

EARN A UK DEGREE IN DENMARK



# BA (Hons) in Business Administration

**TARGET GROUP** This programme is a top-up for international 2-year higher education degrees or diplomas.

**SPECIALISATION STREAMS (MAJORS)** Finance • Marketing • Strategy & Management. The chosen stream can be studied as a 1-year full-time or 2-year part-time course.

**STUDY START** September

**WHY STUDY A UK DEGREE IN COPENHAGEN?** Obtain the best of two worlds • A friendly Scandinavian atmosphere • Modern, well organised and safe environment • Dialogue-based teaching in small groups • Fast route to demanding jobs or postgraduate studies.

**ADMISSION REQUIREMENTS** Danish 2-year AP degree or equivalent overseas Higher Education qualification • IELTS 6.0 or equivalent English Language Proficiency.

Classes are held on weekdays, typically two evenings per week (one evening if studying part-time).

Tuition: DKK 92,000 / EUR 12,400.

## MARKETING STREAM

Learning outcomes include: • Spotting global trends • Global business strategies • Global marketing programmes • Research and analysis methods • Academic theory and business practice • Customer Relationship and Management

COURSE	UK CREDITS	ECTS CREDITS
Global Strategic Management	30	15
Global Contemporary Business Issues	30	15
Marketing Dissertation	30	15
Global Marketing Strategies	15	7.5
Customer Management	15	7.5
Total Credits	120	60

## FINANCE STREAM

Learning outcomes include: • Research methodologies • Ethical issues and professional codes • The role of accounting in transitional economies • International accounting practices and developments • Investigation and detection of fraud and cyber crime

COURSE	UK CREDITS	ECTS CREDITS
Global Strategic Management	30	15
Global Contemporary Business Issues	30	15
Accounting and Finance Project	30	15
International Developments in Accounting	15	7.5
Forensic Accounting	15	7.5
Total Credits	120	60

## STRATEGY & MANAGEMENT STREAM

Learning outcomes include: • Business ethics • Strategic audits • Academic project work • Corporate culture and leadership • Knowledge and risk management • Entrepreneurship and innovation • Managing environmental change

COURSE	UK CREDITS	ECTS CREDITS
Global Strategic Management	30	15
Global Contemporary Business Issues	30	15
Strategy and Management Dissertation	30	15
Creative Management and Marketing	15	7.5
Corporate Social Responsibility and Business Ethics	15	7.5
Total Credits	120	60

The BA (Hons) in Business Administration programme prepares you for demanding careers and progression to Master's programmes. **For further information visit [www.copenhagenbusinesscollege.com](http://www.copenhagenbusinesscollege.com)**