

# NIELS BROCK COPENHAGEN BUSINESS

## Higher Education in Denmark

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# The Danish Spirit

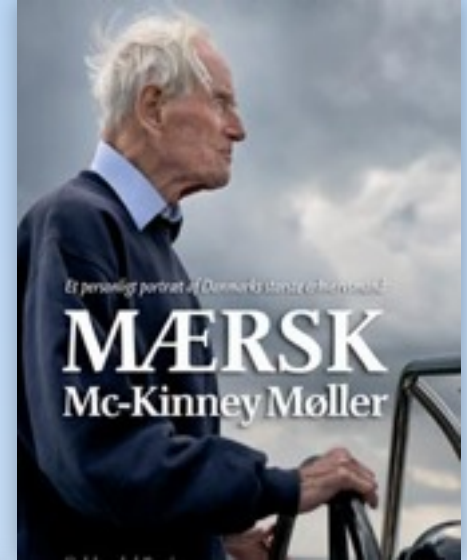








# MAERSK



[www.brock.dk](http://www.brock.dk)

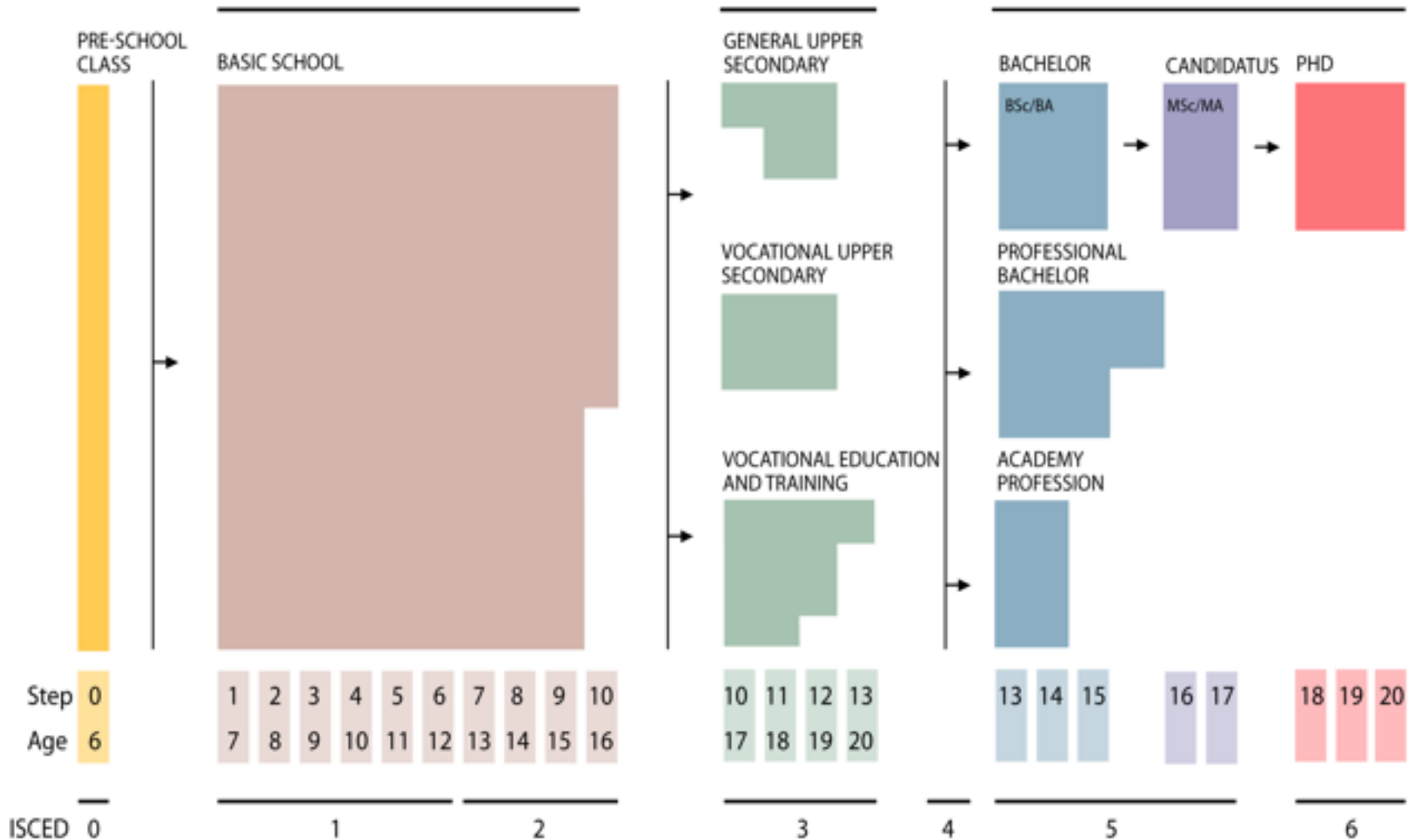




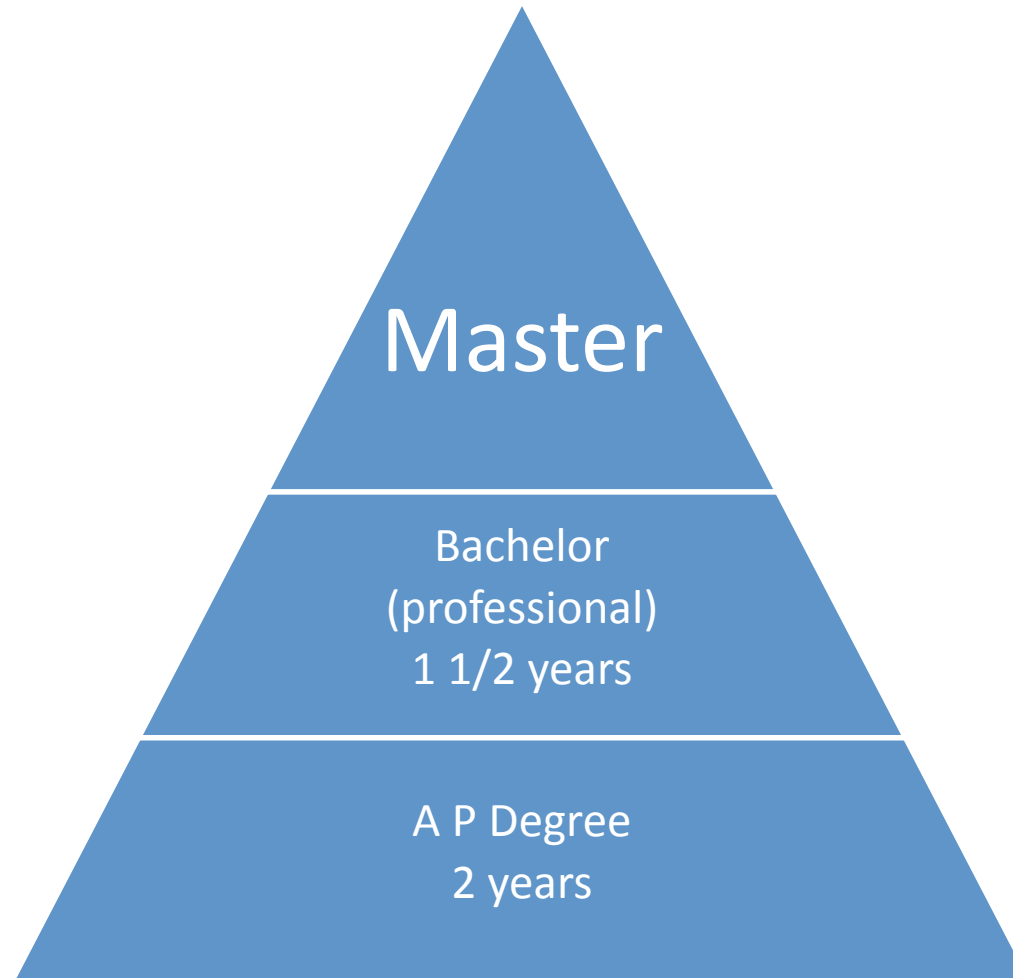
**VORES ØL.  
VORES KAMP.**



# 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. 5<sup>th</sup> & 6<sup>th</sup>: California. 7th semester: