

# Cphbusiness Global Semester



**Course Catalogue - Spring 2023**

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# STRUCTURE OF PROGRAMME

At Cphbusiness, we offer business programmes with a flexible structure.

The students start by taking an AP Degree programme (120 ECTS), which is equivalent to the first 2 years of a classic Bachelor programme.

Incoming exchange students can join Cphbusiness by choosing the Cphbusiness Global Semester package (30 ECTS) for their study abroad experience at Cphbusiness.

# TEACHING METHODS

The teaching and exams at Cphbusiness are often interdisciplinary.

Interdisciplinary teaching means that classic courses or subjects might be replaced (both in the curriculum and the time-table) with themes or focus areas instead.

A theme can for instance be *Understanding the market* where students will learn and apply theories and models from different disciplines, which related to the business market.

Students are responsible for their own learning. This means that student will have to prepare for teaching in advance by reading relevant literature or completing tasks with alone or in study groups.

Students are placed in study groups (usually with students of different nationalities and

backgrounds) and by working together they will solve cases based on real businesses with the use of theories and models from syllabus.

Lecturers at Cphbusiness are facilitators and their role is both to give lectures and to guide students to ensure their correct understanding and application of theories and methods. In the learning situation, the lecturer will assist to make sure they understand and use theories and models correctly in casework.

# EXAMS AND GRADING SYSTEM

## Form

Most exams at Cphbusiness are interdisciplinary<sup>1</sup> and they can take many forms:

1. Written exams, which can take several forms: short multiple-choice exam or written exams with open questions, lasting up to six hours.\*
2. Oral exams based on written work/projects written by a student individually or by a group of students<sup>2</sup>. The written work can take different forms, e.g., it can be a specific case given to one student /group of students by a lecturer.

\*Please note these are only examples, as other forms of exams or tests may apply.

The oral presentations (performed either individually or in groups) form the basis of a discussion between students and lecturer (and / or external assessor), which may take its point of departure in the written product (project or case solution) submitted by the students but will not be limited to this.

Students are expected to know all theories and models in the syllabus.

## Exam dates

Exam catalogues and timetables (dates) will be displayed at the electronic student platform Moodle after semester start.

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<sup>1</sup> Interdisciplinary means that students are expected to apply theories and models from several subject areas to answer questions, solve cases or write projects.

<sup>2</sup> Group exams means all students in a specific group will be responsible for solving a case, writing (and presenting) a project or answering a question. An individual grade will be given to each group member.

Students are advised NOT to buy their homebound tickets until they know the exact date of their final exam (or re-exam, if necessary, please see below).

## **Failing exams**

If a student fails an exam, the student must do a re-exam. In total student have 3 attempts to pass any exam.

The first re-exam is typically scheduled with 2 weeks after the ordinary exam. I

## **7-Point Grading System**

Programme and semester specific information will be available for students after semester start in the Exam catalogue on Moodle. Students are responsible for reading all relevant information about exams before these take place to allow proper preparation.

Relevant and updated information about exams on your semester package is available on Moodle - General Information - **Exam. (Cphbusiness log-on required)**

Exams at Cphbusiness are graded according to [The Danish 7-point Grading Scale](#) or with *pass/ no pass*.

A *pass/ no pass* will be awarded to students at the end of a semester, where no formal exams are organized, according to a specific set of criteria defined by lecturers.

# Cphbusiness Global Semester

## Cphbusiness Campus Søerne

### 1. Admission Requirements

Students MUST have English qualifications corresponding to TOEFL 550 or IELTS 6.0 – level B” on CEFR (Common European Framework for Languages) in order to be able to participate in class. Official language tests are not required, but we recommend our partner institutions ensure that nominated students’ level of English meets the above-mentioned criteria.

Please note a student’s ability to read, write, speak and understand English will highly influence the quality of the study abroad period and the student’s ability to pass exams.

