

# STUDY IN DENMARK

## IBA STUDY PROGRAMMES



We embrace international  
students who have ambition  
and wish to succeed.

Niels Egelund  
President  
International Business Academy

# WELCOME TO IBA

At the IBA, we are proud to offer world quality study programmes, supported by a splendid learning environment, highly qualified teaching staff and an international administration.

We aim to give you a wide range of experiences, skills and knowledge in an excellent social and cultural environment that will enable you to develop your professional and social networks.

We welcome students from around the world, who have the ambition and commitment to succeed in their studies and career, with a motivation to engage in class activity and to participate in the social and extra-curricular activities that demonstrate a wish to succeed.

*Niels Egelund, President*



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INTERNATIONAL BUSINESS ACADEMY

# KOLDING

From our roots in a trade school going back more than a century, today's IBA offers a range of international degree programmes taught in English, at AP (2 years), Bachelor and Masters level covering a range of subjects in business, marketing, management and web development.

One of our hallmarks is the close co-operation with industry both locally, nationally and globally. This means that we constantly keep track of and adapt to the requirements of today's world of work, and our students receive an education that can be applied directly in the job market.

Our degrees often include a practical internship and the opportunity for shorter or longer study exchanges with our partner institutions around the world. With more than 1500 students from within Denmark and throughout the world, we offer a high quality learning and teaching environment while providing valuable networking and a friendly and welcoming multicultural social experience.

## STUDY IN ENGLISH

Most of our programmes are taught in English, giving you the opportunity to develop your language skills while obtaining a degree.

## STUDENT LIFE

With more than one third of our students coming from outside Denmark, we can give you a truly vibrant, fascinating and fun student experience. Our students and staff organise a range of social, sporting, leisure and cultural activities aimed to suit every taste. We have a student-run bar and common room, and students can join the student life team to organise cultural, sport and night life activities.

As a student at the IBA, you have the opportunity to join the Buddy and Ambassador programmes, offering the chance to make friends, develop networks and provide a valuable addition to your CV. You can also attend Danish classes which will give you a better understanding of Danish culture, people and history.





PUT THEORY INTO PRACTICE



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# EDUCATION THAT WORKS

IBA study programmes are firmly rooted in the world of work, reflecting the needs of industry and the job market.

## **PERSONAL DEVELOPMENT**

The combination of theory and practice in the IBA programmes prepares you for a modern career which demands constantly developing knowledge and new skills.

## **INTERNSHIP – AN INTEGRAL AND VITAL COMPONENT**

Fundamental to our full-time undergraduate degrees is a 3-month practical work placement (internship) in the final semester, which can be taken in Denmark or anywhere in the world – further enhancing employment prospects. Students are welcome to find their own host company or use the IBA network in Denmark and in countries such as New Zealand, China, the UK and Malta.

## **CAREER OR FURTHER STUDY**

With a degree from IBA, you are ready to enter the job market, or you can go on to take a higher degree either at IBA or use your transferable credits at one of our partner universities or other institutions around the world. You can even start your career and then return later to pursue a higher qualification full-time or part-time.



Education  
with a practical  
purpose

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## STUDENT HUB

# KOLDING

Situated in the heart of Denmark, Kolding is one of the larger cities in Denmark, with a long tradition of providing business education. Today, there are several higher education institutions in Kolding offering a wide range of activities.

With a population of over 60,000, Kolding is large enough to offer an array of social, sports, recreational and cultural activities while at the same time maintaining a friendly and easy-going atmosphere. Situated in one of the fastest growing and most successful economic regions in Denmark, Kolding is easy to reach by air, road and rail.

By international standards, Denmark has a very low crime and accident rate, and Kolding offers students a safe and secure environment. It is safe and easy to walk around town, with a short distance between most of the main attractions. Cycling is exceptionally easy and a good way to get around. Almost everyone in Denmark speaks English, so making yourself understood in shops and on public transport is equally easy.

### ACCOMMODATION

Although you are responsible for finding your own accommodation, with more than 800 student apartments in Kolding this is relatively straightforward. In order to secure the type and price of accommodation you want, it is important to apply as early as possible. We recommend that you apply for accommodation at [www.studentkolding.dk](http://www.studentkolding.dk). Also, there is a "new student" group on Facebook that offers help, advice, and shared experiences. It is a useful forum for exchange of information on practical matters such as buying furniture and mobile phone deals.

When renting accommodation, you should expect to pay a deposit in advance. Normally, apartments are unfurnished, but there is a plentiful supply of cheap furniture, new or used.

### LIVING COSTS

It is important to take into account all living costs. This includes traveling to and from Denmark, accommodation, food, books and leisure activities. It is cheaper if you are prepared to share an apartment. You should allow approximately 600-800 Euros per month to cover all your expenses.

### SPORTS AND LEISURE

Kolding is a great location if you are the active type, with several sports facilities and walking and cycling trails. Kolding has a splendid swimming and aquatic centre, and a well-equipped private fitness centre is available to IBA students at a reduced rate. There are plenty of shops in the town centre, and a 15-minute bus ride away there is a large shopping centre that includes a multiplex cinema.





BECOME A

# GLOBAL CITIZEN

IBA offers an array of international activities to prepare you for success in an increasingly internationalised world of work and social connectivity. Our many international students, faculty and administration from around the world contribute to a rich multicultural social and learning experience.

## SEMESTER ABROAD

IBA is in close cooperation with several universities and other institutions throughout the world, providing a wide range of opportunities to spend a semester abroad at one or more of our partner institutions in Europe through the Erasmus programme or overseas in countries such as Brazil, Canada, Chile, China, Costa Rica, Mexico, South Korea and USA. IBA is the only school in Denmark offering free study exchange in the USA through the Magellan network.

## SHORT-TERM INTERNATIONAL PROGRAMMES

We have a wide range of short-term international opportunities providing the possibility for our students to strengthen their ability to work in a multicultural environment, broaden their international network and develop their skills related to their studies.

Every year, IBA students can participate in study visits abroad to countries such as the USA, China or the UK, short term study abroad programmes, international marketing or business weeks and international case and business plan competitions.

## DENMARK



Denmark: 6 million inhabitants



Kolding: 60,000 inhabitants



1 Euro = approx. 7.5 DKK



Kolding: 4,600 students



45km to Billund International Airport



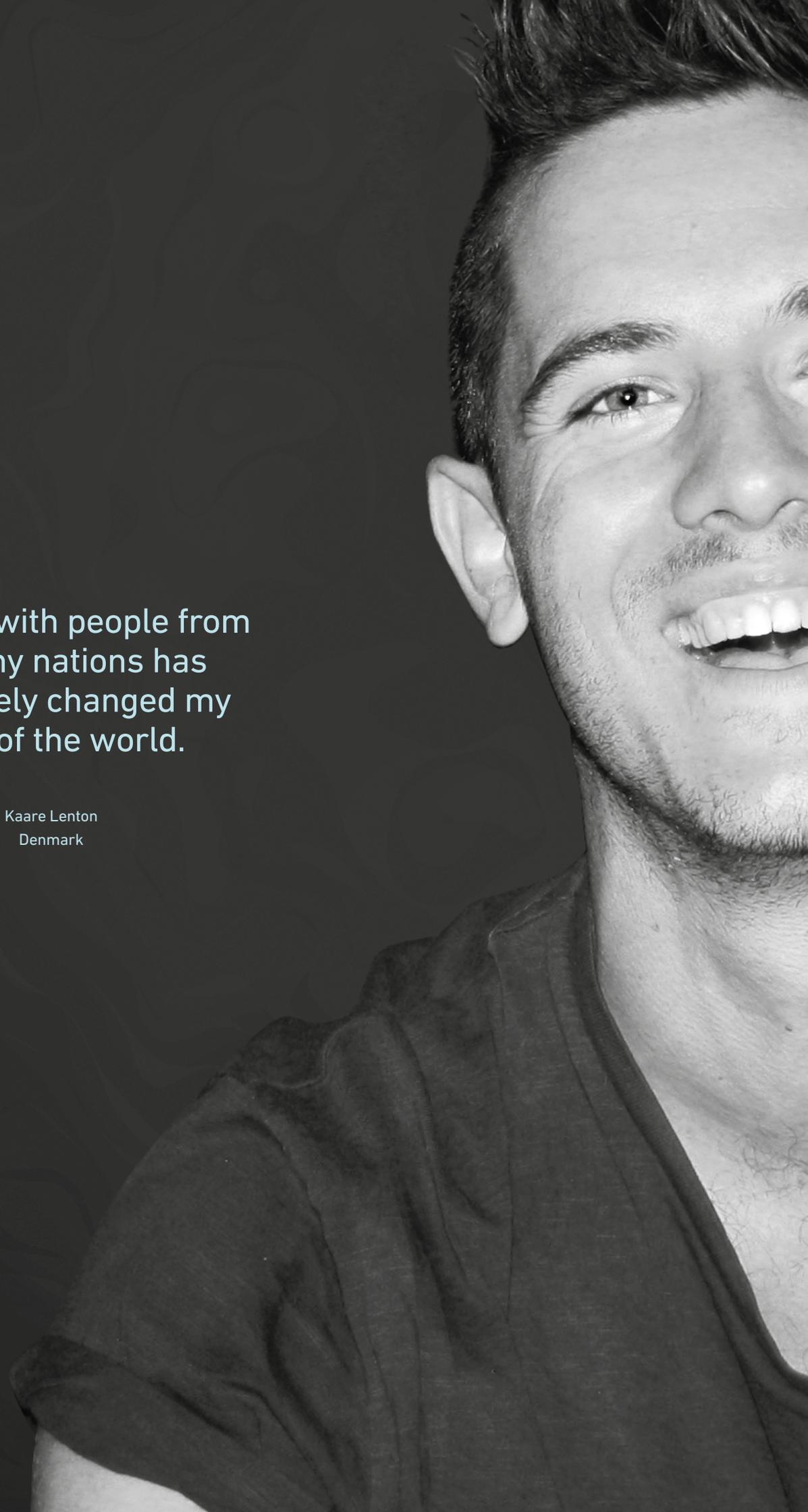
90 km to the German border

## KOLDING



Studying with people from  
so many nations has  
completely changed my  
view of the world.

Kaare Lenton  
Denmark



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## THE DANISH EDUCATION SYSTEM

# GUIDE

There are broadly three types of degree level institutions in Denmark:

- Institutes of Professional Higher Education
- University Colleges
- Universities

IBA is a public Institute of Professional Higher Education offering degrees designed for direct entry to the job market or further study.

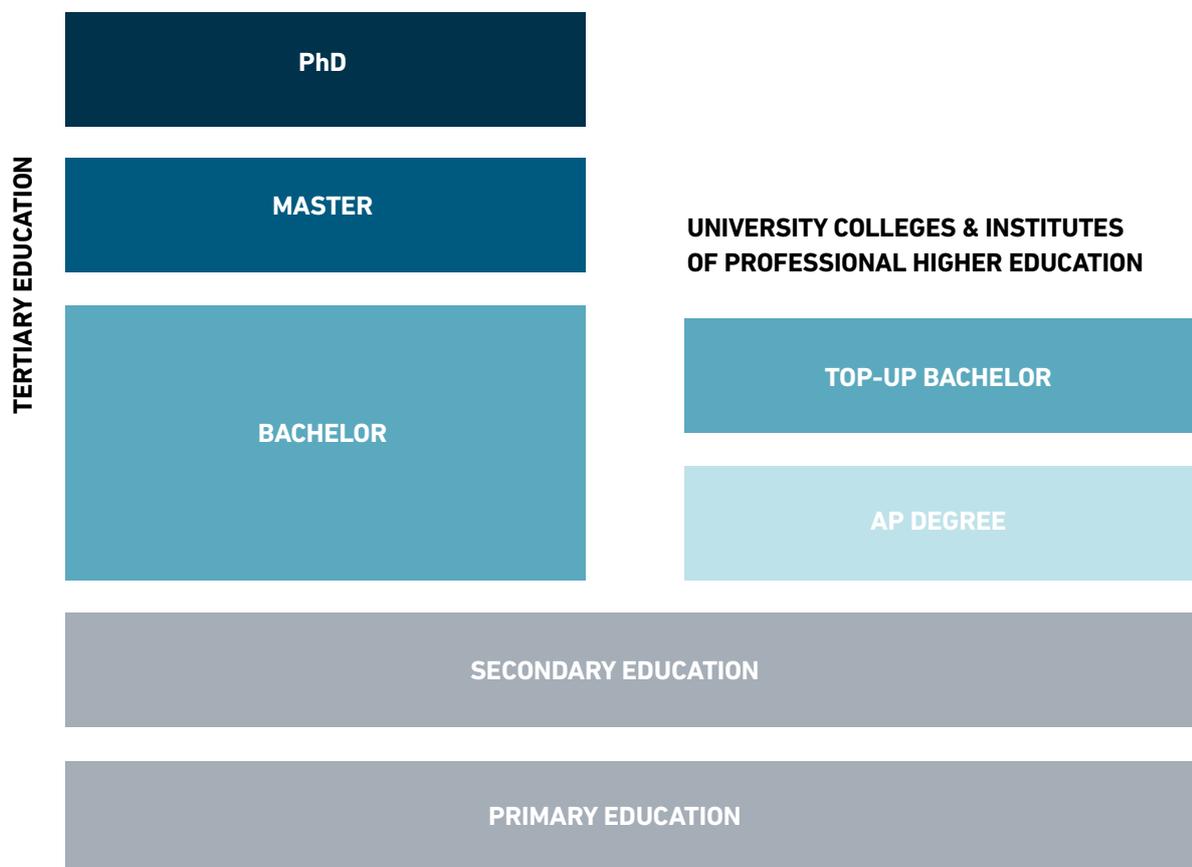
### What is an AP degree?

A 2-year full-time programme providing a solid foundation of theory combined with practical experience.

### What is a top-up Bachelor?

A 1 to 1.5-year full-time programme building on a 2-year AP degree or equivalent from another country, leading to a Bachelor degree.

