

2011

GO FOR HIGHER EDUCATION IN DENMARK



University College of Northern Denmark
TECHNOLOGY & BUSINESS

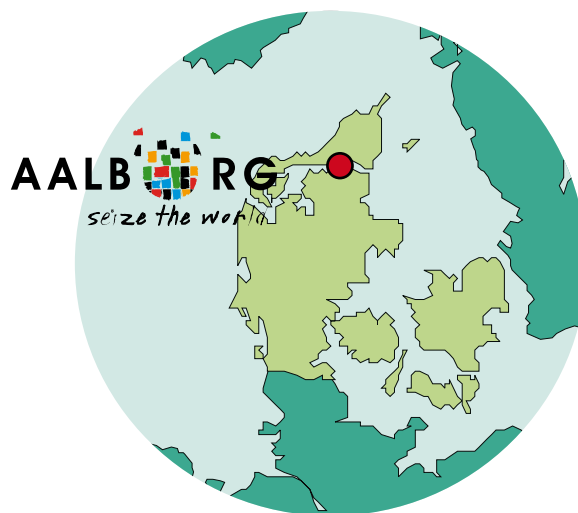
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University College of Northern Denmark (UCN) is a newly merged institution working in the fields of education, development, applied research and innovation. UCN is active in healthcare and wellness, social studies and education, technology and business, training and lifelong learning. We have over 7000 students in full degree programmes and more than 9000 part-time students undergoing continuing and further education and training. As a regional institution we service the top of Denmark.

At the University College we have a department of Technology & Business (T&B). This brochure presents all the 17 programmes taught fully in English within the Technology and Business study fields.

UCN Technology & Business has longstanding links with business, industry, public sector and professional organisations, and our commitment to being Denmark's leading academy of professional higher education means you benefit from our drive to ensure that you, our graduates, are the first choice for employers.



Some of the information provided in this brochure may be subject to change. Always check our website for the latest updated information: www.ucnorth.dk

ESS - GREAT CAREERS START HERE

Whatever you want to do - or if you're not quite sure yet - we'll do everything to boost your opportunities and help you on your way to a happy and successful future career.

From Business to Hospitality, IT & Technology, every one of our programmes are designed to develop the skills employers are looking for - we focus on applied management skills = meaning that we not only teach

you theories, we also make sure you know how to use them in practice on real challenges that occur in real life companies.

UCN Technology & Business works closely with experienced business people to organise our teaching programmes.

Practical experience in business or industry gives you a real advantage when you start looking for jobs. We offer work relations on all our programmes, giving

you the opportunity to develop the skills you need for your career and thereby increases your employability and entrepreneurship.

UCN Technology & Business offers professional academic programmes to students who need quick access to a business career and we reach our goals through a modern teaching approach, high quality learning facilities and committed staff and students.

UCN Technology & Business' doors are open to Danish as well as international students from all over the world. All our programmes are taught in Danish, but an increasing number (17) also in English.

UCN Technology & Business is there for you and for your career.



GRADUATES/INTERNSHIPS... UCN PAVES THE WAY FOR YOUR FUTURE JOB



Annamaria Kubovcikova, Slovakia

"After graduating from the UCN T&B Marketing Management programme, I continued my studies in Aarhus at the Aarhus School of Business (ASB), master programme in International Economic Consulting. I enjoyed the time at UCN and have a lot of positive memories. I think it is a great institution to start an education, especially for a foreigner, like me. I needed the time to get accustomed to the new environment and new way of learning. So I can see I have an advantage in my graduate studies over the people who just came to Denmark, because I am used to applying theory in the exams and I am used to the Danish way of lecturing and studying in general. I appreciated the group work at UCN; it has taught me how to work in teams. I am working in a voluntary organisation AIESEC as a Vice President of External Relations. I am using the marketing and sales background that I got in UCN for accomplishing my goals in the organisation. Although I have decided to concentrate on economics more than on marketing, UCN gave me an overview of the business studies, introduction to cross-cultural and team-based work and last but not least applied approach to education (which is used in ASB as well)".



Louise Holk, Denmark

"In 2008, I graduated from the Hospitality, Service & Tourism Management programme at UCN. During my internship, I had worked 5 months in Dubai – United Arab Emirates - at the Ritz Carlton in the Rooms Division (Front office, Guest Relations and Concierge). As a direct result of my internship experience and knowledge from Ritz Carlton, I was, after graduation, employed as the Guest Relations Manager for the NP Hotels (D'Angleterre, FRONT, Hotel Kong Frederik). It was an entirely new position at the NP Hotels so I started from scratch and was responsible for all the Guest Relations departments at these hotels. In 2009, I had the chance once again to move to Dubai and to work as a marketing coordinator for an oil trading company, International Bunkering Middle East DMCC. Concurrently with my jobs, I've been studying for the diploma in business administration (HD) at CBS, Copenhagen where I completed the first part in the summer of 2010 and has now started on the second part, however, virtually as I'm living and working in Dubai".



