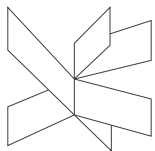


VIA University College



# Curriculum – Bachelor of International Sales and Marketing Management

**Valid from 2016**

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# 1. The programme

## 1.1 Title

This course can be referred to as a Bachelor of International Sales and Marketing or abbreviated to BA International Sales and Marketing.

Its equivalent Danish title is Professionsbachelor i International handel og markedsføring or PBA International handel og markedsføring.

## 1.2 The purpose

The purpose of the course is to educate BA graduates within International Sales and Marketing who can independently and professionally perform duties related to international business in the marketplace – not only in small and medium-sized businesses but in particular within international business-to-business sales.

## 1.3 Learning Objectives

### *Knowledge*

The student will:

- have knowledge and understanding of practice, applied theory and methods in sales and marketing management in an international context
- be able to understand and reflect upon central theories and models necessary for business-to-business sales and marketing management

### *Skills*

The student will:

- be able to develop, assess and implement international sales strategies for different business types (industry, sizes, resources etc.) and apply relevant models to the implementation of product and concept development in business
- be able to analysis, assess and apply legal methods and tools to support the sales performance in an internationally focused company
- be able to assess the competitive position of a business as a basis for the preparation of the company's marketing mix with a focus on the sales effort
- be able to substantiate and communicate the chosen strategies into a sales plan for the relevant parties
- be able to create a motivating environment in the sales department and develop and implement sales meetings with a focus on the economic results and human contribution

### *Competencies*

The student will:

- be able to stay informed of and identify the need for relevant economic and legal information surrounding international sales assignments
- be able to form part of multidisciplinary teams related to the company's work and be able to independently plan and implement assignments related to international sales be able to develop, manage and implement sales strategies starting from different complex situations and with the involvement of relevant parties
- be able to enter into work towards the sales performance in a business with independent responsibility at management level
- be able to attain competencies for further education
- develop independence, the ability to co-operate and the ability to create something new
- develop an interest in and ability to actively co-operate in a democratic society

## 1.4 Scope

The course is arranged as a 1½-year full-time programme which corresponds to 1½ years of full-time study or 90 ECTS credits.

One year's study is a full-time student's work in one year. The work load includes timetabled classes, preparation for classes, self-study, written assignments, class assignments, study trips, internships and projects in companies, along with preparation for and participation in exams.

As a prerequisite for completing the study programme, graduates must attend and pass educational elements equivalent to a total workload of 90 ECTS credits. A full-time semester encompasses educational elements, corresponding to 30 ECTS credits.

The programme comprises compulsory educational elements equivalent to 50 ECTS credits, electives equivalent to 10 credits, an internship equivalent to 15 credits and a bachelor project equivalent to 15 ECTS credits.

## 1.5 Legal basis of the degree programme

The degree as a BA in International Sales and Marketing is based on the following acts and regulations governing the completion of the degree.

- Ministerial Order no. 214 of 27/02/2013 on the Act on Business Academies for Higher Educational Programmes
- Ministerial Order no. 467 of 08/05/2013 on the Act on Business Academy Programmes and Professional Bachelor Programmes.
- Ministerial Order no. 1521 of 16/12/2013 on Business Academy Programmes and Professional Bachelor Programmes.
- Ministerial Order no. 1519 of 16/12/2013 on exams in vocational higher education programmes.
- Ministerial Order no. 223 of 11/03/2014 on the admission to Business Academy Programmes and Professional Bachelor Programmes.
- Ministerial Order no. 262 of 20/03/2007 on the grading scale and other types of assessment
- Ministerial Order no. 1031 of 03/11/2009: Current Acts and Consolidation Acts are published on [www.retsinfo.dk](http://www.retsinfo.dk)

In addition to this curriculum, the individual institutions prepare the following:

- A set of rules for the examinations.
- A set of rules regarding requirements to format in connection with the submission of projects and written assignments.

## 2. Course content and structure

The course consists of 3 semesters which combined give the BA graduate the competencies outlined in Section 1.

At the same time each semester forms a complete self-contained teaching period with its own assessment. It is therefore possible for a graduate to replace a semester with a documented equivalent course and assessment from another Danish or foreign institution.

Similarly, foreign graduates can complete one or more semesters on the course.

The academic content is structured into two core components for the first two semesters of the course.

The 2 core components are divided up below into course elements whose approach to theoretical knowledge is drawn from the following academic disciplines:

- Sales / Marketing
- Supply Chain Management
- Management / Organisation
- Economics
- Law

The core components and course elements dictate the learning process, not the academic disciplines.

## 2.1 Semester overview with ECTS classification

Educational Elements		1 <sup>st</sup> year	2 <sup>nd</sup> year
Key subject areas	The Background for a Company's Sales (30 ECTS)	30 ECTS	
	Business Development with an International Perspective (20 ECTS)	20 ECTS	
Electives		10 ECTS	
Internship			15 ECTS
Bachelor project			15 ECTS
<b>In total</b>	<b>(50 ECTS)</b>	<b>60 ECTS</b>	<b>30 ECTS</b>

The sum of all educational elements and other study activities may not exceed the prescribed 90 ECTS credits. All educational elements, including the bachelor project, are assessed and evaluated according to the subsection on examinations in this curriculum, cf. chapter 5, and where the outcome of the assessment is either 'passed' or at a minimum the grade 02, the educational element concerned is perceived as passed. For more information on examinations, please read chapter 5, 16 & 17.

In Appendix A the content of the core components is described in detail. This description contains a list of course elements along with aims for educational gain in the form of the knowledge, skills and competencies the graduate will acquire.

## 3. Core components

The programme covers a number of overarching subject areas to which the educational elements are related. The subject areas comprise educational elements corresponding to 50 ECTS credits. The contents of the subject areas as well as the distribution of ECTS credits have been determined collaboratively by the institutions of higher education approved to offer the particular programme. The subject areas include the following:

### 3.1 Core component 1: The Background for a Company's Sales

#### Content

- An analysis of current and potential customers, their strategic situation, needs and wants as a basis for an assessment of a company's total efforts
- Analysis of a company's business model and effectiveness in a company's supply chain with a view to determining a company's core competencies and ability to cover the customers' needs
- Complex competition forms, competitor analysis, regulation of competition and an analysis and assessment of the international economic environment including financial and economic benchmarking and benchmarking of a company's supply chain
- The organisation of the sales department and its relation to other departments including business partners
- Product and concept development strategies and processes
- Assessment of the innovative platform including a company's innovative processes and incentives
- Conclusion of International Contracts and Sale of Goods and Services
- International Conflict Management from a Legal Perspective

#### Weighting and position in the programme

The Background for a Company's Sales totals 30 ECTS credits and takes place during the 1<sup>st</sup> semester.

#### Learning Objectives

##### *Knowledge*

The student will:

- have knowledge and understanding of relevant theories and models to analyse a company's competencies, customer base, development of the customer portfolio and profitability assessments
- be able to understand the tools for assessment of the customer portfolio surrounding profitability, commitment and credit
- be able to understand the rules of international trade with goods and services including knowledge of EU competition law and marketing law
- have knowledge of employment clauses and EU employment law concerning employment contracts and posted employment
- have knowledge of the EU Service Directive
- have knowledge of international conflict management
- have knowledge of international patent and trademark law
- be able to relate to and implement relevant theories and models of the competitive position in the marketplace
- be able to understand benchmarking theory for comparisons within industry
- have established knowledge of the economic effects of globalization
- have understanding of relevant models for assessment of growth and developmental possibilities
- have knowledge of different models of strategic handling of product and concept development processes in business
- understand theory of a company's innovative platform, creative processes and value-based management
- understand essential implications of innovative projects on a company's supply chain

##### *Skills*

The student will:

- understand essential implications of innovative projects on a company's supply chain
- be able to assess the customer base including the individual customer in relation to company and a sales competencies and business model

- be able to analyse and assess an internationally focused company's choice of supply chain with involvement of relevant theories
- be capable of implementing an economic analysis, assessment and prioritisation of a customer portfolio
- be able to analyse and assess a company's competitive position
- be able to benchmark a company against a competitor or industry
- be able to apply relevant models to the implementation of product and concept development in business including assessing the economic consequences
- be able to assess various options to secure the purchase sum

#### *Competencies*

The student will be able to:

- enter into in a company's work with marketing intelligence with a focus on collection and assessment of information about the competitive position in the marketplace
- involve relevant data for the assessment of a company's customer care and customer development structure including the ability to implement the sales assignment
- assess and identify areas for improvement in a company's supply chain
- make a basis for decision as support for an economic assessment of customer base and external influences
- assess a company's innovative starting point and be able to enter into a company's work in order to plan and implement product and concept developmental processes
- analyse and assess legal issues in relation to international trade
- apply and assess different forms of distribution
- assess the compliance of marketing measures with EU law on misleading and comparative advertising

## **3.2 Core component 2: Business Development with an International Perspective**

#### **Content**

- Strategy development focusing on customers, relations, products, incentives, sales organisation and presentations, activity-based costing and value chain optimisation
- Evaluation of the contribution of the sales department
- Management of the sales department

#### **Weighting and position in the programme**

Business Development with an International Perspective totals 20 ECTS credits and takes place during the 2<sup>nd</sup> semester.

#### **Learning Objectives**

##### *Knowledge*

The student will:

- have an understanding of and be able to reflect upon central theories and models for the development of a company's sales base
- have a general and broad knowledge about the management theories which can support the development of a company's sales base
- have knowledge and understanding of theories and models which support and develop the tactical and operational sales performance
- have knowledge of tools and models for customer follow-up
- have knowledge of situation-specific management in the sales department
- have knowledge and understanding of tools for measurement and management of the effectiveness in the company's supply chain



**Skills**

The student will:

- be able to develop, assess and implement international sales strategies for different business types
- be able to substantiate and communicate the chosen strategies in a sales plan to relevant parties
- be able to choose and apply theories and models for the planning of the tactical and operational sales performance based upon the chosen sales strategy
- be able to draw up a balanced scorecard for a sales department and sales territory including making suggestions for follow-up
- be able to assess and apply methods and tools for a company's supply chain to benefit the sales performance
- be able to assess the marketing mix against customers generally and the individual customer specifically
- be able to make suggestions for possible changes in strategy and operations

**Competencies**

The student will:

- be able to handle and manage the development of the sales strategy starting from different complex situations and with the involvement of relevant parties
- develop an organisational plan of action which ensures the implementation of the sales plan
- be able to develop the economic foundation for a sales strategy in a practical context for a specific company
- be able to participate in the sales work in a company at the tactical and operational level
- be able to make his/her own balanced scorecard in relation to a company's primary strategy and plan and secure ongoing follow-up
- be able to enter into a dialogue with the sales department about the optimisation of a company's total sales activities

## 4. Compulsory course elements

The key subject areas cover a range of educational elements that correspond to 50 ECTS credits. This part of the curriculum has been determined collaboratively by the institutions of higher education approved to offer the particular programme, and these educational elements are mandatory. The compulsory educational elements are all concluded with an examination and include the following:

Educational elements distributed on semesters	1st semester	2nd semester	3rd semester	ECTS
	ECTS	ECTS	ECTS	
<b>Key Subject Areas and Compulsory Educational Elements</b>				<b>50</b>
<b>The Background for a Company's Sales</b>				<b>30</b>
The Customer as Starting Point	15			15
Industry and Competitors	5			5
Innovation	5			5
Theory and Methods	5			5

<b>Business Development with an International Perspective</b>				<b>20</b>
Developing the Sales Base		10		10
Tactical and Operational Sales		5		5
Implementation and follow-up		5		5
<b>Elective Educational Elements</b>				<b>10</b>
Electives		10		10
<b>Internship and Bachelor Project</b>				<b>30</b>
Internship and Project			15	15
Bachelor Project			15	15
<b>Total</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>90</b>
<b>Examination (1<sup>st</sup> semester)</b>				<b>30</b>
The Background for a Company's Sales	25			25
Theory and Methods	5			5
<b>Examination (2<sup>nd</sup> semester)</b>				<b>30</b>
Business Development with an International Perspective		20		20
Electives		10		10
<b>Examination (3<sup>rd</sup> semester)</b>				<b>30</b>
Internship Examination			15	15
Bachelor Project Examination			15	15

In the following, the compulsory educational elements will be elaborated on.