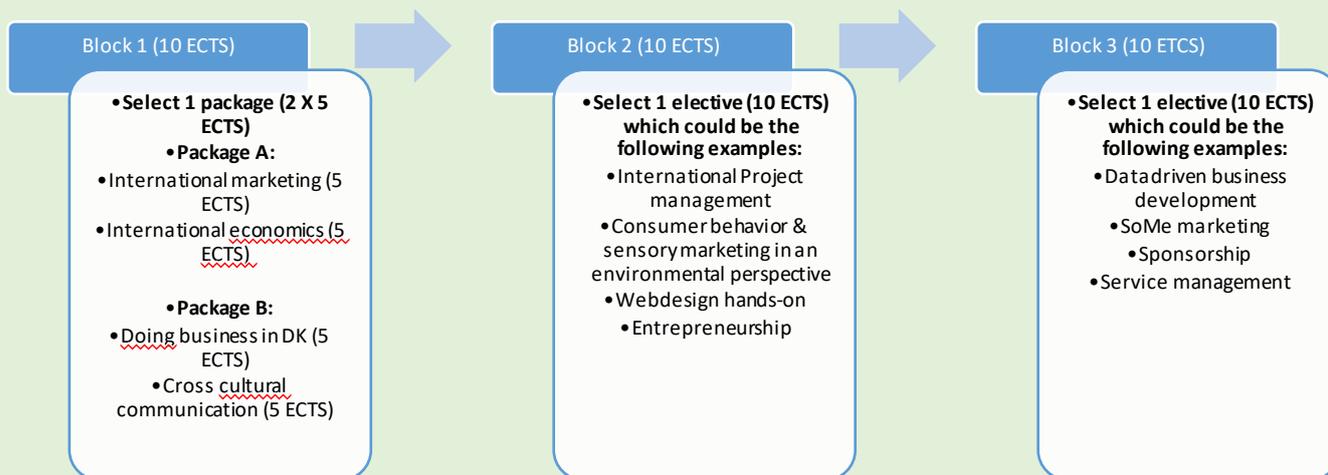
As an extra service to our international exchange students and partners, and to ensure a satisfactory academic outcome of the students’ stay here, we may use Zoom conversations with nominees before accepting them for a study programme.

### 2. Description of Subjects and Teaching

Cphbusiness Global Semester is split in 3 blocks of 6 weeks each. During the first block, students will cover the courses described in the table below. During the second and third block, students will cover elective subjects.

Students will receive an Elective Course Catalogue from Cphbusiness after the nomination to Cphbusiness has been accepted. This includes information about the registration process for the relevant electives. Each period ends with an

exam.



<b>BLOCK 1</b>	<b>10 ECTS</b>
<b>Select <u>either</u> package A or package B</b>	
<p><b>Package A: International Marketing</b></p> <p>This course explores the different strategies a company can employ for internationalization; from the starting point of outlining the benefits and possible pitfalls of internationalization, working in depth with market assessment, selection of entry strategies and managing of international cultures.</p>	5
<p><b>Package A: International Economics</b></p> <p>This course supports the marketing subject in providing tools for describing and assessing economic factors relevant to the company's internationalization efforts, and goes further in determining the financial effects of investing in new markets.</p> <p>The criteria for selecting international markets area investigated using trade theories, exchange rate formation, causes of inflation and employment as well as looking into the sources of financing internationalization.</p>	5

<b>Package B: Doing Business in Denmark</b>	5
<b>Package B: Crosscultural communication</b>	5
<b>BLOCK 2</b> Select <u>ONE</u> elective	10 ECTS
<b>BLOCK 3</b> Select <u>ONE</u> elective	10 ECTS
<p><b>Elective subjects (Block 2 &amp; Block 3)</b></p> <p>The updated list of available elective subjects will be sent directly to nominated students. Please note that changes to the list below will occur, and therefore you can NOT use the below for your learning agreement.</p> <p><b>Examples<sup>3</sup> of possible elective subjects in Block 2:</b></p> <ul style="list-style-type: none"> <li>• International Project management</li> <li>• Consumer behavior &amp; sensory marketing in an environmental perspective</li> <li>• Webdesign hands-on</li> <li>• Entrepreneurship</li> </ul> <p><b>Examples<sup>4</sup> of possible elective subjects in Block 3:</b></p> <ul style="list-style-type: none"> <li>• Datadriven business development</li> <li>• SoMe marketing</li> <li>• Sponsorship</li> </ul>	

<sup>3</sup> An Elective Course Catalogue from Cphbusiness will be provided after the nomination to Cphbusiness has been accepted

<sup>4</sup> An Elective Course Catalogue from Cphbusiness will be provided after the nomination to Cphbusiness has been accepted

<ul style="list-style-type: none"><li>• Service management</li></ul>	
<b>Students on Cphbusiness Global Semester will obtain a total of</b>	<b>30 ETCS</b>