## UNIVERSITIES



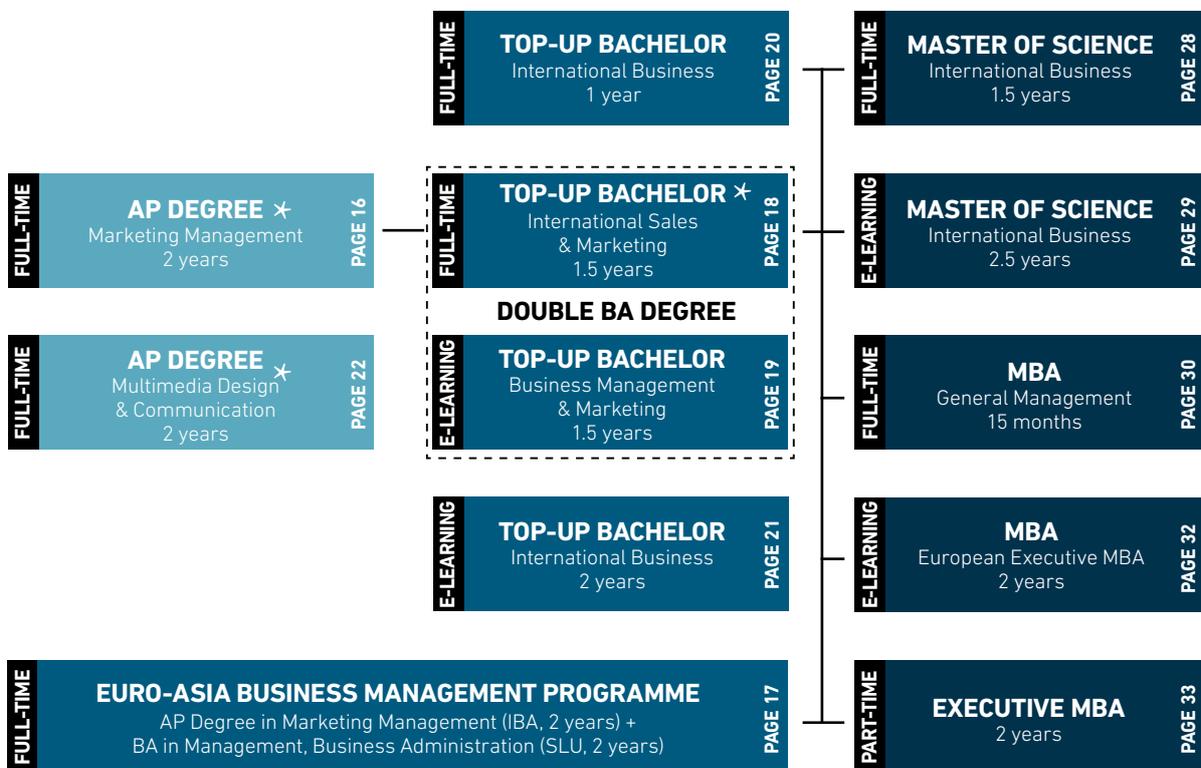
In order to ensure the high standards for which Denmark is renowned, all IBA activities are carefully monitored and audited by the Ministry of Higher Education and Science. Additionally, IBA is an accredited institution by UK universities and satisfies their very demanding academic management and quality criteria.

## INTERNATIONAL BUSINESS ACADEMY

# PROGRAMMES

IBA delivers degrees at three levels:

- AP degree
- Bachelor (undergraduate)
- Master's (postgraduate)



\* Free tuition for EU/EEA citizens





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**MARKETING &  
BUSINESS MANAGEMENT**

Marketing Management

Euro-Asia Business Management

International Sales and Marketing

Double Bachelor Degree

International Business

International Business (e-learning)



The best marketing  
doesn't feel like marketing.

Tom Fishbourne

# AP DEGREE IN MARKETING MANAGEMENT

A 2-year full time degree which covers the areas of marketing, communication, sales, economics, business law with optional elements such as innovation, entrepreneurship, sales, digital marketing, consumer behaviour, statistics and business economics. The Marketing Management combines theory with practice: learning and teaching includes practical assignments, group work and case studies. Classroom lectures and seminars are augmented by blended learning, company visits and other activities including business competitions and special events.

The programme includes a 3-month internship in the final semester, providing hands-on experience in a company or organisation. During the two years, there are also various options to gain international experience.

## Further study

On successful completion of the Marketing Management degree, you have the opportunity to apply to the 3-semester top-up Bachelor in International Sales and Marketing (full-time) or Bachelor in International Business (on-campus or E-learning) at IBA, or use your credits to study further in Denmark or abroad. It is also possible to enter the job market and return later to acquire new skills.

## Admission requirements

- successful completion of upper-secondary education in your own country (to age 18 or 19)
- evidence of sufficient skills in English and math

Further information on specific admission requirements can be found at [www.iba.dk/international](http://www.iba.dk/international)

## FACTS

 How to apply: See details at <a href="http://iba.dk/international">iba.dk/international</a> *	 Duration: 2 years	 Credits: 120 ECTS
 Tuition fee: EU/EEA citizens - free tuition	 Spring study start: End of January	 Spring application deadline: December 1, for EU/EEA students October 1, for non-EU students
 Tuition fee: Non-EU/EEA citizens - see details at <a href="http://iba.dk/international">iba.dk/international</a>	 Autumn study start: End of August	 Autumn application deadline: March 15, for EU/EEA and non-EU students

## PROGRAMME CONTENT

<b>Semester 1:</b>		<b>Semester 3:</b>	
Marketing	11 ECTS	Marketing	3 ECTS
Economics	6 ECTS	Economics	5 ECTS
Statistics	2 ECTS	Marketing Communication	2 ECTS
Organisation and SCM	8 ECTS	Electives	20 ECTS
Business Law	3 ECTS		
<b>Semester 2:</b>		<b>Semester 4:</b>	
Marketing	8 ECTS	Internship	15 ECTS
Economics	9 ECTS	Main thesis	15 ECTS
Sales	4 ECTS		
Organisation	2 ECTS		
Business Law	2 ECTS		
Marketing Communication	5 ECTS		

\* Please use admission area number 79265

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# EURO-ASIA BUSINESS MANAGEMENT PROGRAMME

In the fast-expanding global market, IBA and Shanghai Lixin University of Accounting and Finance (SLU) have jointly developed a special opportunity for European and Asian students to obtain an international education with two degrees:

## AP Degree in Marketing Management (IBA, Denmark)

## BA in Management, Business Administration (SLU, China)

The programme focuses on languages, marketing, management, communication and economics. With this programme, your typical career opportunities are within management and marketing, especially in companies with a strong global profile.

