

BUSINESS ACADEMY AARHUS

SCHOOL OF APPLIED SCIENCES



# INTERNATIONAL PROGRAMMES

Overview 2021



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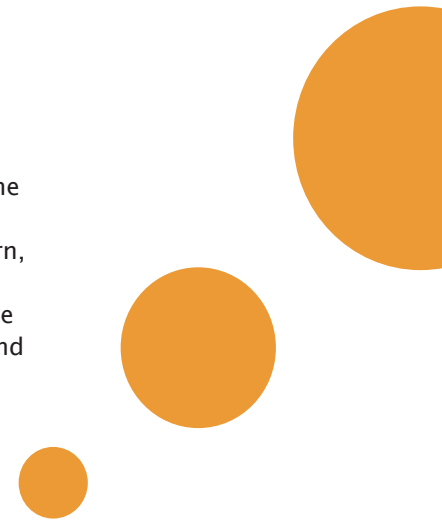
Web, Media and Communication



# We are Business Academy Aarhus, Denmark

With us, you're not just a number. You're an individual, on a first-name basis with all your lecturers. Obviously, all our programmes have the highest academic quality and you'll get the best learning outcomes, but we offer so much more. We embrace respect for our society and global community, relevance to the business community and the future, and we're certain that your experience will convince you to stay in Denmark!

You'll get a higher education that prepares you for your career – with the perfect balance between theory and practice so you can use what you learn, straight away. But, seeing is believing, so see more at [baaa.dk](http://baaa.dk) – and come to Denmark and become a part of us.



## Need information from us?

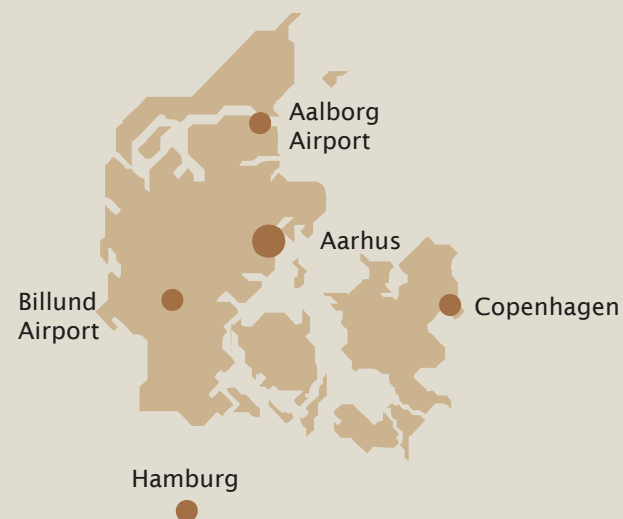
Don't believe us when we say we are the best business academy in Denmark (or the world). Ask our student ambassadors for a firsthand account of what it's like to study with us: [baaa.dk/ask-us](http://baaa.dk/ask-us)

We also encourage you to like our Facebook group [facebook.com/baaadk](https://www.facebook.com/baaadk) where you can stay updated with our activities as well. You can also message other students here if you need help with – well, almost everything.

Other channels at your disposal:  
WhatsApp: +45 7228 6496

Ask a student counsellor at: [baaa.dk/guidance](http://baaa.dk/guidance)

Learn more at: [baaa.dk/info](http://baaa.dk/info)