Ash Govender, South Africa

"I enrolled at University of Northern Denmark (formerly NOEA) in September 2005 on the AP Marketing Management programme and graduated in 2007. I had the opportunity to enroll at Aalborg University to complete a bachelor's degree (Bsc. Economics and Business Administration). After completion of the bachelor programme, I continued my studies on the 2 years Master's Degree in Msc. International Business Economics which I successfully completed in August 2010. At present, I am trying to use my newly acquired qualifications to apply for jobs. I would also like to thank University College of Northern Denmark for laying the foundation and paving the way for me to achieve academic success".

Anders Lund Olsen, Denmark

"I'm at the Sport Management BA programme at UCN and at the moment, I'm on my 4 months internship at Dowling College in New York, USA. I'm working with some very exciting assignments and I have also been given quite some responsibility. I'm primarily working with communication and marketing handling different tasks relating to their website www.dowlingathletics.com such as student assignments and home matches from various sport branches. And in cooperation with my manager here, I've already found a thesis for my final bachelor project which is also of value to Dowling College. I've been assigned the task to promote our home matches through different marketing strategies and thus motivate the students to attend these matches. This has provided me with many exciting tasks and a lot of information for my bachelor project. All in all, the internship is highly challenging both professionally as well as personally as I live in a foreign culture and need to create a new network in New York".



Mykhailo Bezv, Ukraine

"I graduated from the Marketing Management programme at UCN T&B in 2009. After an intensive search for jobs, I started as Account Manager for Nordsign A/S in Hadsund, DK in November 2010 working with CPM/ERP system analysis and implementation, sales force automation planning and the company website. At UCN, the most important courses were, in my opinion, International Marketing and Global Communications. As well as Danish law, Economics and Financial management. IM course gave general marketing framework giving us an understanding of interconnections of marketing mix in the context of enterprise strategies and operation activities. GC introduces systematic approach to dealing with foreign cultures, including the Danish culture. Second most important aspect of education at UCN is group work, which prepares us to real life situations, where reports must be delivered on time with limited amount of input information and conclusions must be made and presented to the company management".



17 INTERNATIONAL PROGRAMMES

UCN Technology & Business is a dynamic and innovative training institution that focuses on high quality education with an emphasis on professional skills and personal competences.

AP DEGREE - 2-2½ YEARS	TOP-UP BA DEGREE 1½ YEARS
BA DEGREE - 3½ YEARS	
Financial Management	
Marketing Management	
Hospitality, Service & Tourism Management	
	Int. Sales & Marketing Management
	International Hospitality Management
	Sport Management
Financial Management and Services	
Export Sales and Technology Management	
Multimedia Design & Communication	
Computer Science	
IT Network & Electronics Technology	
Design & Technology (Graphics)	
	E-Concept Development
	Web Development
	Software Development
Energy Technology	
Architectural Technology and Construction Management	

In the table you can see the unique numbers of **2-year AP degree** programmes we offer and how they can be extended to **bachelor degrees** by another 1,5 year of studies – called **Top-up programmes**. The combination gives you two different degrees/diplomas.

You can also study a **full Bachelor programme** 3,5 year in one particular subject field.

WHY STUDY IN DENMARK

Denmark is a modern welfare state with an international outlook. The Danish knowledge-based economy, covering areas such as biotechnology and food and environmental science, is highly developed. All Danish higher education institutions

benefit from their co-operation with business, industry as well as research and development institutes, creating an enriching and vibrant learning environment for their students.

Danish higher education is famous for its innovative teaching approach and high international standards. The institutions offer a dynamic study environment, emphasizing independent study, initiative and project-oriented learning.

As a student at a Danish higher education institution you are encouraged to play an active role in your learning process and take responsibility for planning and carrying out your projects, either independently or together with other students. In addition to attending lectures you will be expected to participate in discussions and continuously develop your critical thinking and analytical skills.

For international students, the Danish approach to teaching and learning can introduce a whole new way of studying and thinking, which will challenge you and provide you with an excellent platform for your future career.

Higher education in Denmark is regulated by the state, and all public institutions are subject to continuous approval and evaluation processes. The institutions have a high degree of autonomy, but they are required to follow the national regulations for e.g. teacher qualifications, degree structures and examinations, including a system of external examiners. The regulations define the national standards for Danish higher education and ensure that all students obtain an education of the highest quality. A nationally established – fully independent – accreditation agency assures the quality and the relevance of higher education programmes. Furthermore many institutions have obtained international accreditation for their programmes.

All institutions of higher education in Denmark use the European Credit Transfer and Accumulation System (ECTS), which facilitates European credit transfer.

(Source of information: IUI Danish Agency for International Education, an institution under the Danish Ministry of Science, Technology & Innovation)





In-coming exchange students

Due to the extensive network of partners that UCN T&B has developed through many years of active involvement in international networks as EAIE, SPACE, Nordplus, Leonardo, Erasmus etc., we have a large number of incoming exchange students every year. These students are already enrolled in a higher education institution in Europe or Australia or other places.