### The global perspective

What makes this degree special is its highly concentrated European-Asian perspective. With the programme taking place in Europe and in China, you become part of a dynamic group of internationally-oriented, ambitious students with whom you can share experience and knowledge while enjoying networking opportunities of potential value in your career. Studying in this international environment enables you to experience and interact with people from different cultures, giving you immense benefits for both your personal and career development.

### Further study

With successful completion of this degree, you can progress to a master's level degree at the participating universities or apply to many other universities throughout the world.

### Admission requirements

- Successful completion of upper-secondary education in your own country (to age 18 or 19)
- Evidence of sufficient skills in English and math

Further information on specific admission requirements can be found at [www.iba.dk/international](http://www.iba.dk/international)

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## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international) \*



Duration: 4 years



Study start:  
End of August



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Credits: 120 ECTS  
+ 70 Chinese credits.



Application deadline:  
March 15, for EU/EEA and  
non-EU students

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## PROGRAMME CONTENT

You will study the first 2 years at IBA in Kolding and consecutive 2 years at SLU in Shanghai. You will then obtain an AP degree in Marketing Management (IBA) and a Bachelor in Management, Business Administration (SLU).

During the two years at Shanghai Lixin University of Accounting and Finance, the curriculum is a mixture of mandatory Chinese language courses and business-related subjects.

\* Enroll for the AP Degree in Marketing Management using admission area number 79265

## TOP-UP BACHELOR IN

# INTERNATIONAL SALES AND MARKETING

This 1.5-year full-time top-up Bachelor programme provides you with the knowledge and tools to work within the area of international business and trade. The programme builds on the AP degree (such as Marketing Management, see pp 16), or an equivalent degree-level programme of minimum 2 years from another country. This degree opens the door to a wide range of opportunities for a business career in sales, marketing and export. It focuses strongly on combining theory with practice, including a 3-month internship during the last semester, where you receive hands-on experience working in a company. When studying for this bachelor degree, there are various options to gain international experience.

### Further study

On successful completion of the bachelor in International Sales and Marketing, you can progress automatically to a full-time master's degree at the IBA or use your credits to complete a degree at master's level at another university in Denmark or abroad.

### Admission requirements

To be accepted to the programme, you must have successfully completed a 2-year AP degree from International Business Academy or an equivalent school, or another degree at the equivalent level. In some cases, taking additional courses and/or an entry test is necessary. You must have a sufficient level of English and math. You will find further information on specific admission requirements at [www.iba.dk/international](http://www.iba.dk/international).

## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Duration: 1.5 years



Credits: 90 ECTS



Tuition fee: EU/EEA citizens  
- free tuition



Spring study start:  
End of January



Spring application deadline:  
December 1, for EU/EEA students  
October 1, for non-EU students



Tuition fee: Non-EU/EEA citizens  
- see details at [iba.dk/international](http://iba.dk/international)



Autumn study start:  
End of August



Autumn application deadline:  
July 1, for EU/EEA students  
March 15, for non-EU students

## PROGRAMME CONTENT

This programme is divided into themes, which cover the following subjects:

- International Marketing
- Supply Chain Management
- Management and Organisation
- Law
- Economics

### Semester 1:

The company's strategic base: 10 ECTS  
The customer as starting point: 20 ECTS

### Semester 2:

Industry and competitors: 5 ECTS  
Sales management and the sales development of the company: 10 ECTS  
Elective 1 : 10 ECTS  
Elective 2 : 5 ECTS

### Semester 3:

Internship: 15 ECTS  
BA-thesis: 15 ECTS

# DOUBLE BACHELOR DEGREE

This double award programme has been developed jointly by IBA and Leeds Beckett University. You are registered at both institutions, but all teaching takes place at IBA. While following the Bachelor in International Sales and Marketing full-time at IBA (see more pp 17), concurrently, you follow an e-learning course leading to a bachelor awarded by Leeds Beckett University. The benefit of obtaining two degrees within the same time frame is immense. However, studying for two degrees is of course more challenging, and it requires a high level of self-discipline and motivation - not least because the additional components are largely by independent study. The structure of this programme enables you to take part in any of the international activities available at IBA including study exchange and internship in another country.

## Further study

After successfully completing the double degree programme, you can progress automatically to a full-time master's degree at IBA, Leeds Beckett University, or you can use your credits to complete a degree at master's level at universities in other countries.

## Admission requirements

Normally, to be accepted, it is required to have successfully completed an AP degree in Marketing Management. English skills must correspond to an IELTS level of 6.5 or higher. Also, a recommendation is required from a student counsellor or international coordinator who can confirm that you have the self-discipline and are motivated to complete both programmes. Further information on specific admission requirements can be found at [www.iba.dk/international](http://www.iba.dk/international).

## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Spring study start:  
End of January



Spring application deadline:  
1 February.



Duration: 1.5 years



Autumn study start:  
End of August



Autumn application deadline:  
1 September.