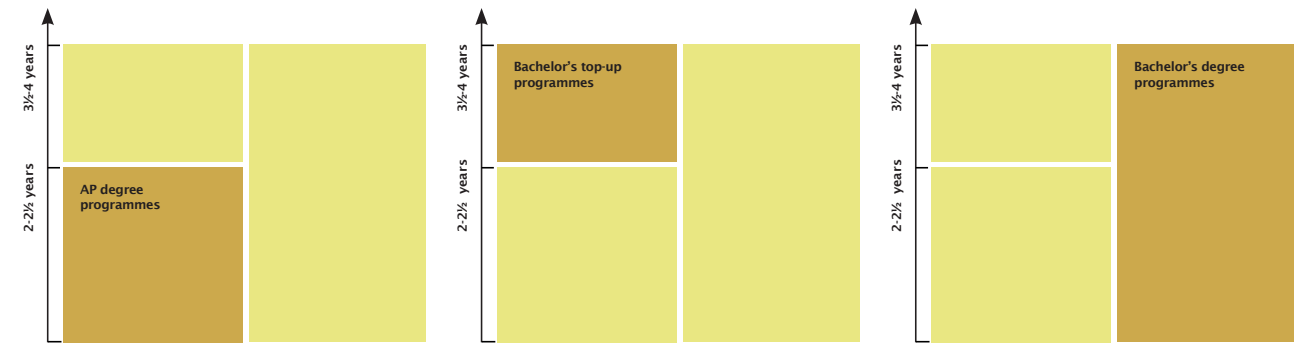


# Our academic programmes

We offer Academy Profession programmes (AP), Bachelor's top-up programmes and a Bachelor's programme within a wide range of higher education programmes that will qualify you for many different career opportunities. Our diverse programmes range from biotech to business, and from web development to

multimedia applications. So, no matter what your interest is, we can probably accommodate it.

Get more information about Business Academy Aarhus, our programmes and our admission requirements. [baaa.dk/info](http://baaa.dk/info)



## AP degree programmes

An AP degree programme lasts 2-2½ years. You will be awarded 120-150 ECTS credits when you've finished a programme. Your AP degree will allow you to start your chosen career right away or you can continue studying for your Bachelor's degree.

## Bachelor's top-up programmes

The Bachelor's top-ups are for students who have already completed an AP degree programme or a similar 2-year education. It takes 1½ years and by completing an AP degree programme (or another relevant entry education) and the top-up programme, you will obtain a Bachelor's. You will be awarded 90 ECTS credits for a BA top-up programme.

## Bachelor's degree programmes

The Bachelor's programme that the Academy offers is a 3½-year programme. You will be awarded 210 ECTS credits when you have completed the programme. With a Bachelor's degree, you can either get a job or continue studying a Master's programme either in Denmark or abroad.

# Marketing Management

Are you interested in marketing, sales and communication? Would you like to work as a marketing coordinator, salesperson or a purchasing agent? Do you wish you could plan and implement marketing strategies in exciting companies? Then our Marketing Management programme is for you – close to practice and internationally orientated.

A good marketing and sales employee is a marketer who has an overview of the entire company, so you'll get broad knowledge of the

Start	Autumn
Level	AP Degree
Duration	2 years, 4 semesters
ECTS	120 ECTS

See more at [baaa.dk/business](http://baaa.dk/business)

economic, legal, cultural, organisational and global conditions that feature in a company's or organisation's marketing.

You'll also learn about economics, supply chain management, organisation and business law. At the same time, it is vital that you train what we call 'personal leadership' so that you are capable of taking independent responsibility, are proactive and dare to take advantage of your full potential.

	SEMESTER 1	SEMESTER 2
YEAR 1	<ul style="list-style-type: none"> <li>Understanding business (10 ECTS)</li> <li>Market understanding (10 ECTS)</li> <li>Market analysis (10 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing plan - strategy and tactics (20 ECTS)</li> <li>Marketing plan - implementation (10 ECTS)</li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>Internationalisation (10 ECTS)</li> <li>Electives (20 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>Internship (15 ECTS)</li> <li>Final exam project (15 ECTS)</li> </ul>



## Career options

- marketing assistant or coordinator
- purchasing agent or purchasing assistant
- salesman, sales assistant, sales supporter or export salesman
- digital marketing assistant
- information officer or advertising consultant

## Further studies

- Innovation and Entrepreneurship Bachelor's top-up page 10
- Digital Concept Development Bachelor's top-up page 24



Start Autumn  
 Level Bachelor's top-up  
 Duration 1,5 years, 3 semesters  
 ECTS 90 ECTS

See more at [baaa.dk/business](http://baaa.dk/business)

