

Bachelor of International Sales and Marketing Management



Roskilde Business College offers you a possibility for a top-up Bachelor Degree in International Sales and Marketing Management. If you are an AP (Academy Profession) graduate in Marketing Management or hold similar international qualifications within the field of Business and Economics, then this 1½ year top-up programme may be of interest to you.

Are you pursuing a career in international business?

The purpose of the course is to educate bachelors in International Sales and Marketing Management who can perform duties related to international business in the marketplace independently and professionally – with focus on small and medium-sized businesses especially within international business-to-business sales. International sales and marketing is a growing business area reflecting the ever growing internationalisation of the business community – especially the segment of small and medium sized companies. There is a growing demand for young employees with

the right mix of sales and marketing competences in jobs such as: International Sales Representative, Executive Sales Supporter, Key Account Manager, Sales Planner, Assistant Sales Manager, Sales Manager, Sales and Marketing Coordinator.

Accreditation and opportunities for further education

The Bachelor of International Sales and Marketing Management provides access to relevant master degree programmes at a number of universities and business schools in Denmark. Apart from Danish universities, you will also have a wide range of opportunities for further education in other countries, especially in Europe, since the programme is ECTS accredited. Please note that you may be subject to residence permit regulations in other European countries

Programme information

The syllabus and learning objectives of the programme are based on research into the future requirements of business and industry for staff with an international profile, good language skills and a broad foundation in economics, with a special view to coping with marketing assignments. You will gain thorough insight into Marketing, Logistics, Management and Organisation, Finance and Economics, and Business Law.

The purpose of the programme is to qualify the students to work independently in analysing, planning and implementing domestic and international marketing activities in the trade, production and service industries.

Syllabus

The study programme is a 1½ year full-time programme which corresponds to 90 ECTS credits.

The programme is divided into three semesters including a company internship and a bachelor project in a company.

First semester's theme is "Due diligence of sales", and second semester's theme is "Business development in an international perspective". The third semester focuses on the internship and the final bachelor project.

Compulsory subjects

The compulsory subjects of the programme are:

- Due diligence of sales
 - The customer as a focal point
 - Industry and competitors
 - Innovation
 - 1st Semester project
- Philosophy of Science and Methods
- Business Development in an international perspective
 - Development of the sales platform
 - Sales execution
 - Follow-up
 - 2nd Semester project
- Elective theme
 - Together with 4-8 fellow students you study a subject chosen by you.
- Company internship
- Bachelor project in a company

The internship period

The company internship (normally unpaid) is comparable with a full-time job with the same requirements

concerning working hours, contribution, commitment and flexibility which the graduate would expect to find in his/her first job.



The aims and objectives of the internship is decided by the student and two supervisors (one from the college and one from the company).

The internship period concludes with an evaluation based upon a written report made by the student and an evaluation scheme done by the company.

Bachelor project

The project will take the central topics of the study programme as its starting point and can contain elements from the internship.

The problem statement for the project is prepared by the student, preferably in cooperation with a company. The project's problem statement must be approved by the college.



1st semester: Due diligence of sales 30 ECTS	Compulsory theme 25 ECTS	Philosophy of Science and methods 5 ECTS
2nd semester: Business development in an International perspective 30 ECTS	Compulsory theme 20 ECTS	Elective theme 10 ECTS
3rd semester 30 ECTS	Company internship 15 ECTS	Bachelor project in a company 15 ECTS

Bachelor of Web Development

Roskilde Business College offers you a top-up possibility for a Bachelor Degree in Web Development. If you are an AP (Academy Profession) graduate in Computer Science, Multimedia Design or hold similar international qualifications within the field of web programming and media technologies, then this 1½ year top-up programme may be of interest to you.

Are you pursuing a career in web development or e-business?

The structure and the make-up of the programme are clearly aimed at the future which everybody within the web and multimedia businesses anticipates. This means that the emphasis is on the students working with technologies which will ensure that they will be prepared to assume many different jobs such as: Internet Programmer (web, html, java, perl), Multimedia Programmer, System Developer, Webmaster, Application Developer, Web Developer and IT Developer.