An exchange student can study at UCN T&B for one or two semesters and choose a semester at one of the 17 programmes we have in English. A semester covers 30 ECTS points. Students wanting to be exchange students at UCN T&B, are advised to contact the international office at their home university.

You can get more information by contacting the International office at international@ucn.dk

Application forms and learning agreement can be found on www.ucnorth.dk



A DANISH EDUCATION PROVIDES YOU WITH:

- Strong analytical and communicative skills
- The ability to work independently and in groups
- An international profile
- A good foundation for your future career



Danish Agency for
International Education
Ministry of Science
Technology and Innovation



WHAT DENMARK AND AALBORG CAN OFFER YOU.....

How much do you know about Denmark? Would it be a nice place to live and study?

According to the World Database of Happiness, Denmark tops the list of the world's happiest countries.

How come? Probably because it is a rich society characterised by a non-hierarchical structure and open democratic dialogue. Denmark has a very well organised infrastructure all over the country, almost no unemployment, a welfare system that offers free doctors, hospitals, education and a number of other good social benefits, very low crime rate and almost no poor people.

Foreigners living in Denmark benefit from the Danish welfare system on an equal footing with Danes.

Denmark is a happy northern European country. Characteristic of Denmark's geography are the many islands, a total of 407. No point in the country is further than 50 km from the nearest sea or fjord. Mild climate all year round: warm summers and not severe winters, moderated by the effects of the warm Gulf Stream.

The Danish language is spoken by approx. 6 million people, mainly in Denmark. The modern Danish alphabet is similar to the English one, with three additional letters: æ, ø, and å. Foreigners say that if you know some English and German, Danish is not so difficult to read, and by making an effort you have a chance to learn it while studying at UCN Technology & Business.

Knowing the Danish language will increase your job opportunities, not only in Denmark, but also in Scandinavian companies abroad.





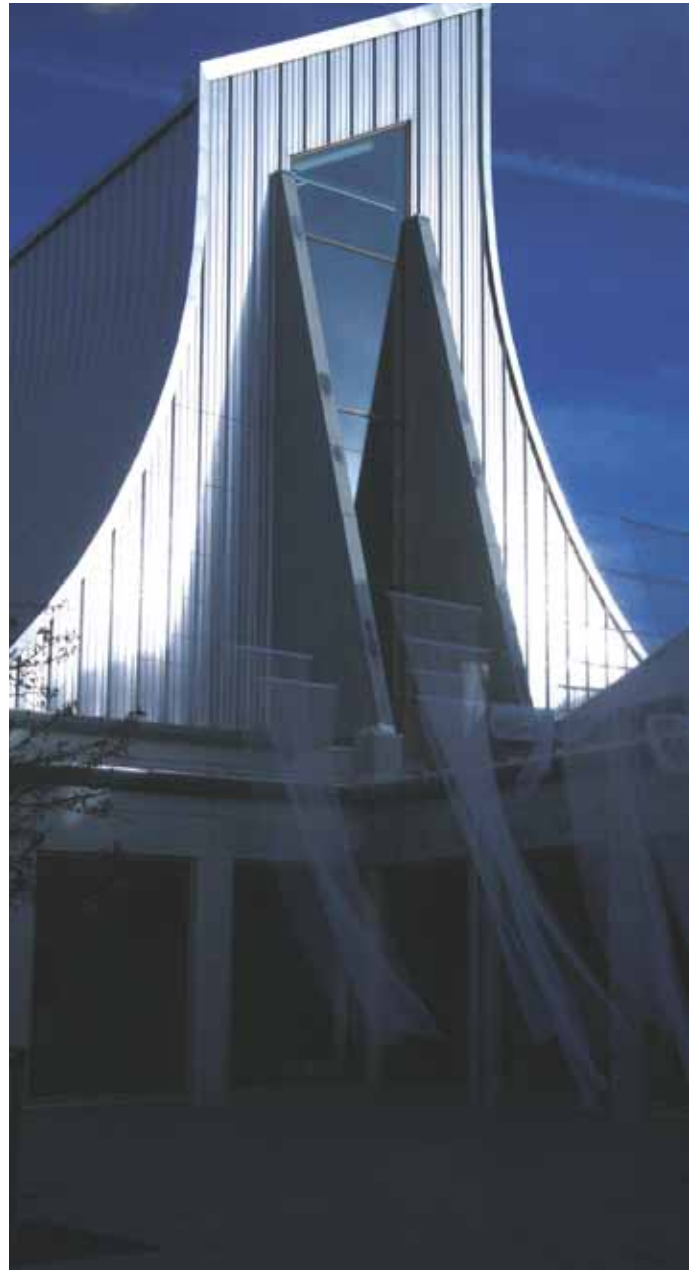
Facts about Denmark and the Danes

- Denmark's population in 2009 was approximately 5.4 million people.
- Denmark is known for its commitment to human rights and fight for sustainable climate.
- Denmark has a long tradition for life-long education.
- Most of the Danes prefer going to work by bicycle rather than by car.
- Almost 83 per cent of all Danes have got Internet access at home.
- Denmark is a constitutional monarchy and the head of state is Queen Margrethe II.
- Denmark was the heartland of Viking society during the Viking age.
- Informality is a key word for the Danes.
- Denmark is a Mecca for admirers of modern design, architecture and fashion.
- Denmark has a strong international political commitment and is a member of the European Union, the Nordic Council, the United Nations and NATO. Despite of this the Danish currency is still the Krone, DKK, although it is pegged to the Euro.