# Innovation and Entrepreneurship

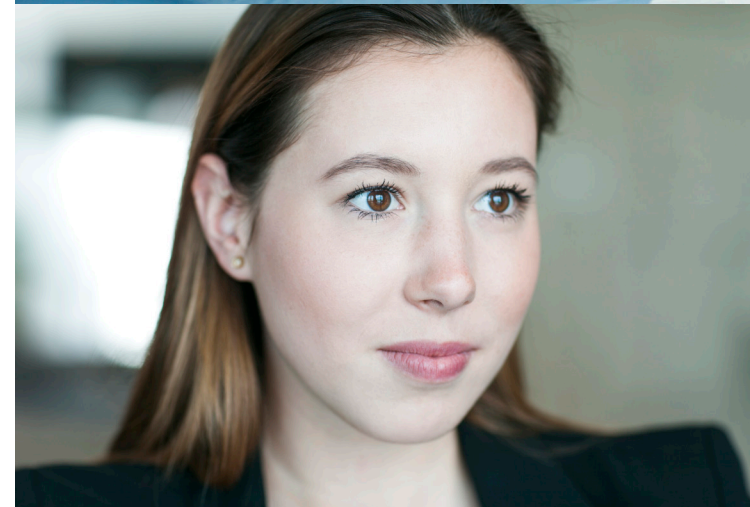
This programme is a top-up for all of our AP programmes and qualifies you to develop your own business ideas and then try them out in practice. A programme for those who dream of starting their own company or want to work with innovation in an existing company.

The focus is on innovation, creativity and market understanding, but you will also gain skills in organising and planning, so that you learn how to run a business - that can grow. At the same

time you will be able to engage in interdisciplinary cooperation, and you will learn how to create networks which can be used professionally.

In just 1½ years, you'll get the knowledge and tools needed to run your own business or innovation project and you'll gain the skills necessary to start and manage innovative companies and projects. You'll get entrepreneurial training and in-depth business understanding, which is relevant in all professional contexts.

	SEMESTER 1	SEMESTER 2
<b>YEAR 1</b>	<ul style="list-style-type: none"> <li>Innovation process (30 ECTS) includes :                             <ul style="list-style-type: none"> <li>- Innovation</li> <li>- Management</li> <li>- Business development</li> <li>- Entrepreneurship</li> <li>- Personal development</li> <li>- Collaborative effort and facilitation</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Business model (20 ECTS) includes:                             <ul style="list-style-type: none"> <li>- Innovation</li> <li>- Management</li> <li>- Business development</li> <li>- Entrepreneurship</li> </ul> </li> <li>Employability (5 ECTS)</li> <li>Speciality module (5 ECTS)</li> </ul>
<b>YEAR 2</b>	<ul style="list-style-type: none"> <li>Internship (15 ECTS)</li> <li>Bachelor's project (15 ECTS)</li> </ul>	



## Career options

- intrapreneur or entrepreneur
- project team member or manager of a development project
- employee, co-owner or manager of an innovative company
- employee in an R&D department

## Further studies

There are plenty of opportunities for further education once you have completed your programme at Business Academy Aarhus.



# Financial Management and Services

The Bachelor's programme in Financial Management and Services is ideal for you if you would like to work with complex advisory, sales, financial and/or consultancy tasks within for example an accounting company.

The 3½-year Bachelor's programme in Financial Management and Services was developed in close collaboration with representatives from the financial sector. Thus, the financial sector has a great influence on both the programme structure and the

academic content of the programme, which means that the programme matches the competencies required by the financial sector. You will study the basic subjects that are important to everybody working with complex advisory tasks in the financial sector, such as business economics, counselling and ethics, economics, communication and sales, and then in the last part of the programme, you'll get to specialise in accounting.

	SEMESTER 1	SEMESTER 2
YEAR 1	<ul style="list-style-type: none"> <li>• Business understanding and products (5 ECTS)</li> <li>• Communication (5 ECTS)</li> <li>• Business economics (10 ECTS)</li> <li>• Business and finance law (5 ECTS)</li> <li>• Scientific method and philosophy of science (5 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Sales: private customers (5 ECTS)</li> <li>• Business economics (5 ECTS)</li> <li>• Personal financial advice, ethics (10 ECTS)</li> <li>• Microeconomics (5 ECTS)</li> <li>• Business and finance law (5 ECTS)</li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>• Cultural understanding (5 ECTS)</li> <li>• Organisation (5 ECTS)</li> <li>• Marketing (5 ECTS)</li> <li>• Macroeconomics (5 ECTS)</li> <li>• International financial markets (5 ECTS)</li> <li>• Statistics (5 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Project management (5 ECTS)</li> <li>• Sales II: business customers (5 ECTS)</li> <li>• Management accounting (5 ECTS)</li> <li>• Business taxation (5 ECTS)</li> <li>• External accounts A (10 ECTS)</li> </ul>
YEAR 3	<ul style="list-style-type: none"> <li>• Internship (30 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Business development and innovation (5 ECTS)</li> <li>• Financing and financial risk management (5 ECTS)</li> <li>• Strategy and management accounting B (15 ECTS)</li> <li>• Elective module (5 ECTS)</li> </ul>
YEAR 4	<ul style="list-style-type: none"> <li>• Elective module (5 ECTS)</li> <li>• Elective module (5 ECTS)</li> <li>• Bachelor's project (20 ECTS)</li> </ul>	

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Start	Autumn
Level	Bachelor's degree
Duration	3,5 years, 7 semesters
ECTS	210 ECTS

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See more at [baaa.dk/business](http://baaa.dk/business)



## Further studies

There are plenty of opportunities for further education once you have completed your programme at Business Academy Aarhus.