### (FULL-TIME)

#### TOP-UP BACHELOR IN INTERNATIONAL SALES AND MARKETING

##### Semester 1:

The company's strategic base	10 ECTS
The customer as starting point	20 ECTS

##### Semester 2:

Industry and competitors	5 ECTS
Sales management and the sales development of the company	10 ECTS
Elective 1	10 ECTS
Elective 2	5 ECTS

##### Semester 3:

Internship	15 ECTS
BA-thesis	15 ECTS



Credits: 90 ECTS



Tuition fee: EU/EEA citizens - free tuition



Tuition fee: Non-EU/EEA citizens: see details at [iba.dk/international](http://iba.dk/international)

### (E-LEARNING)

#### TOP-UP BACHELOR IN BUSINESS MANAGEMENT AND MARKETING

##### Semester 1:

Marketing issues 1	10 CATS
Economics	10 CATS
Organizational Behaviour	10 CATS

##### Semester 2:

Culture Studies	10 CATS
Marketing Issues 2	10 CATS

##### Semester 3:

Work Based Learning	40 CATS
Dissertation	30 CATS



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Credits: 120 CATS (equivalent to 60 ECTS)  
1 ECTS = 2 CATS

## TOP UP BA (HONOURS) IN

# INTERNATIONAL BUSINESS (FULL-TIME)

The full-time top-up BA (Honours) in International Business degree has been developed by IBA in co-operation with Coventry University, UK. The programme encourages the development of a range of specific business knowledge and skills, as well as that of critical attitudes towards change and enterprise that reflect the dynamic business environment and the need for adaptability of business graduates.

### The educational aims of the programme are

- To develop a range of transferable skills, competencies, and independent lifelong learning skills valuable in employment and career development in international areas.
- To reflect business practice within the international context and with an emphasis, where appropriate, on the application of theory to practice.
- To demonstrate a comprehensive knowledge and understanding of the international business environment, business strategy, and the key functions of business organisations.
- To develop the ability to assess and evaluate critically the global business context, as well as synthesize and evaluate various solutions for the resolution of global problems and issues.
- To enable students to develop, or enhance, careers in the international business arena.
- To enable students to enter postgraduate programmes.

### Admission requirements

The normal requirement for this one-year top-up BA programme is a minimum two years post-secondary education (min. 120 ECTS, AP degree from Denmark or equivalent) or 240 CATS (APL with 120 credits at level 1 and 120 credits at level 2) obtained in a business related area. Additionally, it will require IELTS 6.0 or equivalent.

Coventry University is  
rated 15th best University in  
the United Kingdom in the  
Guardian University  
Guide 2020

### FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Credits: 120 CATS  
(equivalent to 60 ECTS)  
1 ECTS = 2 CATS



Study start:  
September



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Duration: 1 year



Application deadline:  
July 1 for non-EU students  
Sept 1 for EU students

### PROGRAMME CONTENT

Principles of Strategy	20 CATS	International Human Resource Management	20 CATS
Management of E-Commerce	20 CATS	International Logistics	20 CATS
Academic English for International Business	10 CATS	International Marketing	20 CATS
		Understanding International Business	10 CATS

Accredited by Coventry University UK, QAA and Danish Evaluation Institute. Delivered in Kolding by IBA and Coventry University jointly. CU Coventry is part of the Coventry University Group.

# TOP-UP BACHELOR IN INTERNATIONAL BUSINESS (E-LEARNING)

This Bachelor (with Honours) degree, developed jointly by IBA and Leeds Beckett University, builds on your prior education and work experience. The programme is offered via e-learning, giving the freedom to fit study into family, social activities and work. It is a top-up programme that corresponds to the third year of a full-time bachelor and builds on top of two year programmes like the Danish AP degrees or the British DipHE or HND programmes.

Our BA degree in International Business gives you the most important tools you need to solve the kinds of complex challenges that occur when working in an international environment. You will gain insights into specific techniques and methods within financial management, intercultural communication and human resource management, enabling you to work on your assignments in a very professional way.

## Admission requirements

The normal requirement is a minimum two years post-secondary education (AP degree or equivalent) in a relevant subject area such as business or management. Applicants with other experience/qualifications will be assessed individually. You must have a sufficient level of English and math. You will find further information on specific admission requirements at [www.iba.dk/international](http://www.iba.dk/international).

## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Spring study start:  
February



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Spring application deadline:  
February 1, for EU/EEA and  
non-EU students



Duration: 2 - 2.5 years



Autumn study start:  
September



Credits: 120 CATS  
(equivalent to 60 ECTS)  
1 ECTS = 2 CATS



Autumn application deadline:  
September 1, for EU/EEA and  
non-EU students

## PROGRAMME CONTENT

<b>Module 1:</b> Economics	10 CATS	<b>Module 6:</b> Finance 1	10 CATS
<b>Module 2:</b> Organizational Behaviour	10 CATS	<b>Module 7:</b> Finance 2	10 CATS
<b>Module 3:</b> Culture Studies	10 CATS	<b>Module 8:</b> Corporate Strategy	10 CATS
<b>Module 4:</b> Marketing Issues 1	10 CATS	Research Project	40 CATS
<b>Module 5:</b> Marketing Issues 2	10 CATS		



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MULTIMEDIA DESIGN  
AND COMMUNICATION



Getting information off the Internet is like taking a drink from a fire hydrant.