## 4.1 Compulsory course element 1: The Customer as Starting Point

### Content

- An analysis of current and potential customers, their strategic situation, needs and wants as a basis for an assessment of a company's total efforts
- Assessment of a company's business model and competencies
- Analysis of relations and marketing mix
- Analysis of effectiveness in a company's supply chain with a view to determining the company's core competencies and ability to satisfy the customers' needs
- Assessment of choice of geographical positioning of centres of production and know how, including partnerships and outsourcing
- A company's strategic foundation and focus
- The organisation of the sales department – strategically, tactically and operationally
- Organisational analysis of the sales team and buy centre in relation to a sales assignment
- The relation of the sales department to other departments, including business partners
- Competency analysis
- The rules for international agreement contracts and international sales of goods and services
- EU employment law concerning employment contracts and posted employment
- International conflict management

- The economic and financial foundation of the sale
- Activity-based costing
- Customer profitability, including credit assessment

Weighting and position in the programme.

The Customer as Starting Point totals 15 ECTS credits and takes place during the 1<sup>st</sup> semester.

## Learning Objectives

### Knowledge

The student will:

- have knowledge of and be able to understand relevant theories and models for analysis of a company's competencies, customer base, development of the customer portfolio including profitability assessment
- have knowledge and understanding of relevant models and theories of business models with the sale as the starting point
- be able to understand practical international examples in connection with current theory in the discipline
- have knowledge of general strategic perceptions and models within the structuring and organising of the sale, competence assessment, customer organisation, assessment of ability to implement plans, and relations to other departments and partners
- be able to understand tools for assessment of the customer portfolio surrounding profitability, commitment and credit
- have knowledge of how to apply to employment clauses in connection with employment in exporting countries and knowledge of EU rules concerning posted employment, employment contracts and social insurance
- have knowledge of the Brussels Regime (EU rules regulating jurisdiction in the EU and EFTA) and various international conflict management methods, including the rules concerning venue, pros and cons of court orders compared with arbitration and mediation
- have knowledge of the EU Service Directive

### Skills

The student will:

- be able to assess the customer base as well as the individual customer in relation to a company's and sale's competencies and business model.
- be able to analyse and assess these relations between a customer and a company
- be able to assess the customer's profitability and projected future earning potential along with the relevance of either a resource-based or market-oriented approach
- be able to analyse and assess an internationally focused company's choice of supply chain with the use of relevant theory from the discipline. This analysis will focus on the connection between:
  - the organisation of the sale
  - development of partnerships
  - securing customer satisfaction and experience of quality
- be able to analyse and perform an assessment of a company's strategic position
- be able to analyse and assess the organisation of a sale seen from a customer point of view, including relations to other departments in a company
- be able to analyse the organisation of a sale
- be able to use customer analysis to analyse and assess the competencies and requirements of the sales department
- be capable of implementing an economic analysis, assessment and prioritisation of a customer portfolio
- be capable of assessing various ways of securing the purchase sum in connection with export transactions, including the use of delivery clauses, letters of credit, export credit schemes,

various types of banker's guarantees, factoring/forfeiting and retention of ownership

### *Competencies*

The student will:

- be able to participate in multidisciplinary teams in marketing intelligence, focusing on the customer
- be able to extract relevant data for the assessment of a company's customer care and customer development structure
- assess a company's competencies and ability to match the customers' expectations to the sales department
- be able to identify legal regulations that are relevant for sales agreements
- be able to analyse and assess the legal consequences of an international sales agreement
- be able to make a basis for decision which supports an economic assessment of the customer base
- be able to use and assess the need for and the legal consequences of conditions of sales and delivery
- be able to analyse and assess questions in relation to international trade with goods and services, including choice of law and international contract rules with the main focus on the Global Sales Law (CISG)
- be able to apply the rules concerning the different forms of distribution to an analysis with a view to choosing form of distribution in connection with export transactions, including direct sales, sales agents, sales through branches, sales through subsidiaries, franchising, joint venture/strategic alliances and e-commerce

### **Examination and assessment:**

1<sup>st</sup> semester: External examination graded according to the 7-point grading scale (1<sup>st</sup> External examination/The Background for a Company's Sales). For more information on examinations, please read chapter 5, 16 & 17.

## 4.2 Compulsory course element 2: Industry and Competitors

### Content

- Analysis of the increasing complexity of forms of competition
- Analysis of competitors, clustering, and applications of benchmarking
- Benchmarking of a company's supply chain
- Ethics and social responsibility including corporate social responsibility
- Regulation of competition
- An analysis and assessment of international economic environment relations
- Financial and economic benchmarking

Weighting and position in the programme

Industry and Competitors totals 5 ECTS credits and takes place during the 1<sup>st</sup> semester.

### Learning Objectives

#### *Knowledge*

The student will:

- be able to relate to and extract relevant theories and models about the competitive position in the marketplace
- be able to identify and analyse specific competitors
- have knowledge about different benchmarking models
- have knowledge about basic benchmarking theory and models including supply chain management
- have knowledge about business ethics and corporate social responsibility
- have knowledge of international competition law with the main focus on EU competition law
- have knowledge of the ICC Advertising and Marketing Code
- have basic knowledge of the economic effects of globalisation
- have an understanding of international trade movements in the area
- be able to understand economic and financial benchmarking theory for comparisons within an industry

#### *Skills*

The student will:

- be able to analyse and assess the company's competitive position as a basis for preparation of the company's marketing mix with a focus on the sales effort. In relation to this the graduate will be able to benchmark a company against both the industry and its actual competitors with reference to strategic, tactical and operational level
- be able to involve relevant theories and models in relation to benchmarking the supply chain of an internationally-oriented medium-sized company
- understand a company's ethical dimension
- be able to benchmark a company against a competitor or industry with the involvement of relevant economic theory

#### *Competencies*

The student will:

- be able to carry out marketing intelligence with a focus on compilation and assessment of information about the competitive position in the marketplace
- be able to assess and identify areas of improvement in a company's supply chain based on benchmarking
- be able to handle an economic assessment of the external influences on a company from both the industry and international environment

- be able to assess whether certain marketing measures comply with the EU rules concerning misleading and comparative advertising

#### **Examination and assessment:**

1<sup>st</sup> semester: External examination graded according to the 7-point grading scale (1<sup>st</sup> External examination/The Background for a Company's Sales). For more information on examinations, please read chapter 5, 16 & 17.

### **4.3 Compulsory course element 3: Innovation**

#### **Content**

- Analysis of growth basis of businesses
- Analysis of product and concept development strategies and processes
- Consequences of innovation for a company's supply chain
- Assessment of the innovative platform along with a company's innovative processes and incentives
- International/EU incorporeal law
- Project management and measurement systems

Weighting and position in the programme

Innovation totals 5 ECTS credits and takes place during the 1<sup>st</sup> semester.

#### **Learning Objectives**

##### *Knowledge*

The student will:

- have an understanding of the relevant models for assessment of growth and development possibilities
- have knowledge about different models for strategic handling of product and concept developmental processes in a company
- understand practical implications of innovative products on a company's supply chain
- understand theory about a company's innovative platform and creative processes along with value-based management
- understand economic theory related to project management and assessment
- have knowledge of the rules concerning intellectual property rights, including inter- national patents and EU trademarks

##### *Skills*

The student will:

- be able to apply relevant models to the implementation of product and concept development in a company
- be able to apply relevant models to the development of solutions for a company's supply chain in relation to innovative projects
- be capable of assessing the innovative structures, processes and incentives of the organisation of sales
- be able to analyse the economic consequences of a particular policy of innovation for a company

##### *Competencies*

The student will:

- be able to enter into a company's work with planning and implementing product and concept development

- be able to form part of multidisciplinary teams with a view to solving challenges in a company's supply chain in relation to implementation of innovative projects
- be able to assess a company's innovative basis
- be able to apply the rules of protection of incorporeal rights
- be able to define Key Performance Indicators for a company's innovative work in relation to the sales effort

#### **Examination and assessment:**

1<sup>st</sup> semester: External examination graded according to the 7-point grading scale (1<sup>st</sup> External examination/The Background for a Company's Sales). For more information on examinations, please read chapter 5, 16 & 17.

## **4.4 Compulsory course element 4: Theory and Methods**

#### **Content**

- Theory and Methods refers to the specific subject area's considerations of its existence as an academic discipline
- Illustration of what consequences the choice of scientific paradigms have for choice of method and what it ultimately means for the analysis and assessment of practice
- A foundation for academic work
- Research into the central methodological approach within the disciplines of business economics
- Systematization of the ability of the approach to produce knowledge
- Understanding and command of the academic challenges encountered in modern society

#### **Weighting and position in the programme**

Theory of Science and Methods totals 5 ECTS credits and takes place during the 1<sup>st</sup> semester.

#### **Learning Objectives**

##### *Knowledge*

The student will:

- gain insight into important perspectives in knowledge, perceptions and recognition
- have a solid grasp of what knowledge means in the context of social science and have a grasp of what role the knowledge plays in a business economic perspective
- have a basic knowledge of essential theoretical problems and schools within a social-science perspective and in particular within the core areas of marketing, organisation/management and economics
- have knowledge about the theory's theoretical hypotheses and methodological approaches which support the production of knowledge
- have knowledge and understanding of central paradigm shifts within the disciplines of business economics
- have understanding of the application of methodology in project and report writing following the principles of academic work

##### *Skills*

The student will:

- be able to relate critically to empirical-analytical theory and among other things be able to discuss what knowledge is, how it is generated and how it relates to practice
- be able to reflect upon and enter into discussions about business economic perspectives in academic contexts
- be able to work with theoretically and methodologically based problems and integrate understanding of academic work and methods professionally in project and report writing

- be able to collate, adapt and interpret quantitative and qualitative data along with relating critically to existing or new data materials, including having knowledge about measuring scales and being able to judge the relevance, topicality, validity, reliability and scope for generalisation of data
- be able to prepare problem analysis and perform problem definition, put forward problems and hypotheses, along with being able to perform methodological considerations and substantiate choice of research methods
- be able to structure and analyse following the principles of academic work

#### *Competencies*

The student will:

- be able to prepare scholarly reports and projects, including arranging research results and suggested solutions in a clear and easy-to-read report which contains a clear formulation of the problem, methodological consideration along with an assessment of the reliability and validity of the results and conditions
- be able to draw up a research plan along with assessing the strong and weak points of alternative research methods
- be able to substantiate choice of method along with relating critically to the method

#### **Examination and assessment:**

1<sup>st</sup> semester: Internal examination graded according to the 7-point grading scale (1<sup>st</sup> Internal examination/Theory and Methods). For more information on examinations, please read chapter 5, 16 & 17.