## Career options

- customer advisor
- business client advisor
- investment advisor
- real estate administrator
- financial consultant

Start	Autumn and spring
Level	AP Degree
Duration	2 years, 4 semesters
ECTS	120 ECTS

See more at [baaa.dk/technology](http://baaa.dk/technology)

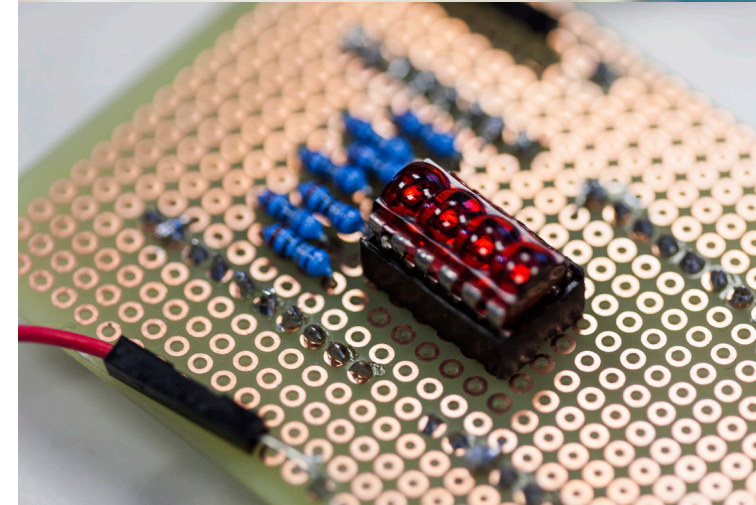
# IT Technology

Do you have a passion for working with computers, servers and/or network technology and electronics, and do you like to stay updated with developments and the most recent technology?

If so, the IT Technology programme is ideal for you. IT Technology is a 2-year full-time AP degree programme qualifying you for key functions within a number of trades and industries. Fundamentally, the study and work forms are based on projects.

They strengthen the cohesion between the academic subjects and ensure that from the moment you start your studies, you use the same work methods that are used in the industry. You will be able to work in a professional position as manager of, or participant in, projects related to product development, planning and operation of systems in the fields of network and electronics technology in the private as well as the public sector.

	SEMESTER 1	SEMESTER 2
YEAR 1	<ul style="list-style-type: none"> <li>• Network technology (9 ECTS)</li> <li>• Embedded systems (9 ECTS)</li> <li>• Programming (7 ECTS)</li> <li>• Project management and business skills (5 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Network technology (9 ECTS)</li> <li>• Embedded systems (9 ECTS)</li> <li>• Programming (7 ECTS)</li> <li>• Project management and business skills (5 ECTS)</li> </ul>
YEAR 2	Choose between (30 ECTS): <ul style="list-style-type: none"> <li>• Network Cloud IT security</li> </ul> Or: <ul style="list-style-type: none"> <li>• Embedded systems Electronics IoT</li> </ul>	<ul style="list-style-type: none"> <li>• Internship (15 ECTS)</li> <li>• Final exam project (15 ECTS)</li> </ul>



## Career options

- IT planner
- IT and net supporter
- IT consultant
- system administrator
- network consultant or manager

## Further studies

- Product Development and Integrative Technology Bachelor's top-up page 16
- Innovation and Entrepreneurship Bachelor's top-up page 10





Start Autumn  
 Level Bachelor's top-up  
 Duration 1,5 years, 3 semesters  
 ECTS 90 ECTS

See more at [baaa.dk/technology](http://baaa.dk/technology)

# Product Development and Integrative Technology

This programme is the direct path to further education for production technologists, information technology and electronics technologists, installers, automation technologists and energy technologists.