Accreditation and opportunities for further education

The Bachelor of Web Development provides access to relevant master degree programmes at a number of universities and business schools in Denmark. Apart from Danish universities, you will also have a wide range of opportunities for further education in other countries, especially in Europe, since the programme is ECTS accredited. Please note that you may be subject to residence permit regulations in other European countries

Programme information

The syllabus and learning objectives of the programme are based on research

into the future requirements of the web and media industry for staff with a broad foundation in web and multimedia technologies. You will gain thorough insight into e.g. Databases and XML, Web Communication and Network Sociology, Development Environments and CMS, Interface Design and Digital Aesthetics, Advanced Media Technologies, Project Management and Security. The purpose of the programme is to qualify the students to work independently in designing and constructing web applications of all sizes.

Syllabus

The study programme is a 1½ year full-time programme which corresponds to 90 ECTS credits.

The programme is divided into three semesters including a company internship and a final bachelor project.

The elective modules are the following, but please note that not all modules will be offered each semester:

- Databases and XML where you analyse and use the rational model and/or XML as an integrated part of a web application
- Development environments and CMS where you make a choice between development environments in relation to platform and network. Furthermore, you must be able to choose between Content Management Systems depending on which functionalities and platform you want
- Web communication and network sociology where you may work with development of network based communication solutions across platforms, media and applications
- Interface design and Digital aesthetics

where you work with the link between function and form taking into consideration aesthetics and user aspects

- Advanced media technologies where you may analyse and produce advanced media technological productions. Especially, you will work with video, sound and animation
- Project Management where you will work with the processes needed to run an organisation
- Security, where you will work with data security
- Philosophies of science where you will study key concepts and theories to describe the relations between man, science and technology

The internship period

The company internship (normally unpaid) is comparable with a full-time job with the same requirements concerning working hours, contribution, commitment and flexibility which the graduate would expect to find in his/her first job.

The aims and the objectives of the internship are decided by the student and two supervisors (one from the college and one from the company).

The internship period concludes with an evaluation based upon a written report made by the student and an evaluation scheme done by the company.

Bachelor project

The project will take the central topics of the study programme as its starting point and can contain elements from the internship. The problem statement for the project is prepared by the student, preferably in cooperation with a company. The project's problem statement must be approved by the college.

1 st semester	Module 1 – compulsory – 10 ECTS Web programming and network Front-end for Computer Scientists Back-end for Multimedia Designers	Module 2 – elective – 10 ECTS See above	Module 3 – elective – 10 ECTS See above
2 nd semester	Module 4 – elective – 10 ECTS See above	Module 5 – elective – 10 ECTS See above	Module 6 – elective – 10 ECTS See above
3 rd semester	Internship – compulsory – 15 ECTS		Final Bachelor project – compulsory - 15 ECTS

Admission

Educational qualifications

For admission directly to the Bachelor programme in International Sales and Marketing Management:

- an AP Degree in Marketing Management or
- another relevant Danish AP Degree within Business or Economics, or
- an equivalent international higher education Degree within Business or Economics

For admission directly to the Bachelor programme in Web Development:

- an AP Degree in Computer Science or
- an AP Degree in Multimedia Design or
- an equivalent international higher education Degree within Web Development or Web Programming

For admission, applicants must have an advanced level in mathematics, and applicants with marks above average and/or relevant work experience are given preference.

English proficiency

An IELTS academic score of 6.0+, or alternatively a TOEFL paper-based test score of 550+ or a TOEFL computer-based test score of 213+, is required for admission in the Bachelor programmes.

Tuition fee

There is no tuition fee for Danish and EU/EEA citizens. However, students must anticipate expenses towards study materials, including books, photocopying, field trips and trips abroad.

The tuition fee for non-EU/EEA student is DKK 71,000 per academic year.

Textbooks are included in the tuition fee. However, students must anticipate expenses towards field trips and trips abroad.

How to apply?

Danish and EU/EEA citizens can apply by downloading the KOT application forms from www.optagelse.dk (both available in Danish and English). Fill in the forms and submit with relevant documents to Roskilde Business College before 15 March.

Non-EU/EEA citizens can apply as a Danish or EU/EEA citizen or alternatively by downloading the application form from www.rhs.dk. Fill in the form and submit it together with relevant documents to Roskilde Business College before 1 June at apply@rhs.dk.

If you need assistance with the application procedure please contact the College at studentsupport@rhs.dk.

Study environment

At Roskilde Business College you will find teachers giving you professional support and the modern surroundings are inviting and relaxing. The campus buildings at the College have up-to-date facilities. As a student at Roskilde Business College you will experience a study environment where

you are regarded as an individual. The teachers surround you with enthusiasm and professional support, and the modern surroundings invite to active participation in studies and extra curricular activities. In our study environment you will find both Danish and international students.