## **4.5 Compulsory course element 5: Developing the Sales Base**

#### **Content**

- Development of international sales strategies
- Development of CRM strategies from attracting new customers to retaining and developing existing customers. Includes key account management (KAM) and global account management (GAM)
- Development of sales plans
- Development of international strategies for a company's supply chain to support sales strategies and plans
- Adaptation of action parameters
- Organisational development and innovation management
- Personal development, including self-leadership and stress management
- Team building
- Competence development plans
- Management of partnerships
- Strategic behaviour and game theory
- Economic value added and Weighted Average Costs of Capital (WACC)
- Forecasting models
- Implementation power

Weighting and position in the programme

Developing the Sales Base totals 10 ECTS credits and takes place during the 2<sup>nd</sup> semester.

#### **Learning Objectives**

##### *Knowledge*

The student will:

- have an understanding of and be able to reflect upon central theories and models for the



development of a company's sales base based on as well relational as transactional approaches

- understand the theoretical tools in relation to a company's supply chain for development of an international sales base including the basic agent theory
- have a general and broad knowledge about management theories, which can support the development of a company's sales base including the development of competency planning, partnerships and the sales team
- understand basic sales strategy models and their applications

### *Skills*

The student will:

- be able to develop, assess and implement international sales strategies for different business types (industry, sizes, resources etc.)
- be able to substantiate and arrange the chosen strategies into a sales plan for relevant parties
- be able to develop and assess the company's action parameters in relation to the individual customer
- be able to collate relevant data for the assessment and development of plans for a company's supply chain plans which support the sales base
- be able to identify areas of development in the organisation of sales, including international agencies
- be able to develop competency plans for the sales team including self-leadership and stress management
- be able to prepare a plan for the development of an organisation in relation to aspects of a company's culture and values
- be able to apply taught theory in relation to the assessment of alternative sales plans
- be able to assess the sales department's implementation power in connection with sales measures

### *Competencies*

The student will:

- be able to handle and manage the development of the sales strategy starting from different complex situations and with involvement of relevant stakeholders
- be able to identify their own learning needs, including necessary knowledge and constant skills development
- be able to ensure the involvement of theories and methods for a company's supply chain for the development of a commercial plan for the sale
- develop an organisational plan of action which secures the implementation of the sales plan
- be capable of identifying and constructing personal networks
- be able to apply the rules of different distribution types in an analysis with reference to choice of distribution type
- be able to assess and develop the company's ability to implement the sales activity

### **Examination and assessment:**

2<sup>nd</sup> semester: External examination graded according to the 7-point grading scale (2<sup>nd</sup> External Examination/Business Development with an International Perspective). For more information on examinations, please read chapter 5, 16 & 17.

## 4.6 Compulsory course element 6: The Tactical and Operational Sales Performance

### Content

- Implementation of sales strategies and sales plans
- Coordination and cooperation in a company's supply chain
- Preparation of back-up plans
- Recruitment and selection of sales personnel
- Incentive strategies
- Coaching
- Conflict management
- Management of the sales department including stress management
- Activity-based costing and value-chain optimisation
- Foreign currency and option theory

### Weighting and position in the programme

The Tactical and Operational Sales Performance totals 5 ECTS credits and takes place during the 2<sup>nd</sup> semester.

### Learning Objectives

#### *Knowledge*

The student will:

- have knowledge and understanding of theories and models which support and develop the tactical and operational sales performance
- have basic understanding of problems, theory and models in a company's supply chain which are linked to the tactical and operational sales performance
- have knowledge and understanding of different methods for recruitment of sales personnel
- be able to understand and reflect upon the meaning of different theories of motivation for the preparation of incentive strategies
- have knowledge and understanding of different conflict styles and problem-solving possibilities
- have knowledge of situation-specific management in the sales department
- understand basic theory and models in the area

#### *Skills*

The student will:

- be able to choose and apply theories and models to the planning of the tactical and operational sales performance based on the chosen sales strategy
- be able to develop a company's strategy starting from unique customer relations and be able to communicate this to relevant parties
- be able to assess and apply methods and tools for a company's supply chain to support the tactical and operational sales performance
- prepare suggestions for the recruitment plan
- prepare strategies for the motivation of sales personnel
- have an understanding of the relevance of coaching in relation to sales personnel
- prepare suggestions for conflict management in a company
- have an understanding of situation-specific management in the organisation of sales
- be able to apply the taught theory to actual international sales assignments

#### *Competencies*

The student will:

- be able to participate in the tactical and operational sales performance in a company at the

tactical and operational levels

- be able to identify problems and solutions in a company's supply chain for planning the tactical and operational sales performance
- be able to manage and develop solutions surrounding complex situations within international sales management
- be able to assess the economic consequences of a given international sales effort including risk assessment and limitation

#### **Examination and assessment:**

2<sup>nd</sup> semester: External examination graded according to the 7-point grading scale (2<sup>nd</sup> External Examination/Business Development with an International Perspective). For more information on examinations, please read chapter 5, 16 & 17.

## **4.7 Compulsory course element 7: Implementation and Follow-up**

#### **Content**

- Customer follow-up tools
- MIS (Marketing Intelligence Systems)
- CRM software
- Measuring effectiveness of a company's supply chain
- Evaluation of the sales department's efforts, including personal, professional, cultural and social competencies
- Preparation of analysis of employee satisfaction
- Balanced scorecard
- Variable analysis with basis in the marketing mix

Weighting and position in the programme

Implementation and Follow-up totals 5 ECTS credits and takes place during the 2<sup>nd</sup> semester.

#### **Learning Objectives**

##### *Knowledge*

The student will:

- have knowledge of tools and models for customer follow-up
- have knowledge and understanding of tools for measuring effectiveness of a company's supply chain
- have knowledge and understanding of tools for measuring colleague satisfaction and criteria for evaluation of the sales department's efforts
- have understanding of general economic reporting methods and their application in Danish commerce

##### *Skills*

The student will:

- be able to assess marketing mix for a company's customers generally and the individual customer specifically and be able to make suggestions for possible changes in strategy and efforts
- be able to prepare a follow-up plan for measuring effectiveness of a company's supply chain
- be able to perform a measurement of sales efforts and subsequently put forward commercial suggestions based upon the measured results
- be able to draw up a balanced scorecard for a sales department and sales area along with suggestions for follow-up.

### Competencies

The student will:

- be able to enter into work assessing a company's combined efforts along with individual efforts in relation to sales work for its customers. In relation to this the student will be able to identify their own learning needs to be able to develop and maintain relevant competencies for this work
- be able to enter into a dialogue with the sales department about optimisation of a company's total sales efforts from the perspective of effectiveness in the whole supply chain
- be able to develop and implement an evaluation of personal, professional, cultural and social competencies and employee satisfaction
- be able to create their own balanced scorecard in connection with a company's primary strategy and plan, and secure on-going follow-up
- be able to be part of multidisciplinary teams in connection with the company's marketing intelligence with the customer as starting point

### Examination and assessment:

2<sup>nd</sup> semester: External examination graded according to the 7-point grading scale (2<sup>nd</sup> External Examination/Business Development with an International Perspective). For more information on examinations, please read chapter 5, 16 & 17.

## 4.8 Elective element

### Content

The content of the elective element is determined by the institution.

### Weighting and position in the programme

The elective element totals 10 ECTS credits and takes place in the 2<sup>nd</sup> semester after completion of prior elements.

### Learning objectives

The learning objectives for the elective element are determined by the institution, if relevant in collaboration with the student.

## 4.9 Internship

The Bachelor's Degree Programme in International Sales and Marketing includes both theory and practical experience with the purpose of supporting the graduate's continuous learning process and contributing to the fulfilment of the learning objectives specified for the study programme. During the internship, graduates are faced with professionally relevant issues, just as they become familiarised with relevant job functions. Graduates must actively and independently seek a placement with one or more private or public companies, and VIA University College ensures that the internship settings are satisfactory.

If the internship is not passed, the student must do another internship. It will always be the student who is responsible for finding a new internship. As is the case for all exams, the student has three attempts to pass the internship.

The internship is unpaid.

### Weighting and position in the programme

The Internship totals 15 ECTS credits. The internship takes three months and is placed at the beginning of the 3<sup>rd</sup> semester, immediately before the BA project.

### Purpose

The course's internship will create a connection between the studied theory and the profession's vocational relations. The internship will ensure closeness to practice and the development of professional and personal competencies for independent participation in business. The internship assists the student in converting the studied knowledge into practical experience.

**Learning Objectives***Knowledge*

The student will possess knowledge of:

- have knowledge of the profession's theory and methods along with practice
- be able to understand terms and methods along with reflecting upon the application
- have experiences of participating in the solution of practical work assignments

*Skills*

The student will:

- be able to convert the studied knowledge into practice within business
- be able to assess theoretical and practical problems and draw up suggested solutions
- be able to apply and arrange relevant theories to the solution of assignments in the workplace

*Competencies*

The student will:

- be able to see their own professional role in relation to actual assignments
- be able to enter into professional as well as interdepartmental cooperation

**Examination and assessment:**

3<sup>rd</sup> semester: Internal examination graded according to the 7-point grading scale (3<sup>rd</sup> Internal Examination/Internship examination). For more information on examinations, please read chapter 5, 16 & 17.

## 4.10 The Bachelor Project

The bachelor project, concluding the Bachelor's Degree Programme in International Sales and Marketing, must document the student's abilities to understand and analyse a practice-based problem related to their respective fields of study by means of relevant theory and methodology. Thus, central subjects from the programme should be covered by the project, and a problem statement, which must be key to not only the programme but also the respective type of industry/profession, has to be formulated by the student, and if desired in cooperation with a private or public company. VIA University College will subsequently approve the problem statement.

The bachelor project is conducted as an external examination, which, together with the internship report and other programme examinations, should document that the programme's learning objectives and requirements are met. The examination comprises a written part and an oral part that result in a single joint grade. For more information about the bachelor project see the Rules and Guidelines for Exams and the specific manual for the bachelor project.

**Purpose**

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

The project description for the project is prepared by the student and preferably in cooperation with a company. The project's problem proposal must be approved by VIA University College.

**Weighting and position in the programme**

The BA Project totals 15 ECTS credits. The Bachelor Project is completed at the end of the 3<sup>rd</sup> semester.