Are you passionate about working with innovative, technical product development? And can you see yourself in the role of someone who bridges the gap between the technical, creative and commercial part of a development process? Are you curious about new technology and willing to investigate how

technology can create value for a company? Then in just 1½ years, you will become a competent and creative product developer who can integrate various technologies and knowledge forms in connection with the development of technical systems and products. You will work with all kinds of technologies such as 3D printing, SMART solutions, drones, VR, simulations, IoT technologies and micro-computers.

	SEMESTER 1	SEMESTER 2
YEAR 1	<ul style="list-style-type: none"> <li>Product development (7,5 ECTS)</li> <li>Integrative technology (7,5 ECTS)</li> <li>Innovation and industrial design (5 ECTS)</li> <li>Rapid prototyping (5 ECTS)</li> <li>Project management (5 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>Product development (7,5 ECTS)</li> <li>Integrative technology (7,5 ECTS)</li> <li>Sustainability and construction (10 ECTS)</li> <li>Elective element: Industry 4.0 (5 ECTS)</li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>Internship (15 ECTS)</li> <li>Bachelor's project (15 ECTS)</li> </ul>	



## Career options

- product development
- process improvements in companies
- optimisation of production systems and processes
- optimisation and operation of automatic systems
- energy optimisation

## Further studies

There are plenty of opportunities for further education once you have completed your programme at Business Academy Aarhus.



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**Start** Autumn  
**Level** AP degree  
**Duration:** 2,5 years / 5 semesters  
**ECTS:** 150 ECTS

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*See more at [baaa.dk/laboratory](http://baaa.dk/laboratory)*

# Chemical and Biotechnical Science

The Chemical and Biotechnical Science programme is for people who would like to work in a practical, research or development laboratory. Teaching is diversified and offers an alternating mix of theory, laboratory work, project work, lectures, study visits and theme teaching. The themes include water, environment, foodstuffs, chemical synthesis, fermentation, biotechnology and chemical technology. You will learn how to plan and carry out tasks of a technical/vocational nature in the

laboratory area in connection with production, development, consultancy and control in the technical laboratories of companies in both the private and public sector. This AP programme is the international version of the Danish *laborant* programme (laboratory technology). The programmes have identical content and offer the same job opportunities, but the international line equips you with a global understanding.

	SEMESTER 1	SEMESTER 2
<b>YEAR 1</b>	<ul style="list-style-type: none"> <li>• Introduction to the programme (4 ECTS)</li> <li>• Microbiology (12 ECTS)</li> <li>• Chemical technology I (12 ECTS)</li> <li>• Organic chemistry and biochemistry (2 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Biotechnology I (9 ECTS)</li> <li>• Chemical technology II (11 ECTS)</li> <li>• Analysis of biomolecules (5 ECTS)</li> <li>• Elective element (5 ECTS)</li> </ul>
<b>YEAR 2</b>	<ul style="list-style-type: none"> <li>• Biotechnology II (5 ECTS)</li> <li>• Chemical technology III (5 ECTS)</li> <li>• Optimisation and validation (5 ECTS)</li> <li>• Project (10 ECTS)</li> <li>• Elective element (5 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Internship (30 ECTS)</li> </ul>
<b>YEAR 3</b>	<ul style="list-style-type: none"> <li>• Internship (20 ECTS)</li> <li>• Final exam project (10 ECTS)</li> </ul>	



## Career options

Work as a laboratory technician within the following areas:

- food industry including breweries, dairies and abattoirs
- pharmaceutical industry
- chemical industry
- textile, paint and plastics industry
- colour and cosmetics industry

## Further studies

- Chemical and Biotechnical Technology and Food Technology Bachelor's top-up page 20
- Innovation and Entrepreneurship Bachelor's top-up page 10



Start Autumn and spring  
Level Bachelor's top-up  
Duration 1,5 years, 3 semesters  
ECTS 90 ECTS

See more at [baaa.dk/laboratory](http://baaa.dk/laboratory)

# Chemical and Biotechnical Technology and Food Technology

This is the Bachelor's top-up for the Chemical and Biotechnical Science programme. It takes 1½ years and is a dynamic way to get a longer, higher education degree and additional job opportunities.

With this bachelor, your academic professionalism will be strengthened and your competencies in planning, coordination and project management will be improved. You will learn how to operate in national and international laboratory environments, and you will be up to date with the technological, scientific and social development.

You will be trained to acquire new knowledge within an area which evolves constantly. Your strengths will be the interdisciplinary focus, which you will be able to coordinate, facilitate and implement across various professions.