Veneta Manolova, Bulgaria

I am so happy to be student at UCN Technology & Business. It was my dream to get education abroad and I decided to come and study in Aalborg at UCN Technology & Business because of the high academic reputation of the institution. The teachers are very friendly, talented, open-minded and have practical knowledge in all fields of subjects. The University has all facilities to encourage student to study. – new modern building, computer rooms, school libraries, bookstore, copy and print machines, wireless internet access and 24/7 access for students in the school.



LIFE IN AALBORG

Aalborg is an excellent study abroad destination that has everything a student can dream about.



Aalborg is also a relative small but still cosmopolitan city that is very popular among Danish students and students from all over the world for the high academic standing and up-to-date education, diverse life of entertainment and fun, beautiful nature, history, architecture and design. Aalborg is located in the upper parts of the Jutland peninsula in Denmark, known as the tourist destination number one in Denmark.

About 195 000 people live in Aalborg, which makes it the 3rd largest city in Denmark. It is a bicycle-friendly city that lies on the banks of the picturesque Limfjord and is a clean and tidy city with pure air.



Peter Kozar, Slovakia

Student life here in Aalborg is really rich and there is always something happening from student parties, competitions or sport days to the parties in the "Street" which is very well known to every student up here.

I found a nice student job in the restaurant, however it's not always easy to be self-sufficient and take care of yourself alone but it's a part of everyone's life sooner or later. You start better, it is.....and you know what.....At the end of the day it feels fantastic. Looking back and reviewing my decision to study at UCN Technology & Business... I would never take it back.



WHAT CAN AALBORG OFFER YOU...

Eating & Drinking Out

The city has a great choice of places for eating and drinking – more than 300 bars; you can easily find student-budget friendly spots and places offering Danish, Thai, Italian, Chinese and Greek cuisines. Danish people are fond of charming cafés and pubs – Aalborg has a lot of them!



Night Life

Famous Jomfru Ane Gade, a street full of discos, bars, pubs and cafes, is a real pride of Aalborg. It's a real 'mecca' for those who love to relax and spend a night of dancing or just sharing a drink with friends.



Sporting Traditions

Besides modern fitness clubs, Aalborg is also home to Ice Hockey, Handball and Football teams in the best league in Denmark. Several times the teams from Aalborg have won the Danish championship. Along with that you will find many places to play pool, football, athletics, bowling, dance, badminton etc. and Aalborg has also very modern swimming pools – in-door and outdoor, with wellness and relaxing facilities.



Music & Culture

The cultural life of Aalborg and neighbouring cities is very diverse. Aalborg has a number of theatres and cinemas. Students have a choice of venues, hosting popular local and foreign bands. Aalborg is frequently visited by world stars: Kylie Minogue, Rod Stewart, Bryan Adams, Elton John, José Carreras, Stevie Wonder etc. The most important events are Aalborg Carnival in May – the biggest in Northern Europe and drama performances along with the Viking Festival.



WHAT CAN AALBORG OFFER YOU...

Shopping

Two long pedestrian streets are the main shopping areas in the heart of the city and you will be pleased by a great selection of boutiques offering designers' items. Stylish shops and department stores that have everything you desire. Seasonal sales are the "must-visit" time. Don't forget Aalborg's huge shopping malls – they provide much of the indoors shopping experience.

Amusements

Aalborg has a very nice Zoo, a Tivoli park with music concerts, an Aalborg tower, and a number of museums, parks and the Limfjord with its harbours full of boats and yachts.

Close to Aalborg you will find the cleanest, longest and biggest sandy beaches in Denmark with swimming and windsurfing opportunities and very idyllic small towns.



Meiken Ehlers, Germany

UCN Technology & Business is located in one of the biggest cities of Denmark - Aalborg. Aalborg is a very nice city for students. Everybody can speak English and Danish classes are offered by the municipality so that it is easy to get integrated. Besides, there are many possibilities for doing something in your free time like just going to the gym, cinema, or do any other kind of free time activity. In the evening it is very famous to just go to a café, drink something and "hygge sig".



ACADEMIC LIFE AT UCN TECHNOLOGY & BUSINESS – SO MUCH TO OFFER.....

UCN Technology & Business has a lot to offer its students. Below are a few highlights of the most important reasons for choosing UCN Technology & Business as your future study abroad destination:

How we teach

With over 180 professional staff and our continuous investment in development and research, UCN Technology & Business is a stimulating and inspiring environment for your studies.