The graduate must have passed all previous exams to register for the Bachelor Project exam. The internship must also have been passed prior to attending the exam in the Bachelor Project.

## Learning Objectives

The learning objectives are the same as for the course (see above). In addition the following learning objectives apply to the Bachelor Project.

### Knowledge

The student will:

- have knowledge about the profession's and subject area's applied theory and methods along with practice
- be able to understand theory and methods along with being able to reflect upon the profession's application of theory and methods

### Skills

The student will:

- apply methods and tools for collation and analysis of information and will master the skills related to employment in the profession
- assess theoretical and practical problems and substantiate the chosen actions and solutions
- communicate practical and professional problems and solutions for colleagues and users

### Competencies

The student will:

- handle complex and development-oriented situations in relation to work and study
- independently enter into academic and interdisciplinary cooperative work and take on responsibility within the settings of professional ethics
- identify their own learning needs and, in relation to the profession, develop their own knowledge and skills

### Examination and assessment:

3<sup>rd</sup> semester: External examination graded according to the 7-point grading scale (3<sup>rd</sup> External Examination /Bachelor Project examination). A single grade is given. For more information on examinations, please read chapter 5, 16 & 17.

## 5. Internal and External Examinations

The curriculum uses three different forms of exams:

- External exams, which are used nationwide. They are assessed by an internal examiner and one or more external examiners.
- Internal exams in compulsory elements, which are used nationwide. They are assessed by one or more lectures and/or industry representatives.
- Internal exams in optional courses, which are specific for the institution concerned. They are assessed by one or more lectures and/or industry representatives.

The student must sit all exams during the first exam term following completion of the lecturing.

The students are entitled to three examination attempts per exam.

All exams must be passed. The students cannot re-sit an exam once it has been passed.

### Signing up for the exam

When starting a semester you are automatically signed up for all the connected exams at that semester and one examination attempt is used.

**Re-exam**

Students who have been prevented from completing an exam on account of documented illness or other unforeseeable event, will be given an opportunity to sit a make- up exam as soon as possible.

Illness must be documented by a medical certificate. The institution must receive the medical certificate no later than two business days after the date of the exam. Students who fall ill during an exam must document that he/she was ill on the day in question.

If the illness is not documented in accordance with the above-mentioned rules, the graduate will be considered to have used one examination attempt. The graduate is responsible for the cost of providing a medical certificate.

**Examination aids**

In connection with written exams and tests, graduates may use books and materials handed out during the teaching, own notes, additional materials, intranet, Internet and USB pen, etc. with documents unless otherwise expressly stated in the exam paper/guidelines.

The student cannot bring or use the following aids:

- Bluetooth
- mobile phone
- other data communication equipment enabling the graduate to communicate with others

Illegal use of the above-mentioned aids will result in instant expulsion from the exam.

During the exam, students cannot share aids or borrow from fellow graduates.

Students are not permitted to communicate with each other in any way once the test has commenced.

A student who tries to contact another graduate during the exam or tries to use non- permitted aids will be instantly expelled from the exam.

**Language used in the exam**

The exams must be completed in intelligible English.

**Special exam conditions**

Where required due to physical or mental disability, graduates can apply for additional exam time, etc.

Applications must be submitted to the institution no later than four weeks before the date of the exam. The application deadline may be waived in the event of sudden health problems.

The application must be accompanied by a medical certificate, a statement from an institute for speech or hearing impediments, dyslexia or the blind or other documentation supporting health problems or are relevant, specific disability.

**Cheating at exams**

A graduate who gives or receives undue persistence to answer an exam paper or uses non-permitted aids will be expelled from the exam.

In aggravating circumstances, the graduate may be expelled from the educational institution.

When handing in a written exam paper, graduates must sign to confirm that the paper was completed without undue assistance.

**Plagiarism - using one's own work and that of others**

Plagiarism is a form of cheating where a written exam paper appears to have been produced entirely or partially by the graduate(s) sitting the exam, although the paper

1. is an identical or almost identical copy of the wording or works of others without the text in question being shown in quotation marks, italics, indented or in some other way clearly marked and the source indicated, cf. the institution's requirements to written work.
2. reuses the graduate's own previously assessed material in breach of the provisions mentioned under point 1.

### **Complaints**

The following can form the subject of a complaint in connection with an exam:

1. the exam paper, including questions, assignments and similar
2. the course of the exam
3. the assessment
4. legal aspects.

The complaint must be in writing stating reasons and must be submitted no later than two weeks after the results of the exam in question have been published.

### **Compulsory participation**

In order to achieve the learning objectives/outcomes of the programme, certain course elements require compulsory participation in the form of e.g.

- handing-in/presentation of assignments/projects and
- compulsory attendance in the form of physical presence.

Before the graduate can sit an exam, semester activities subject to compulsory participation (compulsory activities) must have been approved. Please see appendix C.

If the graduate fails to comply with the compulsory participation and such participation is a requirement for sitting the exam, the lack of compliance will be regarded as absence from the exam, and the graduate will have used one examination attempt.

It is stated in the description of the individual exams whether compulsory activities are a requirement for sitting the exam.



## 5.1 Overview of Examinations

The programme features the following examinations:

Semester	Name of the examination	Educational element	Noted on the final diploma	ECTS
1 <sup>st</sup> semester	1 <sup>st</sup> External Examination (The Background for a Company's Sales)	The Customer as Starting Point, Industry and Competitors and Innovation	One grade	25 ECTS
	1 <sup>st</sup> Internal Examination (Theory and Methods)	Theory and Methods	One grade	5 ECTS
2 <sup>nd</sup> semester	2 <sup>nd</sup> External Examination (Business Development with an Inter- national Perspective)	Developing the Sales Base, Tactical and Operational Sales and Implementation and Follow-up	One grade	20 ECTS
	2 <sup>nd</sup> Internal Examination (Electives)	Electives	One grade	10 ECTS
3 <sup>rd</sup> semester	3 <sup>rd</sup> Internal Examination (Internship Examination)	Internship and project	One grade	15 ECTS
	3 <sup>rd</sup> External Examination (Bachelor Project Examination)	Bachelor project	One grade	15 ECTS

## 5.2 Description of Exams

### 5.2.1 The Background for a Company's Sales

A written exam lasting six hours in the core component *The Background for a Company's Sales*. Graded according to the 7-point scale.

Compulsory participation in certain compulsory activities is a requirement for this exam. The activities are described in the Institutional part of the curriculum and separate descriptions of the activities are available on the institutions studynet.

### 5.2.2 Theory and Methods

Oral or written exam. The exam form will be determined by the institution. Graded according to the 7-point scale.

Compulsory participation in certain compulsory activities is a requirement for this exam. The activities are described in the Institutional part of the curriculum and separate descriptions of the activities are available on the institutions studynet.

### 5.2.3 Business Development with an International Perspective

Half-hour oral exam focusing on the core component Business Development with an International Perspective.

The oral exam focuses on the semester project in the 2nd semester – Business development with an international perspective. The exam is assessed only on the oral performance. Graded according to the 7-point scale.

Compulsory participation in certain compulsory activities is a requirement for this exam. The activities are described in the Institutional part of the curriculum and separate descriptions of the activities are available on the institutions studynet.

### 5.2.4 Elective element

The exam in the elective element is decided by the institution. The exam is assessed internally by the institution. Graded according to the 7-point scale.

### 5.2.5 Internship

The exam is assessed internally by the institution and is graded according to the 7- point scale.

### 5.2.6 Bachelor Project

The final exam project can be written individually or by two, at the most three, students working together.

The BA project must not exceed:

For one student: 100,000 characters  
 For two students: 150,000 characters  
 For three students: 200,000 characters

Characters include spaces, footnotes, figures and tables but exclude the cover page, table of contents, references and appendices.

The BA project is described under section 4.10.

Based on the written report, the students sits an individual oral exam, which lasts 45 minutes, including discussion of the examinee's performance. Graded according to the 7-point scale.

One combined grade is given for the BA project of which the written report counts for 2/3 and the oral exam counts for 1/3.

If the total assessment gives a grade lower than 02, the student must prepare a new project with a new problem statement.

## INSTITUTIONAL PART

### 6. Elective element

#### Content

The student must immerse him/herself in an elective course element. The student must study an elective course element in greater detail. This is chosen from a list of ideas set by the teachers or a self-selected topic – possibly inspired by one or more external lecturers.

The elective topic is worked on in study groups.

A lecturer's association with a study group is dependent on the students' choice of topic and here lectures act primarily in a supervisory role.

The supervisor assists a particular study group in structuring the elective topic into compulsory course elements and encompassing the parts of the relevant academic disciplines which can contribute to the immersion. In addition goals are formulated for educational gain specified in the knowledge, skills and competencies which participants in the study group must acquire.

Work on the elective course element concludes in different milestones in shared seminar teams where the study groups present in front of each other starting with a short synopsis, exemplifying interesting problems within the chosen topic and their best solutions in theory and practice.

#### Weighting and position in the programme

The elective element totals 10 ECTS credits and takes place in the 2<sup>nd</sup> semester after completion of prior elements.

#### Learning Objectives

This section of the course will put the course's core components into perspective. The learning objectives are prepared in cooperation with the individual student as they depend upon the chosen topic.

### 7. Guidelines for implementing the internship

During the company internship the graduate has one supervisor from the course and one from the company. The graduate and the two supervisors determine aims together for the graduate's educational gain from the internship period which subsequently gives direction for the company's organisation of the student's work.

The internship period concludes with an evaluation based upon a written report made by the student, the students' evaluation of the internship and an evaluation scheme done by the company. In the report the student assesses his/her educational gain from the internship in comparison with the agreed educational objectives.

The company internship is comparable with a full-time job with the same requirements of working hours, contribution, commitment and flexibility which the student would expect to find in their first job.

Further details regarding the internship can be found in VIA's guidelines for internship.

## 8. Internal exams

To attend the exam it requires that the semester's CA's, semester project have been approved. See appendix C.

Participation in the exam in Bachelor Project requires that all 1<sup>st</sup> and 2<sup>nd</sup> semester exams as well as the exam in company internship have been passed.

### 8.1 Exam in course element 4: Theory of Science

The exam is assessed according to the learning objectives.

It is a prerequisite for participating in the exam that the student have had their CA4 approved.

It is a prerequisite for participating in the exam that any obligation to participate in the programme according to the course description has been met.

The exam is a 4 hours written exam. However, 24 hours prior to the exam, students are given access to relevant exam material. The student must choose one of three assignments and complete a 5 page written paper. The exam is assessed individually.

The following aids are permitted during the exam: All – except usage of the internet during the last four hours.

The exam is assessed with a mark according to the 7-step scale and assessed with internal evaluation.

### 8.2 Exam in Elective Element

The exam is assessed with a mark according to the 7-step scale and assessed with internal evaluation.

The evaluation of the Elective element will be organized according to 3 milestones:

Milestone 1: Project description

Students should describe what academic issues they would like to go deeper into and why they would like to analyze these issues/subjects.

Output: 2-3 standard pages.