You will also be able to translate and implement technical research results so that they can be implemented in practice. You will use both your analytical and practical skills to solve tasks within development, product manufacturing and research.

	SEMESTER 1	SEMESTER 2
YEAR 1	<ul style="list-style-type: none"> <li>• Commerce (5 ECTS)</li> <li>• Applied mathematics and physical chemistry (5 ECTS)</li> <li>• Applied statistics and planning of experiments (5 ECTS)</li> <li>• Production and quality control (5 ECTS)</li> <li>• Statistical experimental design (5 ECTS)</li> <li>• Communication and theory of science (5 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Chemical technology (15 ECTS)</li> <li>• Biotechnology (15 ECTS)</li> </ul> Or <ul style="list-style-type: none"> <li>• Food quality (15 ECTS)</li> <li>• Food technology (15 ECTS)</li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>• Internship (15 ECTS)</li> <li>• Bachelor's project (15 ECTS)</li> </ul>	



## Career options

- biotechnician
- chemical technician
- researcher
- teacher
- project manager

## Further studies

There are plenty of opportunities for further education once you have completed your programme at Business Academy Aarhus.

<b>Start</b>	<b>Autumn</b>
<b>Level</b>	<b>AP Degree</b>
<b>Duration</b>	<b>2 years, 4 semesters</b>
<b>ECTS</b>	<b>120 ECTS</b>

See more at [baaa.dk/media](http://baaa.dk/media)

# Multimedia Design

For those who want to work with digital media. Would you like to work professionally with the development and implementation of digital user experiences, digital design and programming? Then become a multimedia designer. The Multimedia Design programme is a 2-year higher education programme for people who would like to get knowledge and skills within user interface design (UI), user experience design (UX), digital content, programming and business understanding.

You will be qualified for key functions within a number of trades and industries, both within the private and the public sector. During your fourth semester, you must complete an internship in a company either in Denmark or abroad. This gives you an opportunity to develop a unique profile through in-depth study of topics of particular interest to you. Therefore, you'll get a high academic level and hands-on work consisting of sketches and exams.

	SEMESTER 1	SEMESTER 2
<b>YEAR 1</b>	<ul style="list-style-type: none"> <li>Design and programming of digital user interfaces I (15 ECTS)</li> <li>Design and programming of digital content I (15 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>Design and programming of digital user interfaces II (15 ECTS)</li> <li>Design and programming of digital content II (15 ECTS)</li> </ul>
<b>YEAR 2</b>	<ul style="list-style-type: none"> <li>Electives (30 ECTS)</li> <li>Examples:                             <ul style="list-style-type: none"> <li>- Frontend developer</li> <li>- User experience specialist</li> <li>- Content creator</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Internship (15 ECTS)</li> <li>Final exam project (15 ECTS)</li> </ul>



## Career options

- UX designer
- frontend or web developer
- digital designer
- application developer
- social media manager or specialist
- digital communications officer

## Further studies

- Digital Concept Development Bachelor's top-up page 24
- Web Development Bachelor's top-up page 26
- Innovation and Entrepreneurship Bachelor's top-up page 10



**Start** Autumn  
**Level** Bachelor's top-up  
**Duration** 1,5 years, 3 semesters  
**ECTS** 90 ECTS

See more at [baaa.dk/media](http://baaa.dk/media)

# Digital Concept Development

The programme is a top-up degree for AP degrees in Multimedia Design, Marketing Management, Design Technology and Business, and Computer Science. It has been developed in cooperation with advertising agencies, web agencies and e-commerce companies. The programme takes 1½ years and is a dynamic way to get a longer, higher education degree and additional job opportunities. With a Bachelor's degree in Digital Concept Development you will be

qualified to develop digital concepts that support the company's activities on digital platforms. You will be well equipped to carry out strategic considerations, plan tactical guidelines and develop practical solutions which focus on communication and user experience. You will get competencies within digital commerce, digital marketing, digital design and digital communication.