A head start to a promising career

Studying at UCN Technology & Business means that you get a quick start in your future career with many paths to take at a middle-management level, also with the possibility to continue your development at a number of top-up universities and schools in Denmark, the Netherlands, France, Great Britain, Australia, USA, Norway or Hawaii - places that UCN Technology & Business has made agreements with.



Nikole

"I have been studying at UCN for two semesters now and it has been a great experience. The teachers truly make classes a good part of the day with active discussions and exercises that really allow us to apply what we learn according to real life scenarios and see things from many perspectives. Being enrolled in the international program has also given me the chance to meet many people from around the world and make new friends to enjoy this time in Denmark. In the autumn of 2010, I also have the pleasure of doing my mandatory internship in Ecuador, South America".

Challenging education

Thanks to the good and long-term contacts with the business sector we guarantee that the qualifications obtained by our students are relevant to an increasing global business environment. The hands-on management situations and entrepreneurial agenda is very popular among the students in general and the international students in particular.



High-quality and modern learning facilities

UCN Technology & Business is a modern academic space for teaching and research with three premises in Aalborg: Porthusgade 1, Sofiendalsvej 60 and Lindholm Brygge. The academy takes its pride in offering 24-hour access opportunities, up-to-date IT equipment and a professional library that subscribes to a number of academic and business databases. Danish design is dominating the building constructions, the light, the interior and furniture making the whole environment very friendly, light and inspiring.

Intimate, intercultural atmosphere

At UCN Technology & Business not only the teaching based on classroom learning with max. 30 students per lecture, but also the facilities surrounding the classrooms are inspiring and lively with art on the walls, on-going art exhibitions and cosy corners where students can sit for a cup of tea or to do group work. The students are a mixture of nationalities and it contributes to the intercultural understanding based on dialogue, debate and commitment.

Rodrigo Pacheco Carrillo, Peru

"One of my professional goals in the near future is to go back home and help develop sports in Perú. For me it is an honour to be studying in Denmark as it is one of the best countries in the world in the terms of sport's organizations and UCN is giving me the first tool to understand and put in practice those methods. I appreciate very much the work and effort of our UCN lecturers as they are the ones helping us to build up our future professional career".



TEACHING MODERN TEACHING METHODS AND TECH

At UCN Technology & Business we emphasise the innovative Danish teaching approach which is described with the three words: THINK, PLAY, PARTICIPATE.

These three key words describe what we expect from all our students and in what atmosphere the teaching is taking place:

THINK

Independence
Problem-oriented learning
Specialisation
Challenges
Initiative

PLAY

Creativity
Innovation
Open-mindedness
Freedom
Informal environment
Experimentation

PARTICIPATE

Active participation
Responsibility
Dialogue
Teamwork
Engagement/Commitment
Debate
Consideration and reflections
Networks

There are many ways you will be taught during your programme, however, UCN Technology & Business places its special focus on preparing you for the competitive work in the business sector and thus the methods used will be different from those you know from school or college. Group-based thematic activities, miscellaneous projects, guest lecturers, field trips, independent group work, case study, and debates are the highlights of our education. The lectures are conducted in a friendly, yet constructive manner, where a dialogue between the lecturer and the students takes place. In most cases there will be no right or wrong answer; your opinion and arguments are of the biggest importance for us. Our business partners play an active role in developing curricula, what gives our students the edge when it comes to employment.

As a student you have the right to streamline your career basis through the choice of electives, specialisation and final project theme. UCN Technology & Business also has the opportunities to offer study abroad opportuni-

ties e.g. through our Erasmus Charter and other bilateral agreements in Australia and Scotland etc.

All programmes feature a compulsory placement in a company, in Denmark or abroad, during which you are to apply in practice what you have learned in the classroom.

Level of degree and recognition

Today, UCN Technology & Business offers a variety of study choices for our prospective students, ranging from Academy Profession (AP) to Bachelor degrees (BA). AP degree is a short pragmatic programme aimed at a business career. It is normally comparable to the first four semesters of a Bachelor Degree. Our Bachelor degrees (BA) are 3,5 years as they include 6 months of internship in a company. The BA degrees of 3,5 years can be studied within one field of study or in a combination of an AP degree (2 years) +

a top-up BA degree (1,5 years). All UCN Technology & Business programmes are accredited by the Danish Ministry of Education and are subject to government quality control. Having graduated with a BA degree you can continue with a Master's degree.

Assessment

Assessment is carried out via a combination of course work, assignments and interdisciplinary examinations. A range of methods used include problem solving exercises, formal reports which could be both oral or written or presentations, and other special assignments.



Financial support to students when going abroad

UCN Technology & Business actively sends its students and professors abroad to the partner institutions in and outside of EU. Our students can apply for financial aid when undertaking their placement or studies abroad, partly through EU funding, or funding from the Danish state that UCN Technology & Business gets to its students and partly through private funds that support UCN Technology & Business' international activities.