Mitch Kapor



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## AP DEGREE IN

# MULTIMEDIA DESIGN AND COMMUNICATION

### Career opportunities

Multimedia designers typically work with a combination of web design, video production, graphic design, programming, and film/TV, functioning as experts in digital communication.

You can work in many different kinds of companies, where you will be able to handle a broad range of tasks within multimedia production - everything from planning and implementation to administration and maintenance.

### Is this programme for you?

This study programme is for anyone who is interested in gaining a wide understanding of the digital development process, especially web development and programming.

### Admission requirements

To be accepted to the programme, you must have an education equivalent to a Danish upper secondary education, or relevant vocational education. English B-level and Mathematics C-level must be included.

Further information on specific admission requirements can be found at [www.iba.dk/international](http://www.iba.dk/international).

### Further study

You can use your credits to study further in Denmark or abroad.



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## FACTS

 Duration: 2 years	 Study start: August	 Tuition fee: Danish, Nordic, EU and EEA students – free tuition Other students: DKK 75.000 per year
 Credits: 120 ECTS	 Application deadline: March 15, for EU/EEA and non-EU students	 How to apply: See details at <a href="http://iba.dk/international">iba.dk/international</a> *

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## PROGRAMME STRUCTURE

### 1. Semester

Design and programming of digital user interfaces I (15 ECTS)  
Design and programming of digital content I (15 ECTS)

### 2. Semester

Design and programming of digital user interfaces II (15 ECTS)  
Design and programming of digital content II (15 ECTS)

### 3. Semester

Elective module (30 ECTS)  
*Choose either Web Development or Digital Marketing*

### 4. Semester

Internship, 12 weeks (15 ECTS)  
Final exam project (15 ECTS)

\* Please use admission area number 81365

We're working with  
real-life projects, putting  
theory to practice by solving  
issues for actual companies

Katrine Junge  
Multimedia Design and Communication  
in 2016-2018



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## POSTGRADUATE DEGREES

MSc in International Business (full-time)

MSc in International Business (e-learning)

MBA in General Management (full-time)

European Executive MBA (e-learning)

Executive MBA (part-time)





As we look ahead  
into the next century,  
leaders will be those who  
empower others.

Bill Gates



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MSC IN

# INTERNATIONAL BUSINESS (FULL-TIME)

The full-time Master of Science degree has been developed by IBA in co-operation with Coventry University, UK. The 3 semesters comprise 8 modules covering the areas of strategy, analysis, trade, economics and research. Each module is completed with a written exam and a written paper. The final semester is devoted to a dissertation on a theme chosen according to the student's own interests in consultation with an IBA tutor. All classes are taught in English at IBA in Kolding.

The programme provides students with the opportunity to develop a strategic outlook within a global context, and to hone business skills developed in their earlier academic studies. This has the overall objective of preparing students for a successful career in management, in either the public or the private sector.

Successful business managers have the ability to think strategically, to communicate effectively, and to implement complex business projects, from new product development to mergers and acquisitions. The emphasis on building management skills is illustrated in several of the core modules. The MSc International Business will help students develop an analytic and conceptual perspective in key functional areas, and the ability to apply critical skills to the functions and processes that drive business and organisations today.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent), and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.



Study international  
business and get  
ready for a global  
career.

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## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Study start:  
September



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Duration: 1.5 years



Application deadline:  
June 15, for EU/EEA and  
non-EU students

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## PROGRAMME CONTENT

### Semester 1:

Global Business in Emerging Regions	15 CATS
Global Supply Chain and Logistics	15 CATS
Marketing in an International Perspective	15 CATS
Management Accounting for Business	15 CATS

### Semester 2:

International Trade Management	15 CATS
Global Markets and Entry Strategies	15 CATS
International Leadership & Management	15 CATS
International Human Resource Management	15 CATS

### Semester 3:

Dissertation	60 CATS
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MSC IN

# INTERNATIONAL BUSINESS (E-LEARNING)

IBA has developed this higher degree in cooperation with Leeds Beckett University, UK. It is an international, career-boosting management programme offering highly relevant content in a flexible study mode. Study is completely independent of time and place, requiring only a computer with internet connection. 8 modules cover the areas of strategy, analysis, trade, economics and research. Each module is completed with an oral exam that takes place via Skype or Adobe Connect. The final dissertation is on a theme chosen according to the student's own interests in consultation with an IBA tutor. The modules are all taught in English.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent), and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.

## FACTS

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How to apply: See details at [iba.dk/international](http://iba.dk/international)



Spring study start:  
February



Spring application deadline:  
February 1, for EU/EEA and  
non-EU students



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Autumn study start:  
September



Autumn application deadline:  
September 1, for EU/EEA and  
non-EU students



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



2.5 Duration: 2.5 years

## PROGRAMME CONTENT

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### Semester 1:

International Strategy 15 CATS  
Analytical Techniques 15 CATS

### Semester 2:

Management in International Firms 15 CATS  
International Trade 15 CATS

### Semester 3:

International Finance 15 CATS  
International Marketing 15 CATS

### Semester 4:

European Management and Business Strategy 15 CATS  
Research Design and Methods 15 CATS

### Semester 5:

Dissertation 60 CATS



# MBA IN GENERAL MANAGEMENT (FULL-TIME)

IBA has developed this full-time Master of Business Administration in cooperation with Coventry University, UK. It is aimed at those who have management experience and would like to further their career. Focusing on strategic management issues in combination with an in depth exploration of functional organisational areas, the full-time MBA provides an up-to-date, holistic view of organisations in a business environment facing the challenges of an increasingly globalised business environment. The programme comprises 9 modules and a final dissertation delivered over 3 semesters. All classes are taught in English at IBA in Kolding.