Oral: 30 minutes presentation and discussion according to the outlined tasks.

Milestone 2: Halfway presentation:

Students should make:

- an account of the working process so far
- an account of the outcome of their research so far
- an account of what they have learned so far
- sure to get input from their supervisor and fellow students, regarding how to get on with their work and improve the final report.

Output 1 standard page summary (briefly summing up on the main points from the oral presentation)

Oral: 30 minutes presentation and discussion according to the outlined tasks.

Milestone 3: Final report

Students should:

- make an account of their research and results
- evaluate their working process
- evaluate what they have learned compared to their original learning goals
- discuss their findings with their supervisor and their fellow students and ask for input to improvements.

Output: 18 - 20 standard pages (exclusive 1-page summary and appendices)

Oral: 30 minutes presentation and discussion according to the outlined tasks.

Marking:

1. Project description, accounts for 25% of the final mark
2. Halfway presentation: accounts for 25% of the final mark
3. Final report: accounts for 50% of the final mark.

Students who do not pass need to go to re-exam the next year and make a new assignment.

## 8.3 Exam in Internship

The exam is internal. Based on hand-ins by the graduate and evaluation from the internship company the supervisor assess the graduates internship process. The graduate must pass the internship in order to register for the Bachelor Project exam. It is graded according to the 7-point scale.

Apart from taking part in solving relevant problems/assignments during your internship, the student must also write a report. Your report consists of 2 parts:

1. **An internship report** (6 – 8 standard pages, type size 12 and spacing 1, excl. enclosures). It must include descriptions of *each* of the mayor assignments you have been working on during your internship. *The description of each assignment must include:*
  - What was the content and purpose of each assignment?
  - What was your role in each assignment?
  - What was the outcome of each assignment?
  - What did you learn from each assignment?
  - To what extent was each assignment relevant for your study programme?

The report must be made in accordance with “Guidelines for Preparing Project Reports”.

2. **Your evaluation of the internship** based on a form (uploaded in the Internship Portal), which you fill out.

The total basis of evaluation, with which the supervisor evaluates whether the internship is approved, is based on the 1. The internship report, 2. Your evaluation of the internship together with an evaluation form filled out by the company (VIA University College will inform the internship company about this).

Your internship report and your evaluation form should be uploaded in the Internship Portal on a specified date.

If your internship report is not approved you have 1 week to correct it and hand it in again based on the instructions from your supervisor.

**The company's evaluation of you.** The evaluation filled out by the company includes a number of evaluation criteria that evaluate your performance as trainee during your internship.

## 9. Study abroad

During the course it is possible for the graduate to complete the 1<sup>st</sup> or 2<sup>nd</sup> Semester at an educational institution abroad.

Similarly it is possible to complete a company internship and Bachelor Project in businesses or organisations outside Denmark.

VIA University College must approve the learning agreement before the period abroad takes place.

## **10. Written assignments and projects**

Every compulsory course element in each semester concludes with a compulsory assignment which must be passed before the graduate can be entered into the coming exams.

### **10.1 Compulsory course element 1: The Customer as Starting Point**

Based on a company case, the graduates hand-in a written report.

For further information, please read VIA's specific guidelines for this compulsory assignment.

### **10.2 Compulsory course element 2: Industry and Competitors**

Presentation and discussion of an article. Reference to and incorporation of at least one additional/elaborating article. For further information, please read VIA's specific guidelines for this compulsory assignment.

### **10.3 Compulsory course element 3: Innovation**

Presentation of an innovative project. For further information, please read VIA's specific guidelines for this compulsory assignment.

### **10.4 Compulsory course element 4: Theory of Science and Methods**

Compulsory Assignment 4 consists of a 1 hour multiple choice test. At the beginning of the course, the graduates receive the questions which will form the basis of the test. The graduates must work independently with the questions, although the questions and topics are dealt with in class and in the literature. The test takes place during the end of the course. No aids are allowed at the test. The assignment must be approved in order for the graduate to qualify for the ordinary examination. For further information, please read VIA's specific guidelines for this compulsory assignment.

### **10.5 Trial examination**

There is a trial examination in the core component of the semester: "The Background for a Company's Sales". Participation is compulsory.

Also there is a trial examination in Theory of Science and Method which is compulsory and attending this trial examination personally is mandatory.

For further information, please read VIA's specific guidelines for this compulsory assignment.

### **10.6 Semester Project – 1<sup>st</sup> Semester**

In the 1<sup>st</sup> Semester a project on the semester core component "The background for a Company's Sales" is undertaken in cooperation with businesses. The project is worked out in groups. The project must be approved and assessed by the institution. For further information, please read VIA's specific guidelines for this compulsory assignment.

### **10.7 Compulsory course element 5: Developing the Sales Base**

Graduates make presentations of solutions to a handed out business case. For further information, please read VIA's specific guidelines for this compulsory assignment.

## 10.8 Compulsory course element 6: The Tactical and Operational Sales Performance

Graduates take part in a role play which involves sales execution. The role play is done in cooperation with representatives from business life.

Graduates written input for the role play as well as the role play must be approved. For further information, please read VIA's specific guidelines for this compulsory assignment.

## 10.9 Compulsory course element 7: Implementation and Follow-up

Group work on a case covering management issues in the field of following up and con- trolling. Output of case work is presented orally and must be approved.

For further information, please read VIA's specific guidelines for this compulsory assignment.

## 10.10 Semester Project – 2<sup>nd</sup> Semester

In the 2<sup>nd</sup> Semester a project is undertaken where graduates must work on *Business Development with an International Perspective* for the business life. The project must be approved to take part in the oral exam at the end of the semester. Graduates should not prepare the assignment for the same company as the 1<sup>st</sup> Semester's assignment. For further information, please read VIA's specific guidelines for this semester project.

# 11. Applied forms of learning and working

## 11.1 Goal-oriented learning

The study programme consists of 3 semesters which combined give the BA graduate the competencies outlined in Section 1.

At the same time each semester forms a complete self-contained teaching period with its own assessment. It is therefore possible for a graduate to replace a semester with a documented equivalent course and assessment from another Danish or foreign institution.

Course elements are intended to give the graduate professional and methodical competencies so that he or she can tackle complex problems in practice within the profession from a well-founded theoretical background.

In addition, throughout the course the graduate will learn to identify and cover their own learning needs along with putting themselves in a position to enter into personal and complex cross-cultural relations while being flexible, commercially strong and goal- oriented – both in relation to customers and commercial partners, colleagues and managers – in and outside Denmark.

The compulsory course elements reflect the profession's core functions in practice. Moreover during the elective topic the graduates in study groups can define a relevant topic in relation to the profession and immerse into academic aspects of this.

The first two semesters each conclude with a semester project defined by relevant external industry contacts.

The purpose of the company internship is to give the graduate the possibility of putting into practice the first two semesters' educational gains on the profession's problems in the field. The internship will therefore take place in a business and job role relevant to the profession.

The completed BA project is conducted in cooperation with a company and graduates will in practice document their total educational gains for the solution of a defined problem relevant to the profession.



The elective topic together with the company internship and BA project gives the graduate the possibility of individualising their complete competency profile.

## **11.2 Practice-based learning**

Through participation in research and development work along with involvement in business and knowledge networks with customers and research institutions, the lectures gain insight into and knowledge about the latest tendencies in business. These experiences are systematically brought into the course.

Through semester projects, the company internship and the BA project the graduate gains contact with practice and the possibility for combining theory and practice.

## **11.3 Teaching methods and structure**

The teaching in the first two semesters of the course is built around compulsory course elements which relate to the core components The Background for a Company's Sales, Theory of Science and Methods, Business Development in an International Perspective along with the elective topic.

The academic approach to the compulsory course elements draws upon traditional academic disciplines for the profession but the core areas and the compulsory course elements also guide the learning process.

Through this a holistic and interdisciplinary approach is ensured to complex problems in practice which characterise the profession. The study programme is therefore organised with these problems as a starting point and will to a large extent build upon empirical methods, cases and best practice from the businesses which the course works together with.

Importance is also attached to the teachers' practical professional experience and entrance into knowledge-sharing networks in both practice and research environments within the profession's academic field.

The study programme is implemented through the application of lectures, group classes, practical training exercises, presentations, cases, seminars and projects along with a period in business.

During the course the latest knowledge and results from national and international research, trials and developmental work from the disciplines connected to the profession will be utilised.

IT is used as a tool, educational method and for information gathering.

## **12. Credits**

### **12.1 Transfer of Credits**

In some cases, VIA University College may be able to transfer credits for educational elements, or parts hereof, completed at other educational institutions, provided that the elements in question correspond to elements included in this curriculum.

VIA University College bases the decision about a possible credit transfer on an assessment of the element's content, level etc.

A transferable educational element from a stay abroad will be regarded as successfully completed, if the student has passed the element in accordance with the rules and regulations in effect at the educational institution at which the element was taken. Students are obliged to notify VIA University College of any previously passed educational elements at a higher educational level, which includes both Danish and foreign higher educations, presumed to be transferable. VIA University College handles all applications for

credit transfer after these rules.

If the course element concerned is graded using a 7 point scale at the institution where the exam is gained and is equivalent to a complete core area in the present curriculum, the grade is carried over. In all other cases the grade is marked as 'passed' and does not get counted as part of the grade average.

VIA University College is able to approve course elements from another Danish or foreign higher education course which have been passed in the place of course elements which are included as part of this curriculum. The course element is considered approved if it is passed following the rules of the course concerned. The grade is transferred as 'passed'.

## 12.2 Exchange students

VIA University College is able to approve exchange students from other higher education courses to follow parts of the study programme and obtain exams along similar guidelines. A prerequisite is that this is an approved learning agreement from home institution in their own study programme.

## 13. Compulsory Attendance

Attendance is compulsory if this is stated in VIA's guidelines for specific compulsory assignments and projects. Also see "Guidelines for handing in compulsory assignments" which is uploaded in Studynet and appendix C in this curriculum.

The specific dates where attendance is compulsory is announced in the semester plans  
– there is a plan for each semester.

## 14. English-language classes and course materials

All material used in the program: Class material, cases, classes, written projects and publications etc. will be in English. The graduate is therefore required to have gained competency in written and spoken English equivalent to graduates in the AP degree programme in Marketing Management.

## 15. Rules of Dispensation

VIA University College can in exceptional circumstances grant an exemption from the rules in the curriculum which are exclusively set by the institution.

## 16. Disruptive behaviour and cheating in exams

It is considered cheating when an examinee during exams

- gets unduly help or
- helps another examinee with answers or
- makes use of help other than permitted<sup>1</sup>

When submitting the written exams, the examinee must by signature confirm that the paper is made without unduly help<sup>2</sup>. The signature may be digital.

It is not allowed to use the internet during written exams except Wiseflow.

### 16.1 Plagiarism

Plagiarism is considered cheating if it is found in a submitted paper during an exam and it applies in the following situations:

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<sup>1</sup> According to BEK. NR. 1519 af 16/12/2013 (eksamensbekendtgørelsen) § 18, stk. 1

<sup>2</sup> According to eksamensbekendtgørelsens § 18, stk.