Friendly student counselling and career services

International Office provides practical support to life in Aalborg and "Going Abroad" activities. The student and career counsellors are there all the time to help you, if life gets difficult or you need to talk to someone or receive good advice. They can also guide you in terms of elective subjects, career and job opportunities etc.

Social arrangements

From UCN Technology & Business staff and student unions and buddies arrange a number of social events. The events are sports day, Halloween party, other theme parties, bowling trips, Friday bars and excursions, and company visits.



AP degree in FINANCIAL MANAGEMENT

Are you a quick learner, willing to work independently or as part of a team? Have you got leadership potential? Want to follow a career in accounting and finance?

About the Programme

The AP degree in Financial Management is a 2-year full-time undergraduate programme. It is based on research into the demands of the business world for staff with international competencies in the area of finance. It involves a demanding process of personal and managerial skills, which will be enhanced through this programme making you well equipped and competent to embrace the financial sector.

The programme addresses several financial as well as management issues, with the aim of providing a rigorous profile leading to the award of an Academy Profession Degree.

Career Opportunities

The AP degree in Financial Management will enhance your career prospects and your opportunities for increasing your earnings. With a Financial Management degree in your hand, you will be able to work in the field of financial consultancy in,

for example:

- Banks
- Mortgage institutions
- Real estate administration offices
- Insurance companies
- Real estate companies or
- Finance departments of large private or public enterprises

You also have opportunities to continue with a "top-up" BA degree and adding 1.5 year more to your AP degree, in order to achieve a Bachelor's degree. In the scheme below you can see what opportunities you have at UCN T&B to get a BA degree on top of your AP degree. The advantage is that you get two different diplomas; first one AP degree in Financial Management + a BA degree in e.g. International Sales & Marketing. Please visit our website on www.ucnorth.dk for further information.

Programme Structure

The programme is as follows:

The first 3 semesters take place at UCN T&B in Denmark, and consist of compulsory and elective subjects.

The 4th semester is elective comprising an internship period in a company of your own choice and a final exam project.

The teaching and learning approaches are based on themes. This means that all subjects cooperate on joint interdisciplinary semester themes in order to link the individual subject elements and create a more holistic/broad view.

Modules covered from semester 1-3

- Financial Enterprise and Markets
- Personal Finance
- Customer/Client Relations
- Business Economics
- Management and Communications,
- Global Economics
- Business Law
- Statistics

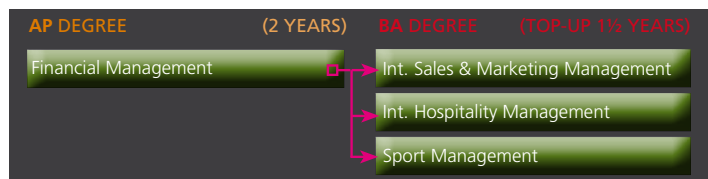
See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines

Read more on www.ucnorth.dk



Lina Baronaite, Lithuania

The most important reason why I am here is that the education system in my country and in Denmark is totally different. In Denmark you are taught less theory and more practice which is very important in every-day life. We are making a lot of projects through the lessons and it's really interesting. And now I understand that I got really great opportunity for my future.



AP degree in MARKETING MANAGEMENT

Are you a team-player? Have you got entrepreneurial talent? Are you interested in applying your analytical skills in business?

About the Programme

The AP degree in Marketing Management is a 2-year broadly based business career platform taking place in an international setting at UCN Technology & Business. Our programme provides you with the newest tools necessary when studying areas of marketing specific to the marketing function within organizations (e.g. Sales Management), as well as the study of contemporary techniques in marketing. Students can also take a SPACE EuroBusiness Diploma along the way to enhance their career opportunities.



Olga Koval, Ukraine

"The Danish studying process is much different compared to what I was used to when I studied at home. Studying at UCN Technology & Business is mainly done in groups where we work on group assignments. This is good as it improves our confidence and allows us the opportunity to share ideas. UCN Technology & Business offers students well equipped facilities in all aspects. The library has a wide range of books, and the computer services including the wireless internet are excellent. I am very happy with my time at UCN Technology & Business so far, and I would recommend the academy to anybody interested in studying abroad.

Career Opportunities

After completing the Marketing Management programme you can either choose your newly obtained AP degree to pursue an immediate business career or you may decide to continue your studies in our bachelor-programme of International Sales and Marketing Management or in International Hospitality Management or in Sport Management. Other top-up programmes are available at other Danish universities or abroad in e.g. the UK.

Career opportunities include:

- Marketing Coordinator
- Sales supporter
- Trainee
- PR Worker
- Advertising Consultant
- Export Sales Representative
- Project Coordinator or
- Purchasing Assistant

Programme Structure

The programme is as follows:

The first 3 semesters take place at the UCN T&B in Denmark, and consist of compulsory and elective subjects. It's also possible to study one semester abroad. On the programme's 4th semester you can go for either an internship at a company of your choice in Denmark or abroad. Lastly, a final project is to be written in order to complete the programme. This is to be made in close collaboration with a specific company, and could be the same company where you did your internship during the specialization period.

