



NIELS BROCK COPENHAGEN BUSINESS

Higher Education in Denmark

By Jytte Mansfeld
Director of Career Centre & International Office

Jytte Mansfeld – jma@brock.dk

The Danish Spirit

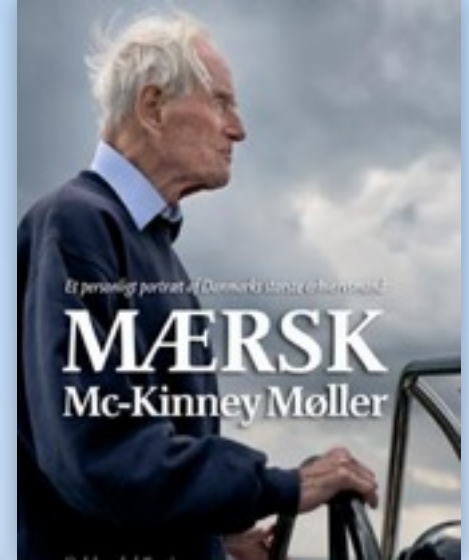








MAERSK



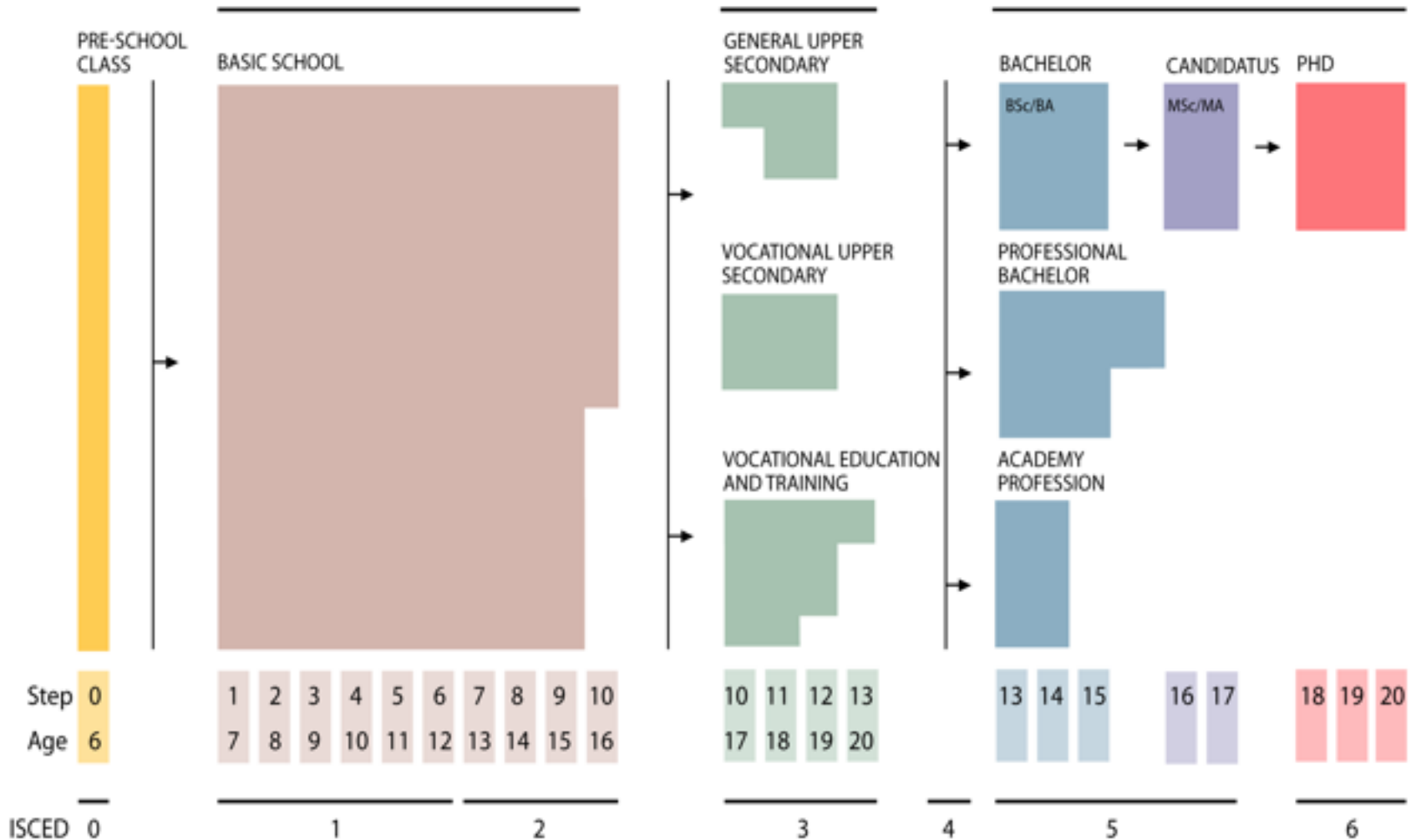
www.brock.dk



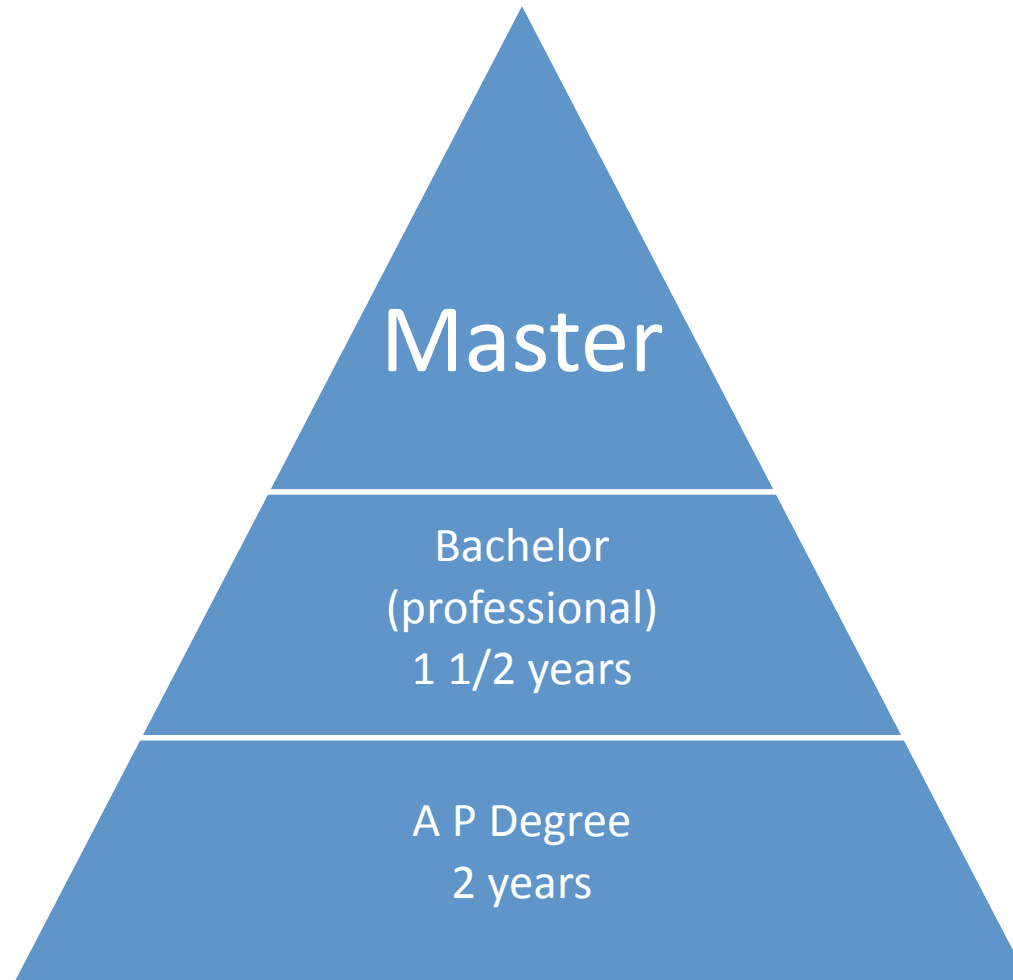
**VORES ØL.
VORES KAMP.**



The Danish educational system



Structure



Niels Brock



Bachelor of ISMM

3 semesters: 90 ECTS – totally in English
Study Contents

Core subjects:

- Marketing
- Supply Chain Management
- Management and Organization
- Business Law
- Finance and Economics



Bachelor of ISMM

Fees:

- Nordic/EU/EEA students: **Free of charge.**
- Other students: Approx. \$ 18,000 for 3 semesters

Programme Structure

Semesters 1 and 2:

- Lectures, project work, tutorials, case-studies, mandatory assignments, in a thematic structure

Semester 3

- Internship in Denmark or abroad + Bachelor's Project

Bachelor of ISMM

Entry Requirements

- AP degree in:
 - Marketing Management
 - Financial Management
 - Service Management,
 - Retail Management
 - or equivalent higher educational background
- High level in economics
- English tests: TOEFL (at least 575 paper based, 230 computer based, 88 Internet based), IELTS

Bachelor of ISMM

September as well as January intake

Costs

- Living costs: Approx. \$1,200 per month
- Books etc.: Approx. \$ 1,000 per year
- Laptop + extra costs getting set up in Denmark

Bachelor of ISMM

More info

You can find further details on:

<http://www.brock.dk/en/education-at-niels-brock/higher-education/bacheloruddannelser/bachelor-of-international-sales-and-marketing.html>



Student Life

- Hard work
- Close working relationship between student and teacher
- Close working relationship between students → case study in groups every week
- Global thinking and B2B
- Social Life → Friday bar, many

TRI-CON

- 2-year AP degree in Marketing Management: 1st semester in Denmark (plus Chinese course), 2nd semester in Shanghai, 3rd semester at Niels Brock or at one of our international partners. 4th semester : internship + thesis. 5th & 6th: California. 7th semester: