</b> (Mandatory)	<b>Autumn/Spring</b>	<b>3,75</b>

	BIS2	<b>Organisation and Supply Chain Management</b> (Mandatory)	<b>Autumn/Spring</b>	<b>5</b>
	BIS2	<b>Business Law</b> (Mandatory)	<b>Autumn/Spring</b>	<b>2,5</b>
	BIS2	<b>Elective Specialization Line</b> (Elective)	<b>Autumn/Spring</b>	<b>5</b>
	BIS2	<b>Elective Course</b> (Elective)  <i>Select one out of three available</i>	<b>Autumn/Spring</b>	<b>10</b>
				<b>Total: 30 ECTS</b>
<p>Web link to the course catalogue at the Receiving Institution describing the learning outcomes:</p> <p style="text-align: center;"><a href="http://zibat.dk/curriculums-ordinary-programmes/">http://zibat.dk/curriculums-ordinary-programmes/</a></p>				

### Semester and Course Description:

<b>Component code</b> (if any)	<b>Component title at the Receiving Institution</b> (as indicated in the course catalogue)	<b>Course Component Description</b>	<b>Comment</b>	<b>Number of ECTS credits</b>
<b>BIS 2</b>	<b>International Marketing</b> (Mandatory)	<ul style="list-style-type: none"> <li>• Have knowledge of relevant theories and models as regards competitive positions on the market, and how those are implemented</li> <li>• Have knowledge of different benchmarking models</li> <li>• Have knowledge of CSR, social responsibility, and sustainability</li> <li>• Have knowledge of the management theories which may support the development of the company's sales base</li> <li>• Have knowledge of criteria for the evaluation of the sales department's efforts</li> </ul>		<b>3,75</b>

		<ul style="list-style-type: none"> <li>• Have knowledge of models and methods for customer follow-up</li> <li>• Have knowledge and understanding of relevant theories and models in relation to business models where sales are the starting point</li> <li>• Understand and be able to reflect on key theories for the development of the company's sales base, based on different approaches</li> </ul>		
<b>BIS 2</b>	<b>Economics</b> (Mandatory)	<ul style="list-style-type: none"> <li>• Have knowledge of financial and non-financial benchmarking</li> <li>• Understand international macroeconomic influences on the industry</li> <li>• Understand alternative budget models</li> <li>• Have knowledge of alternative financial and non-financial types of reporting, including understanding frames of reference, legislation related to the company's economic, environmental, and social reporting</li> </ul>		<b>3,75</b>
<b>BIS 2</b>	<b>Organisation and Supply Chain Management</b> (Mandatory)	<ul style="list-style-type: none"> <li>• Have knowledge of basic benchmarking theories and models within SCM</li> <li>• Have knowledge and understanding of organisational consequences of growth</li> <li>• Have knowledge of tools for measuring the efficiency of the company's supply chain</li> </ul>		<b>5</b>
<b>BIS 2</b>	<b>Business Law</b> (Mandatory)	<ul style="list-style-type: none"> <li>• Have knowledge of Danish and European competition law and the interaction between the rules</li> </ul>		<b>2,5</b>
<b>BIS 2</b>	<b>Elective Specialization Line</b>	<ul style="list-style-type: none"> <li>• This course is an independent academic element that takes place in the 1<sup>st</sup> semester. The purpose of the course is to prepare the student to select its future academic line (internationalisation, digitalisation, or practical sales) and the associated elective courses (see overview below), and where</li> </ul>		<b>5</b>

		the student acquires basic knowledge, skills, and competencies within all 3 lines.		
<b>BIS 2</b>	<b>Elective course</b>	<p><b>Digitilization</b></p> <ul style="list-style-type: none"> <li>• The purpose of this line is to provide the student with insight, knowledge, skills, and competencies within marketing in a digital world. This is based on the fact that marketing to a high extent (and increasingly) becomes more and more digitalised, and thus companies and organisations must relate to their actions on digital platforms.</li> <li>• Moreover, the line comprises an academic element that thoroughly deals with the legislation that applies to the digital world.</li> </ul> <p><b>Entrepreneurship and personal development</b></p> <ul style="list-style-type: none"> <li>• The purpose of this line is to provide the student with insight, knowledge, skills, and competencies as regards entrepreneurship and innovation. In that context, project management is very important and is thus included in this module.</li> <li>• Moreover, the line comprises an academic element that deals with personal development and sales. These areas are often of great significance as regards entrepreneurship; such skills are necessary to release business ideas and innovation projects.</li> </ul> <p><b>Internationalization</b></p> <ul style="list-style-type: none"> <li>• The purpose of this line is that the student gains an insight, knowledge, skills, and competencies within the area of marketing in a global and international perspective. This goal can be achieved by putting marketing in a global context, including the assessment of internationalisation strategies, the theoretical foundation linked to the</li> </ul>	Select one Elective	<b>10</b>

		<p>strategies, and to train the students' competencies in selecting and entering global markets.</p> <ul style="list-style-type: none"><li>• In addition, the course comprises an academic element that thoroughly deals with the cultural aspects as regards global collaboration, international marketing, and international collaboration.</li></ul>		
				<b>TOTAL:30 ECTS</b>