Modules covered from **semester 1-3**

- International Marketing

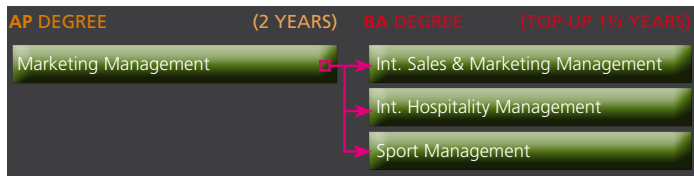
- Global Communication
- Project Management
- Financial Management
- Global Economics
- Statistics
- Business Law

Elective Subjects:

- International Finance
- Second Language
- Logistics

See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines

Read more about Marketing Management at UCN Technology & Business on www.ucnnorth.dk



AP degree in HOSPITALITY, SERVICE & TOURISM MANAGEMENT

Are you a proactive and service-minded individual? Working with people is your passion? Want to pursue a career within hospitality, tourism, travels or sport management?

About the Programme

The 2-year AP degree in Hospitality, Service and Tourism Management takes its point of departure in relevant and latest business practises as well as containing a theoretical part. The graduate will be equipped to participate on all levels of the organization. The graduate is expected to combine knowledge about business practises, cultural and innovative relations as well as principals regarding sustainable development. The graduate is further expected to participate in customer relations and work with people of various educational, cultural and linguistic backgrounds in the organization.

Career Opportunities

Gaining the AP degree in Hospitality, Service and Tourism Management will enhance your career prospects and wage-earning opportunities.

For instance graduates can choose to achieve a Bachelor degree within approx. 1- 1.5 year or begin their career immediately and find a job as, e.g:

- Marketing Coordinator
- Sales Coordinator
- Food & Beverage Assistant

- Event Coordinator
- Reception desk personnel
- Travel agency/booking Assistant
- Project Assistant
- Conference personnel
- Sponsor Adviser

In the scheme on this page you can study the top-up BA degrees you can take after graduation with an AP degree in Hospitality, Service & Tourism Management. Apart from these options you can also study abroad in e.g. UK or at other Danish universities.



Svetlana Zelezkina, Estonia

I have always been dreaming about living abroad, because it is a new experience, a new image of the world, new contacts and prestige. I chose Denmark because it is a very marvellous and unique country; moreover it gives me opportunity to receive education without tuition fee.

Studying at UCN Technology & Business is really great and exciting. Qualified teachers are friendly and supportive, if I have any misunderstandings in terms of lectures or projects, I can always ask them for help.

Programme Structure

The programme consists of compulsory and specialisation modules together with a 13-week internship period in a relevant company in Denmark or abroad. Training is arranged in cooperation with the business sector supplemented by company visits, guest lectures, study trips and projects for specific companies. When you begin the programme, an introduction into the various specialisations is presented to you, which equips you to choose your individual career path.

Compulsory subjects:

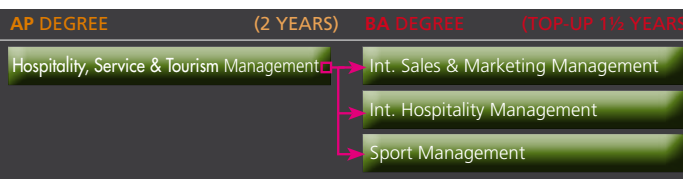
- Methodology and research methods
- Economics
- Service Management
- Intermediate economics
- Leadership
- Human Resource Management
- Strategy and business development
- International marketing
- English and cultural studies
- Customer Relations

Specialisation areas:

- Hotel & Restaurant Management
- Tourism Management
- Sport Management

See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines.

Read more about the Hospitality & Tourism Management degree at UCN Technology & Business on www.ucnorth.dk



Bachelor degree in

1½ year Top-up

INTERNATIONAL SALES & MARKETING MANAGEMENT

Are you interested in developing your knowledge and comprehension of business practice, applied theory as well as methods, used for sales and marketing within an international business perspective? Then have a look below:

About the Programme

The programme focuses on sales and marketing in an international context with special emphasis on business to business sales. The programme is a full-time 3 semesters' undergraduate programme giving you 90 ECTS points. It is based on research into the demands of the business & hospitality world for staff with international competences in the area of international sales and marketing management.

With an

- AP degree in Marketing Management or
- AP degree in Hospitality, Service and Tourism Management or
- AP degree in Financial Management
- or equivalent higher education programme

You have access to this bachelor top-up program. Please note that graduates from the Hospitality, Service & Tourism Management programme will be asked to attend a short

interview. See also the other admission requirements on page 36 in this brochure.