	SEMESTER 1	SEMESTER 2
<b>YEAR 1</b>	<ul style="list-style-type: none"> <li>• Concept development and value creation (10 ECTS)</li> <li>• Project management (5 ECTS)</li> <li>• User research and methodology (5 ECTS)</li> <li>• Understanding technology (5 ECTS)</li> <li>• Philosophy of science (5 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Digital marketing (10 ECTS)</li> <li>• User experience (15 ECTS)</li> <li>• Elective module (5 ECTS)</li> </ul>
<b>YEAR 2</b>	<ul style="list-style-type: none"> <li>• Internship (15 ECTS)</li> <li>• Bachelor's project (15 ECTS)</li> </ul>	



## Career options

- digital designer or content coordinator
- project manager or project assistant
- UX designer/consultant
- social media coordinator
- SEO & analytics consultant



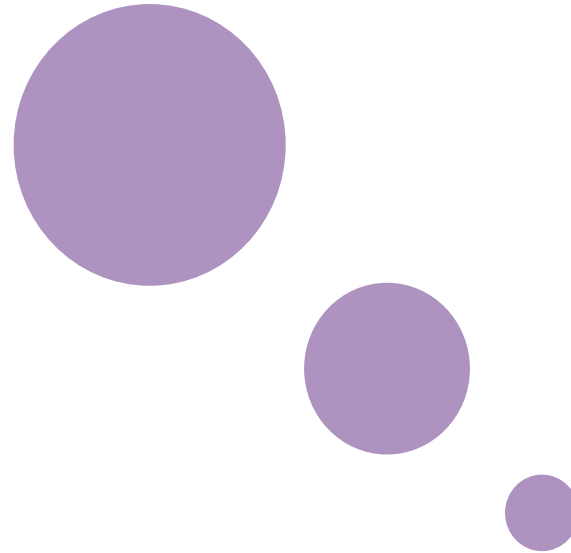
## Further studies

There are plenty of opportunities for further education once you have completed your programme at Business Academy Aarhus.



<b>Start</b>	<b>Autumn and spring</b>
<b>Level:</b>	<b>Bachelor's top-up</b>
<b>Duration:</b>	<b>1,5 years, 3 semesters</b>
<b>ECTS</b>	<b>90 ECTS</b>

See more at [baaa.dk/media](http://baaa.dk/media)



# Web Development

The programme in Web Development is a top-up Bachelor's degree to the Computer Science or Multimedia Design programmes. With a bachelor in Web Development you are qualified to work with web technologies within several different fields. You will work with both the practical and strategic sides of web development.

In just 1½ years, you'll get the knowledge and tools to qualify you to work with technologies which ensure that you are prepared to enter into many

different types of jobs. This could be anything from advanced web development projects, where the products are directed towards many different platforms, to the use of multimedia - audio, video etc. in integrated communication solutions.

You will also do an internship which will give you the opportunity to apply your theoretical knowledge to practical work, and at the same time you enhance your chances of gaining quick access to an exciting job.

	SEMESTER 1	SEMESTER 2
YEAR 1	<ul style="list-style-type: none"> <li>• Backend development (10 ECTS)</li> <li>• Frontend development (5 ECTS)</li> <li>• Databases (5 ECTS)</li> <li>• Interaction and experience design (10 ECTS)</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced web programming (10 ECTS)</li> <li>• Elective modules (20 ECTS). Examples:                             <ul style="list-style-type: none"> <li>- CMS</li> <li>- Mobile development</li> <li>- XR development - virtual and augmented reality</li> <li>- Progressive web apps</li> </ul> </li> </ul>
YEAR 2	<ul style="list-style-type: none"> <li>• Internship (15 ECTS)</li> <li>• Bachelor's project (15 ECTS)</li> </ul>	



## Career options

- web developer or designer
- frontend or UX developer
- interface developer
- programmer
- webmaster

## Further studies

There are plenty of opportunities for further education once you have completed your programme at Business Academy Aarhus.



## How much do I need to study?

The amount of material that you need to study is obviously dependant on your programme, but you should expect to invest a few hours each day into homework, reading or other assignments.

You are responsible for your own time management, and your lecturers might not tell you exactly what to study or when to take notes. You should invest the same hours that you would with a full-time job though, so at least 37 hours per week (includes time spent in classes).



## Guidelines on how to apply

You will find all relevant information about application and admission procedures to Business Academy Aarhus' educational programmes on our website [baaa.dk/apply](http://baaa.dk/apply)

Please read the guidelines for the application process carefully.

Business Academy Aarhus offers 10 different programmes taught entirely in English.

Each semester, Business Academy Aarhus welcomes a large number of international students and Danish students to our full-degree English language programmes. So, what are you waiting for?