- a written product that is or has been submitted for assessment, for instance a bachelor's project or a weekly assignment
- a written product that is going to be or has been part of the assessment in an oral exam – for example a paper that serves as a prerequisite for signing up for and participating in the oral exam
- a written product that is handed in as prerequisite for signing up for and participating in the exam

#### *When is it considered plagiarism?*

It is considered plagiarism when a graduate tries to give the impression of being the originator of an idea, a text, a layout etc. in a written assignment when the originator is another person. It is especially considered plagiarism if an assignment entirely or partially appears as being produced by the graduate/s itself/themselves, even if the assignment

- includes identical or almost identical reproduction of others' formulations or work when the reproduced parts are not marked with quotation marks, written in italics, indented or with another distinct indication of source references, including page numbers or the like (cribbing/copying). This is according to the programme guidelines for preparing a written assignment, also referred to as editorial guidelines.
- includes substantial passages with a choice of words that are so close to another printed medium, that when compared it is obvious, that the passages could not have been written by the graduate without using the other printed medium (to paraphrase etc.) or
- includes the use of words or ideas of others without making references or giving credit to the originators (other kind of plagiarism)
- reuse text and/or central ideas from one's own work that has earlier been through an assessment or earlier published works without taking the above-mentioned points into consideration.

## **16.2 Particularly on disturbing behaviour during tests and exams**

The educational institution has the authority to remove an examinee from a test or exam if the examinee is displaying disturbing behaviour, for example if the examinee is noisy or breaking the institution's code of conduct during exam. In less serious incidents the educational institution will first issue a warning<sup>3</sup>. The examination monitors will report the incident to the Head of Department.

The reporting must take place immediately and without unnecessary delay. A written presentation of the case that contains information that can identify the reported examinee, as well as a short statement and the existing documentation about the incident must be attached to the reporting. If the incident is a repeated offense for one or more of the reported persons, this must be stated. Please read the paragraph on sanctions to find information about penalty for disturbing behavior.

## **16.3 Procedures and sanctions for cheating in exams and disturbing behavior**

### *Procedures*

Who is obliged to report? Anyone<sup>4</sup> who has a presumption of cheating is obligated to follow up on the suspicion and – if the presumption is maintained – to report it to the Head of Department.

### *Reporting*

If the presumption of cheating in an exam is strengthened, the internal examiner and/or the external examiner must report the incident in writing to the Head of Department of the study programme in question<sup>5</sup>. At the same time the internal examiner and/or the external examiner will inform the graduate

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<sup>3</sup> According to eksamensbekendtgørelsen § 18, stk. 3

<sup>4</sup> Everybody in this instance includes study-administration, also examination attendants, examiner, other teachers, management, library-staff, censor and fellow graduates.

<sup>5</sup> According to eksamensbekendtgørelsens § 18, stk 2.

that the incident has been re-ported to the Head of Department. If an assessment has not been made at the time of reporting, the school report will contain a 'not submitted'-note and an assessment will not be made.

### *The Head of Department*

When the Head of Department receives a report on cheating in an exam, he or she must decide whether to dismiss or proceed with the case.

If the Head of Department decides to proceed with the case, he or she is responsible for gathering documentation that might be missing and also for inviting the graduate to a meeting where the graduate has the possibility to relate to the report.

The graduate must receive a copy of the report with the invitation which must also contain information about the meeting that is about a presumed cheating in an exam and that the graduate is allowed to bring an assessor to the meeting. The assessor can counsel the graduate during the meeting, but cannot participate in the conversation. If it is not possible to organise a meeting, written communication must be used.

If the case is dismissed by the Head of Department, the assessment will take place in the usual manner, if it has not t already been made.

### *Sanctions*

On the basis of the report and the meeting the Head of Department will decide whether or not it is an incident of cheating in exam and also decide what type of sanction or penalty should be used against the graduate. The Head of Department can only decide on sanctions or penalty if the incident, from his or her perspective, is beyond any doubt a case of cheating in exam.

The circumstance is reported to the Director of VIA University College, Horsens if - and only if -the incident is so serious that it ought to lead to suspension or expulsion from the educational institution. In all other cases the Head of Department makes the decisions.

The graduate is informed of the final decision in writing. The person who reported the incident and the graduate counselor will receive a copy - and a copy is added to the graduate's folder.

### *Types of penalty*

Provided that cheating in exam is proved, one of the following penalties will be used:

- Warning
- Written or oral warning against breaking the rules.
- **Suspension from written exam on the premisses of the educational institution**, if a violation of the exam regulations has taken place<sup>6</sup>. If that is the case, the graduate will be registered as 'absent' from that particular exam.
- Cancellation of a written paper
- The cancellation includes the written assignment where the cheating has been observed. The cancellation can happen even if an assessment has been made. It will be noted that the graduate has been unsuccessful in an exam attempt.
- <sup>7</sup>A repeated exam attempt with unduly help or nonpermitted aids will result in permanent expulsion from the study programme
- Expulsion or suspension from the study programme

If the incident is a case of serious or repeated cheating, the graduate will be expelled or suspended from the educational institution<sup>8</sup>. The expulsion means that the graduate is excluded from participating in all activities at VIA University College, including all participation in classes and exams. The suspension entails

<sup>6</sup> According to eksamensbekendtgørelsens § 18, stk 2,2.pkt.

<sup>7</sup> According to eksamensbekendtgørelsens § 18, stk. 5

<sup>8</sup> According to eksamensbekendtgørelsens § 18, stk. 4

that the graduate is excluded from participating in all activities at VIA University College, including all participation in classes and exams in the suspension period.

In the case of suspension the graduate is registered as being on leave of absence during the period in question. After the suspension period, the graduate is automatically readmitted as a graduate at VIA University College at the study program in question. Apart from the above mentioned penalties, the incident may be reported to the police if it concerns civil law.

## 17. Exam complaints

Complaints can be submitted in the following circumstances:

- The basis of examination; exam questions, tasks and in relation to educational goals and requirements
- Examination procedure
- Review/result of the exam

The complaint must be in writing and reasoned/justified and individually submitted by the graduate no later than 2 weeks after the graduate is informed of the result of the exam<sup>9</sup>.

The complaint must be sent to the Head of Department who will manage and evaluate it. The graduate is entitled to receive a copy of the assignment given by the institution and a copy of the graduate's submitted assignment in the case of a written exam<sup>10</sup>. As a rule, the Head of Department presents the complaint to the original adjudicator: internal and external examiner. The examiners have 2 weeks to submit their professional opinion to the graduate's questions. The graduate must be given the opportunity to comment on the professional opinions and has one week to reply.

The Head of Department determines the outcome of the complaint based on the comments and the opinions. The decision must be in writing/written and substantiated and the result may be as follows:

- Reassessment. Except for oral examination.
- Reexamination or
- The complaint is dismissed

The adjudicators must be in agreement, if the appeal is dismissed by the Head of Department<sup>11</sup>.

The graduate must be informed as soon as the decision has been made. If the result is a reexamination or a reassessment, the graduate must be informed of the fact that this can result in a lower grade<sup>12</sup>.

### *Re-examination or re-assessment*

An offer of reexamination or reassessment must be accepted no later than 2 weeks after the graduate is informed of the decision. An acceptance hereof cannot be withdrawn. Reassessment or reexamination shall not be conducted, if the deadline is not respected.

Reexamination or reassessment must take place as soon as possible. If a diploma is issued, the institution must take the diploma back until the assessment is available and subsequently issue a new diploma<sup>13</sup>.

In the case of reexamination and reassessment, new examiners will be assigned.

If the result of a complaint is reexamination or reassessment, the decision applies to all examinees if the original exam is equally inadequate to the former.

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<sup>9</sup> 2 weeks = 14 calendar days

<sup>10</sup> Eksamensbekendtgørelsens § 39, stk. 3 (executive order of examination)

<sup>11</sup> Eksamensbekendtgørelsens § 43, stk. 2

<sup>12</sup> Eksamensbekendtgørelsens § 43, stk. 3

<sup>13</sup> Eksamensbekendtgørelsens § 44, stk. 1

*Particularly about reassessment*

In the case of reassessment, the examiners must have the files submitted: Exam questions or assignment, exam paper, the complaint, the original examiners' opinions including comments from the graduate and the decision from the institution or the Ministry. The examiners will inform the educational institution of the result of the new assessment, including a written evaluation of the assessment. The educational institution will inform the graduate about the assessment and the evaluation hereof.

*Examination questions formulated by the Ministry*

The educational institution will immediately forward its own evaluation as well as complaints regarding examination questions, formulated by the Ministry of Science, Innovation and Higher Education, to the before mentioned Ministry.

*Appeal of the decision*

In case the graduate disagrees with the decision, he/she has the opportunity to lodge an appeal against the decision no later than 2 weeks after being informed of this decision. The appeal must be in writing and substantiated and sent to the Head of Department, who will appoint an appeals board.

*Particularly about appeals board<sup>14</sup>*

The Head of Department will appoint an appeals board as soon as possible after the submission of the appeal. Permanent appeals boards can be appointed. VIA university College will defray the cost of the appeals board. The board consists of two external examiners, an examination eligible teacher and a graduate in the subject area.

*About the selection:*

- The president of the corps for external examiners will designate the two external examiners and designate one of them as president of the board. The president can designate himself as external examiner or as president of the board.
- VIA University College will designate the examination eligible teacher and the graduate.

The appeals board is covered by the Law of Public Administration, including conflicts of interests and confidentiality.

All members of the board must participate in board discussions and receive all documents for the board to be quorum. The discussion can be in writing and digital if there is consensus among the board members of a written process. If consensus among the board members cannot be reached, the discussion will terminate at a meeting where all members must be present. If the discussion ends by voting and there is a tie, the vote of the president is decisive. If the board is aware of errors of an exam during the process, VIA University College must be informed hereof and VIA will decide how to correct the error in accordance with the Executive Order of examination in chapter 9<sup>15</sup>.

*The appeals board's decision*

The material which formed the basis for the initial decision is the basis for the new decision made by the board<sup>16</sup>. The decision made by the board must be in writing and substantiated and may result in the following:

- Reassessment. Except by oral examination
- Reexamination or
- The complaint is dismissed

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<sup>14</sup> Eksamensbekendtgørelsens § 46

<sup>15</sup> Eksamensbekendtgørelsens § 47

<sup>16</sup> Eksamensbekendtgørelsens § 48

The Head of Department must be informed of the decision by the board as soon as possible. In the case of a winter exam, no later than 2 months and in the case of a summer exam, no later than 3 months after the Head of department has been informed.

VIA University College must inform the graduate as soon as possible if the process of the appeal cannot be completed before the deadline. The information/message must be in writing and substantiated and include information about the expected date of completing the process of the appeal. The head of Department will inform the student as soon as possible and the examiners will receive a copy of the decision when the decision has been made. If the decision includes reexamination or reassessment, the student must be informed that this may result in a lower grade.

Reexamination and reassessment will take place as described in the previous section "Reexamination and reassessment".

The professional decision of the appeals board cannot be appealed any further.