MBA graduates can typically enter senior management roles, or build a career in consulting, marketing, finance and human resource management. In this respect, the personal development emphasis in the course reflects the skills demanded for flexible roles in management across a variety of organisational cultures and functions inside multinational companies.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent). Additionally, for this study programme, you should have minimum 2 years of relevant management experience, and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.

## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Spring study start:  
February



Spring application deadline:  
December 1, for EU/EEA and non-EU students



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Autumn study start:  
September



Autumn application deadline:  
July 1, for EU/EEA and non-EU students



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Duration: 15 months

## PROGRAMME CONTENT

### Semester 1:

Principles of Marketing	15 CATS
Strategic Analysis	15 CATS
Human Resource Management	15 CATS
Economic Environment of Business	15 CATS

### Semester 2:

Financial Statement Analysis and Decision Making	15 CATS
Innovation Management	15 CATS
Management Consulting	15 CATS
Principles of Strategic Leadership	15 CATS

### Semester 3:

Postgraduate Research Project: Dissertation Route	60 CATS
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Even though the programme is  
via e-learning, I can still have  
discussions with my fellow students.  
Because they come from different  
cultures, countries and businesses, they  
have given me new ways of looking  
at challenges in my job and finding  
solutions.

Anja Muus  
Project Manager  
Fleggaard Leasing



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# EUROPEAN EXECUTIVE MBA (E-MBA)

As a manager, it is important to stay ahead of market trends and development, as well as with the various external factors that influence a company's success, ability to compete with others, and position in the market.

Some of the most important parameters for a company to be successful are strategy, economics, management, marketing and human resource management, and this programme has a strong focus on these topics.

This MBA Degree is a part-time and international programme, offered by Leeds Beckett University in co-operation with IBA International Business Academy in Kolding.

## Admission requirements

You must normally have successfully completed a degree in a relevant subject area at undergraduate level (bachelor or equivalent). Additionally, you must have 3-4 years business experience, and your English level must correspond to the IELTS academic score of 6.5+ or equivalent.

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## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Spring study start:  
February



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Spring application deadline:  
February 1, for EU/EEA and  
non-EU students



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Autumn study start:  
September



Duration: 2 years



Autumn application deadline:  
September 1, for EU/EEA and  
non-EU students

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## PROGRAMME CONTENT

### Semester 1:

Managerial Economics 20 CATS  
Managing Human Resources 20 CATS

### Semester 2:

Managing Accountancy  
and Finance 20 CATS  
Managing Strategy and Change 20 CATS

### Semester 3:

Marketing Management 20 CATS  
Critical Management Inquiry 20 CATS

### Semester 4:

Dissertation 60 CATS

# EXECUTIVE MBA (PART-TIME)

The Executive Master of Business Administration has been jointly developed by IBA and Coventry University, and focuses on strategy, leadership, HRM and finance. A valuable component of this programme is the opportunity to network and share experiences and ideas with other management students both at IBA and Coventry University. Although completing an MBA is a challenging task, the course has been planned to fit into family life and career. With few students in each class and a blend of face to face teaching and e-learning, there is considerable in-built flexibility. The programme is completed over 2 years in 6 trimesters of 10-12 weeks. It consists of 9 modules and a final dissertation.

## Admission requirements

To get enrolled, you are normally required to be educated to undergraduate degree (bachelor or equivalent) level in business or economics. Additionally, you must have a minimum of 2 years management level work experience, and an English level that correspond to the IELTS academic score of 6.5+ or the equivalent.

## FACTS



How to apply: See details at [iba.dk/international](http://iba.dk/international)



Credits: 180 CATS  
(equivalent to 90 ECTS)  
1 ECTS = 2 CATS



Tuition fee: See details at [iba.dk/international](http://iba.dk/international)



Duration: 2 years  
(6 trimesters)



Study start:  
September



Application deadline:  
August 21, for EU/EEA and  
non-EU students

## PROGRAMME CONTENT

### Trimester 1:

Principles of Marketing	15 CATS
Strategic Management	15 CATS

### Trimester 2:

Human Resource Management	15 CATS
Financial Analysis & Decision Making	15 CATS

### Trimester 3:

Research Methods	10 CATS
Innovation Management	15 CATS

### Trimester 4:

Economic Environment of Business	15 CATS
Principles of Strategic Leadership	15 CATS

### Trimester 5:

Management Consulting	15 CATS
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### Trimester 6:

Dissertation	50 CATS
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## **EDUCATION THAT WORKS!**

If you have any further questions, please  
check [www.iba.dk/international](http://www.iba.dk/international) or contact us  
at [international@iba.dk](mailto:international@iba.dk)

# ARE YOU READY?



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