This complaints procedure is drawn up in accordance with Ministerial order 1516 of the Ministry of Science, Innovation and Higher Education "Ministerial order about tests and examinations in vocational study programmes".

Complaints against decisions of VIA University College or a board of appeal

Appeals of legal issues in decisions made by the adjudicators in accordance with § 44 stk. 3, and the board of appeal in accordance with § 48 stk. 1, may be sent to VIA University College. The deadline for submission of an appeal is two weeks from the day the decision is announced to the complainant, according to § 50 of the executive order of examination<sup>17</sup>

Complaints of legal issues in the decisions made by VIA University College in accordance with the examination order may be submitted to the Ministry of Science, Innovation and Higher Education. The complaint is sent to VIA University College, which makes a statement that the graduate should have the opportunity to comment within a period of usually 1 week. VIA University College forwards the complaint, statement and any comments to the Ministry. The deadline for submission of a complaint to VIA University College is 2 weeks from the day the decision is announced to the complainant.

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<sup>17</sup> BEK nr. 1516 af 16/12/2013 (eksamensbekendtgørelsen/the examination order)

## 18. Appendix A: The course's academic content and educational objectives

### 1<sup>st</sup> Semester – The Background for a Company's Sales (30 ECTS)

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
The Customer as Starting Point (15 ECTS)	An analysis of current and potential customers, their strategic situation, needs and wants as a basis for an assessment of a company's total activities	Analysis of effectiveness in a company's supply chain with a view to determining the company's core competencies and ability to cover the customers' needs	A company's strategic foundation and focus  The organisation of the sales department – strategically, tactically and operationally	The rules concerning international contracts and international sales of goods and services.	The economic and financial foundation of the sale  Activity-based costing
	Assessment of the selling company's own business model and competencies	Assessment of choice of geographical positioning of production facilities, warehouse location and planning functions, including partnerships and outsourcing	Organisational analysis of the sales team and purchase centre in relation to a sales assignment	The various forms of distribution, sales and delivery conditions, securing the purchase sum and employment clauses.	The profitability of customers, including credit assessment
	Analysis of relationship mix		The relation of the sales department to other departments, including business partners  The strength of implementation  Competency analysis	International conflict management	



Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
Knowledge	<p>The student will:</p> <ul style="list-style-type: none"> <li>have knowledge of and be able to understand relevant theories and models for analysis of a company's competencies, customer base, development of the customer portfolio including profitability assessment</li> <li>have knowledge and understanding of relevant models and theories relating to business models with the sale as the starting point</li> </ul>	<p>The student will:</p> <ul style="list-style-type: none"> <li>be able to understand practical international examples in connection with current theory in the discipline</li> </ul>	<p>The student will:</p> <ul style="list-style-type: none"> <li>have knowledge of general strategic perceptions and models within the structuring and organising of the sale, competence assessment, organising the customer, assessment of ability to implement, and relations to other departments and partners</li> </ul>	<p>The student will:</p> <ul style="list-style-type: none"> <li>have knowledge of the application of employment clauses in connection with employment in exporting countries and knowledge of the EU rules concerning employment contracts and social insurance</li> <li>have knowledge of the Brussels Convention and various international conflict management methods, including: the rules concerning venue, pros and cons of court orders compared with arbitration and mediation have knowledge of the EU Service Directive</li> </ul>	<p>The student will:</p> <ul style="list-style-type: none"> <li>be able to understand tools for assessment of the customer portfolio surrounding profitability, commitment and credit</li> </ul>

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
Skills	The student will: be able to assess the customer base as well as the individual customer in relation to a company's and sales competencies and business model. The assessment will be	The student will: be able to analyse and assess an internationally focused company's choice of supply chain with involvement of relevant theory from the discipline. This analysis will focus on the connection	The student will: be able to analyse and perform an assessment of a company's strategic position  be able to analyse and assess the organisation of a sale starting from the customer including:	The student will: be able to assess various ways of securing the purchase price in connection with export transactions, including: The use of delivery clauses	The student will: be capable of implementing an economic analysis, assessment and prioritisation of a customer portfolio

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
	<p>based upon the application of methods (including relevant statistical methods) and tools for collecting and analysing information about a company's customers and their behaviour along with internal relationships within a company</p> <p>be able to analyse and assess relations between a customer and a company</p> <p>be able to assess the customer's profitability and projected future earning potential and be able to assess the relevance of either a resource-based or market-oriented approach</p>	<p>between:</p> <ul style="list-style-type: none"> <li>o customer segmentation</li> <li>o development of partnerships in SC</li> <li>o securing customer satisfaction and quality of experience in the SC relation- ship with the customers</li> </ul>	<ul style="list-style-type: none"> <li>• Relations to other departments in the company</li> <li>• Analysis of the organisation</li> </ul> <p>be able to analyse and assess, distinct from customer analysis, the competencies and requirements of the sales department</p> <p>be able to assess the sales department's strength of implementation in connection with previous initiatives in the sales area</p>	<p>Letters of credit</p> <p>Export credit schemes</p> <p>Various types of banker's guarantees</p> <p>Factoring/ forfaiting</p> <p>Retention of ownership</p>	

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
Competencies	<p>The student will: be able to participate in multidisciplinary teams in relation to a company's work with marketing intelligence with the customer as the starting point</p> <p>be able to extract relevant data for the assessment of a company's customer care and customer development structure</p>		<p>The student will: assess a company's competencies and ability to match the customers' expectations to the sales department</p> <p>assess a company's ability to implement a sales assignment</p>	<p>The student will: be able to apply the rules concerning the different forms of distribution to an analysis with a view to choosing the form of distribution in connection with export transactions, including in particular: Direct sales Sales agents Sales through branches  Sales through subsidiaries Franchising Joint venture/strategic alliances  E-commerce</p>	<p>The student will: be able to make a basis for decision which supports an economic assessment of the customer base</p>

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
				be able to analyse and assess questions in relation to international trade with goods and services, including in particular:	

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
				Choice of law International contract rules with the main focus on the Global Sales Law (CISG) and the Danish/Nordic reservations Need for and consequences of international sales and delivery conditions	

### 1<sup>st</sup> Semester – The Background for a Company's Sales (30 ECTS)

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
Industry & Competitors (5 ECTS)	Complex forms of competition  Analysis of competitors  Clusters  Benchmarking	Benchmarking of a company's supply chain	Ethics and social responsibility including corporate social responsibility	Regulation of competition	An analysis and assessment of international economic worldwide relations  Financial and economic benchmarking
Knowledge	The student will:	The student will:	The student will:	The student will:	The student will:

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
	<p>be able to relate to and implement relevant theories and models about the competitive position in the marketplace</p> <p>be able to identify and analyse specific competitors</p> <p>have knowledge about different benchmarking models</p>	<p>Have knowledge about basic benchmarking theory and models including supply chain management</p>	<p>have knowledge about business ethics and corporate social responsibility</p>	<p>Have knowledge of international competition law with the main emphasis of EU competition law</p> <p>have knowledge of the ICC Advertising and Marketing Code</p>	<p>have basic knowledge of the economic effects of globalization</p> <p>have an understanding of international trade movements in the area</p> <p>be able to understand economic and financial benchmarking theory for comparisons within a industry</p>
Skills	<p>The student will:</p> <p>be able to analyse and assess a company's competitive position as a basis for preparation of the company's marketing</p>	<p>The student will:</p> <p>be able to involve relevant theories and models in relation to benchmarking</p>	<p>The student will:</p> <p>understand a company's ethical dimension</p>		<p>The student will:</p> <p>be able to understand economic and financial benchmarking theory for comparisons within a industry</p>

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
	mix with a focus on the sales effort. In relation to this the graduate will be able to benchmark a company against both the industry and its actual competitors with reference to strategic, tactical and operational levels	the supply chain of an internationally-oriented medium-sized company			
Competencies	The student will: be able to participate in a company's work with marketing intelligence with a focus on compilation and assessment of information about the competitive position in the marketplace	The student will: be able to assess and identify areas of improvement in a company's supply chain with a basis in a benchmarking exercise		The student will: be able to assess the compliance of marketing measures with EU law on misleading and comparative advertising	The student will: be able to handle an economic assessment of the external influences on a company from both the industry and international relations



1<sup>st</sup> Semester – The Background for a Company's Sales (30 ECTS)

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
Innovation (5 ECTS)	Growth analysis  Product and concept development strategies and processes	Consequences of innovation for a company's supply chain	Assessment of the innovative platform along with a company's innovative processes and incentives	International and EU Intellectual Property Rights Law (IPR)	Project management and measurement systems
Knowledge	The student will: have an understanding of the relevant models for assessment of growth and development possibilities  have knowledge about different models for strategic handling of product and concept development processes in a company	The student will: understand practical implications of innovative products on a company's supply chain	The student will: understand theory about a company's innovative platform, creative processes along with value-based management	The student will: have knowledge of the rules concerning international protection of intellectual property rights, including in particular:	The student will: understand economic theory surrounding project management and assessment

				International pa- tents	
				EU trademarks International trademarks	
Skills	The student will: be able to apply relevant models to the implementation of product and concept development in a company	The student will: be able to apply relevant methods and models to the development of solutions for a company's supply chain in relation to innovative pro- jects	The student will: be capable of assessing the innovative structures, processes and incentives of the organisation of sales		The student will: be able to analyse the economic consequences of a particular policy of innovation for a company

Competencies	The student will: be able to enter into a company's work with planning and implementing product and concept development	The student will: be able to form part of multi- disciplinary teams with a view to solving challenges in a company's supply chain in relation to implementation of innovative projects	The student will: be able to assess a company's innovative starting point		The student will: be able to define key performance indicators for a company's innovative work in relation to the sales effort
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## 2<sup>nd</sup> Semester – Business Development with an International Perspective:

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
Developing the Sales Base (10 ECTS)	<p>Development of international sales strategies.</p> <p>Development of CRM strategies from attracting new customers to retaining and developing existing customers. Includes key account management (KAM) and global account management (GAM)</p> <p>Pricing strategy</p> <p>Distribution strategy</p> <p>Promotion strategy</p> <p>Product strategy</p>	Development of international strategies for a company's supply chain to support sales strategies and plans	<p>Organisational development and innovation management</p> <p>Implementation power</p> <p>Personal development, including self-leadership and stress management</p> <p>Team building</p> <p>Competence development plans</p> <p>Management of partnerships</p>		<p>Strategic behaviour and game theory</p> <p>Economic value added and Weighted Average Costs of Capital (WACC)</p> <p>Forecasting models</p>
Knowledge	The student will: have an understanding of and be able to reflect up-	The student will: understand the theoretical tools in rela-	The student will: have a general and broad knowledge		The student will: understand basic models and their applications

	on central theories and models for the development of a company's sales base based on both relational and transactional approaches	tion to a company's supply chain for development of an international sales and operation plan	about management theories which can support the development of a company's sales base including the development of competency planning, partnerships and the sales team be able to assess the implementation power of the sales department in relation to sales measures		
Skills	The student will: be able to develop, assess and implement international sales strategies for different business types (industry, sizes, resources etc.) be able to develop and adjust the company's action parameters to individual customers be able to substantiate and communicate the	The student will: be able to collate relevant data for the assessment and development of plans for a company's supply chain which support the sales base	The student will: be able to identify areas of development in the organisation of sales, including international agencies be able to develop competency plans for the sales team including self-leadership and stress management		The student will: be able to apply taught theory in relation to the assessment of alternative sales plans

	chosen strategies in a sales plan for relevant parties		be able to prepare a plan for the development of an organisation in relation to aspects of a company's culture and values		
Competencies	<p>The student will:</p> <ul style="list-style-type: none"> <li>be able to handle and manage the development of the sales strategy based on different complex situations and with involvement of relevant stakeholders</li> <li>be able to identify his/her own learning needs, including necessary knowledge and constant skills development</li> </ul>	<p>The student will:</p> <ul style="list-style-type: none"> <li>be able to ensure the involvement of theories and methods for a company's supply plan</li> </ul>	<p>The student will:</p> <ul style="list-style-type: none"> <li>assess and develop the company's ability to implement sales develop an organisational commercial plan which se- cures the implementation of the sales plan</li> <li>be capable of identifying and constructing personal networks</li> <li>be able to handle and develop solutions surrounding complex situations within international partnerships</li> </ul>		<p>The student will:</p> <ul style="list-style-type: none"> <li>be able to develop the economic foundation for a sales strategy in practical consideration to an actual company</li> </ul>

## 2<sup>nd</sup> Semester – Business Development with an International Perspective:

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
The Tactical and Operational Sales Performance (5 ECTS)	Implementation of sales strategies and sales plans  Relations parameter Product parameter Customer parameter	Coordination and cooperation in a company's supply chain  Preparation of back-up plans	Recruitment and selection of sales personnel  Incentive strategies  Coaching  Conflict management  Management of the sales department including stress management		Activity-based costing and value-chain optimisation  Foreign currency and option theory
Knowledge	The student will: have knowledge and understanding of theories and models which support and	The student will: Have basic understanding of problems, theory and models	The student will: have knowledge and under- standing of		The student will: understand basic theory and models in the area

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
	develop the sales performance	in a company's supply chain which are linked to delivery relative to demand	<p>Different methods for recruitment of sales personnel</p> <p>be able to understand and reflect upon the meaning of different theories of motivation for the preparation of incentive strategies</p> <p>have knowledge and under- standing of different conflict styles and problem- solving possibilities</p>		
Skills	The student will: be able to choose and apply theories	The student will: be able to assess and apply	The student will: prepare suggestions for		The student will: be able to apply the taught theory

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
	<p>and models to the planning of the sales performance based on the chosen sales strategy</p> <p>be able to develop a company's strategy starting from unique customer relations and be able to communicate this to relevant parties</p>	<p>methods and tools for a company's supply chain to optimise the supply chain in relation to the expected sales performance</p>	<p>the recruitment plan</p> <p>prepare strategies for the motivation of sales personnel</p> <p>have an understanding of the relevance of coaching in relation to sales personnel</p> <p>prepare suggestions for conflict management in a company</p> <p>have an understanding of situation- specific management in</p> <ul style="list-style-type: none"> <li>the organisation of sales</li> </ul>		<p>to actual international sales assignments</p>
Competencies	The student will:	The student will:	The student will:		The student will:



Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
	be able to participate in sales in a company with responsibility at middle-management level	be able to identify problems and solutions in a company's supply chain to secure delivery according to demand	be able to manage and develop solutions surrounding complex situations within international sales management		be able to assess the economic consequences of a given international sales effort including risk assessment and limitation

## 2<sup>nd</sup> Semester – Business Development with an International Perspective:

Compulsory Course Element	Sales / Marketing	SCM	Management / Organisation	Law	Economics
Implementation & Follow-up (5 ECTS)	Customer follow-up tools in relation to marketing and sales performance  CRM software  Balanced scorecard	Measuring effectiveness of a company's supply chain	Evaluation of the sales department's efforts, including personal, professional, cultural and social competencies  Preparation of analysis of colleague satisfaction		Balanced scorecard  Variable analysis
Knowledge	The student will: have knowledge of tools and	The student will: have knowledge and	The student will: have knowledge and		The student will: have understanding of

	models for customer follow-up	understanding of tools for measuring effectiveness of a company's supply chain	understanding of tools for measuring colleague satisfaction and criteria for evaluation of the sales department's efforts		general economic reporting methods and their application in Danish commerce
Skills	The student will: be able to assess the marketing mix activities directed towards a company's customers generally and the individual customer specifically and be able to make suggestions for possible changes in strategy and efforts	The student will: be able to prepare a follow-up plan for measuring effectiveness of a company's supply chain	The student will: be able to perform a measurement of sales efforts and subsequently put forward commercial suggestions based upon the measured results		The student will: be able to draw up a balanced scorecard for a sales department and sales area along with suggestions for follow-up
Competencies	The student will: be able to enter into work assessing a company's combined activities along with individual efforts in relation to sales work towards its customers.  be able to participate in multidisciplinary teams in marketing intelligence, focusing on the customer  In relation to this the student	The student will: be able to enter into a dialogue with the sales department about optimisation of a company's total sales efforts from the perspective of optimum exploitation of the supply chain	The student will: be able to develop and implement an evaluation of personal, professional, cultural and social competencies and colleague satisfaction		The student will: be able to create their own balanced score- card in connection with a company's primary strategy and plan, and secure on- going follow-up

	will be able to identify his/her own learning needs to be able to develop and maintain relevant competencies for this work				
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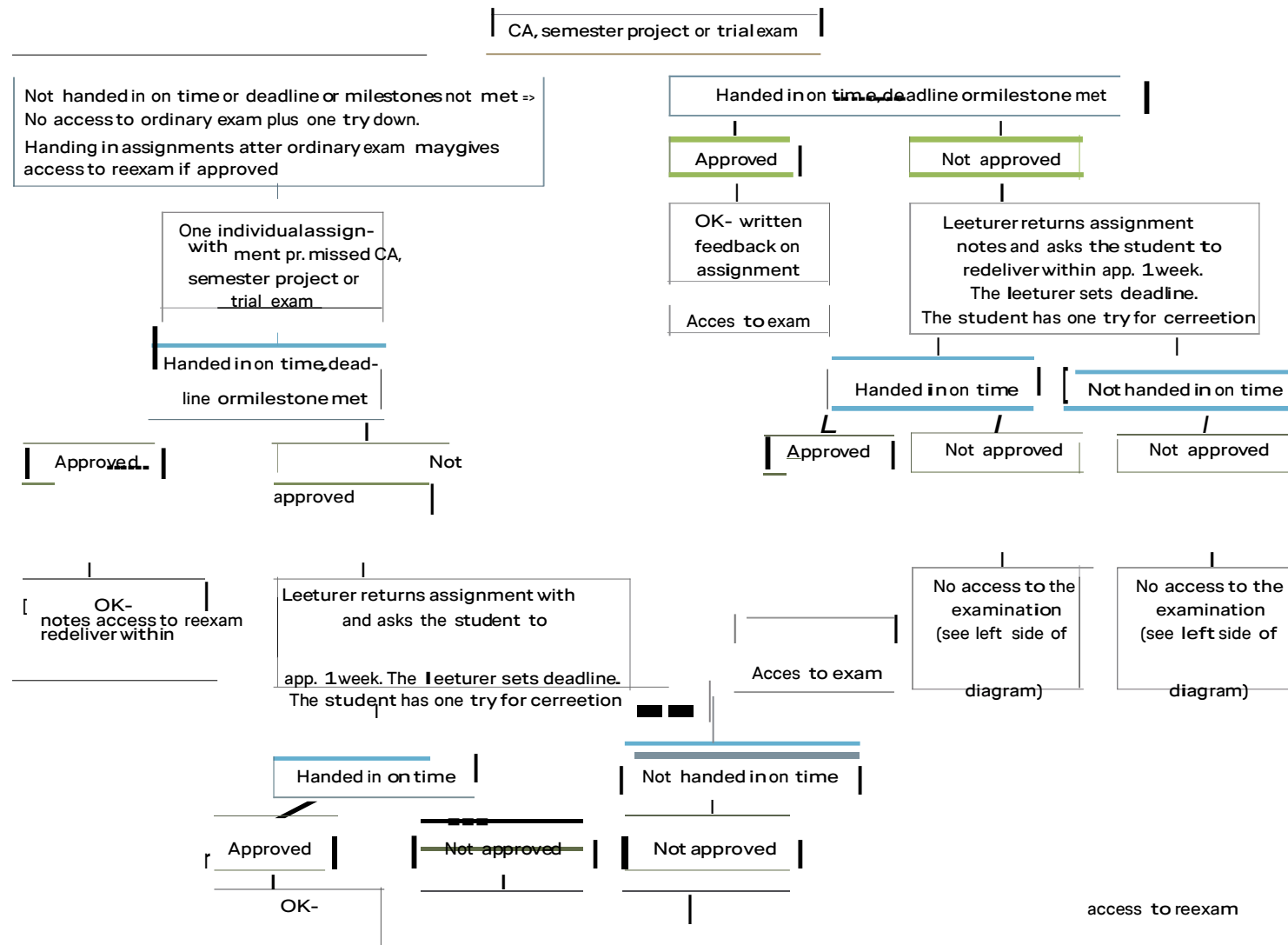
## 19. Appendix B: Schematic overview of the Bachelor of International Sales and Marketing Management

1 <sup>st</sup> Semester 30 ECTS	Core Component 1: The Background for a Company's Sales			
	Compulsory Course Element 1 The Customer as Starting Point	Compulsory Course Element 2 Industry and Competitors	Compulsory Course Element 3 Innovation	Compulsory Course Element 4 Theory and Methods
	15 ECTS	5 ECTS	5 ECTS	5 ECTS
	Compulsory Assignment	Compulsory Assignment	Compulsory Assignment	Compulsory Assignments
	Compulsory Semester Project			
	External written exam – 6 hours – 7 point scale			Oral exam ½ hour - or - Written exam 4 hours Internal – 7 point scale
2 <sup>nd</sup> Semester 30 ECTS	Core Component 2: Business Development with an International Perspective			
	Compulsory Course Element 5 Developing the Sales Base	Compulsory Course Element 6 The Tactical and Operational Sales Performance	Compulsory Course Element 7 Implementation and Follow- up	Elective Course Element
	10 ECTS	5 ECTS	5 ECTS	10 ECTS
	Compulsory Assignment	Compulsory Assignment	Compulsory Assignment	Internal Exam 7 point scale
	(Compulsory Semester Project)			

	External oral exam - ½ hour – 7 point scale	
3 <sup>rd</sup> Semester  30 ECTS	Company Internship 15 ECTS	BA Project 15 ECTS
	Evaluation based upon written report	Project in cooperation with a company
	Internal exam – Pass/Fail	External oral exam - ¾ hour, written report 70%, oral 30% 7 point scale

## 20. Appendix C: Schematic overview of Guidelines for handing in compulsory assignments

(CA), semester projects and trial exam.



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