Career Opportunities

With a Bachelor degree in International Sales and Marketing you can get a good job as mentioned below:

- Marketing Manager
- Export Manager
- Sales Manager
- Sales and Marketing Co-ordinator
- International Sales Representative
- Sales Support Executive
- Key Account Manager
- Sales Planner

Master's Degree

Bachelor graduates can typically obtain a Master's degree after having studied 1-2 years at universities and schools in Denmark and/or abroad. At the website www.ucnorth.dk you can see the further study opportunities.

Programme structure

In the BA degree the Semesters 1-2 contain:

- Lecturing, project work, tutoring, case-studies, compulsory assignments in a thematic structure

Semester 3

- Work placement in Denmark or abroad
- Bachelor project

Core subjects:

- Marketing
- Supply chain management
- Management and organization
- Business law
- Finance and economics

Subjects are taught in the context of two overall themes:

- The background for a company's sales
- Business development with an international perspective

Themes are subdivided into topics i.e.:

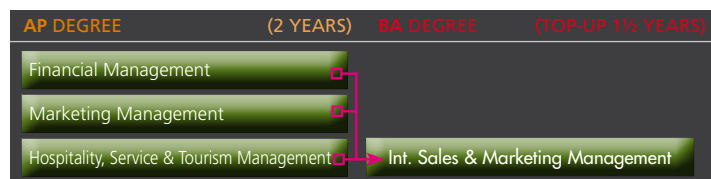
- The customer as the focal point
- Industry and competitors
- Innovation
- Developing of the sales base and the business platform
- The sales performance
- Follow-up and retention
- Theory & methods



Tine Klitgaard Nielsen, Denmark

I graduated with an AP degree in Marketing Management and I have been really fond of studying at NOEA/UCN.

That is why I choose to continue on their top-up BA degree, both because I need to develop further in this line of business, but also because I am planning an international career abroad. The new BA is ideal for that I feel.



Bachelor degree in

1½ year Top-up

INTERNATIONAL HOSPITALITY MANAGEMENT

Are you aiming for management positions within hotel, tourism or experience economy? Have you considered adding an international perspective to your degree? Then a bachelor of International Hospitality Management is the right choice for you.

About the Programme

The BA in International Hospitality Management is a business programme that is specially designed to educate professionals of the international hospitality industry.

The programme is a full-time 3 semesters' undergraduate programme giving you 90 ECTS points. It is based on research into the demands of the business & hospitality world for staff with international competences in the area of international tourism and hospitality management.

With an

- AP degree in Hospitality, Service and Tourism Management or
- AP degree in Marketing Management or
- AP degree in Financial Management
- or equivalent higher education programme

You have access to this bachelor top-up program. See also the other admission requirements on page 36 in this brochure.

Career Opportunities

A Bachelor degree in International Hospitality Management enables you to work in a complex world of hospitality: managing, running and developing projects in the hotel, tourism and experience economy sectors.

You can have jobs as:

- Resort Manager
- Event Manager
- Tourism Consultant
- Hotel Manager
- Executive Sales Supporter
- Key Account Manager
- Sales Planner
- International Sales Representative
- Project Manager
- Sales and Marketing Coordinator

Programme structure

Semester 1

- Lecturing, project work, tutoring, case-studies

Semester 2

- Lecturing, project work, tutoring, case-studies
- Work placement

Semester 3

- Lecturing, project work, tutoring, case-studies
- Bachelor project

Core subjects:

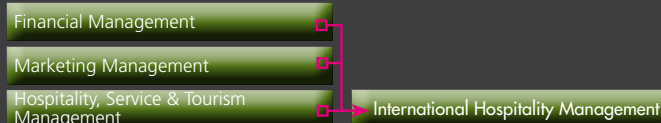
- Economics
- Management
- Cultural awareness
- Customer relations
- Strategy

Master's Degree

Bachelor graduates can typically obtain a Master's degree after having studied 1-2 years at universities and schools in Denmark and/or abroad. At the website www.ucnorth.dk you can see the further study opportunities.



AP DEGREE (2 YEARS) BA DEGREE (TOP-UP 1½ YEARS)



Bachelor degree in SPORT MANAGEMENT

1½ year Top-up

Are you interested in the sport industry and committed to take leading positions in this highly challenging business? If you like to combine your passion for sport and events with a deep understanding of the underlying mechanism of sports, events and leisure, this programme is the right choice for you.



About the Programme

The programme focuses on sports management, marketing, economy and law in an international context with special emphasis on events, experience economy and the sports industry. With this degree you can contribute to the growth of this sector and also to the development of experience economy in general.

The programme is a full-time 3 semesters' undergraduate programme giving you 90 ECTS points. Being a graduate of Sports Management will open many doors in a highly competitive world of sports, events and leisure management.

With an

- AP degree in Marketing Management or
- AP degree in Hospitality, Service and Tourism Management or
- AP degree in Financial Management
- or equivalent higher education programme

You have access to this bachelor top-up program.

Career Opportunities

As a Bachelor of Sport Management you will learn to manoeuvre within the sports business. Your future tasks may range from running professional sports activities to planning and conducting events or you might work as a project coordinator within the public sector. It will help you delve into relevant theories relating to the industry and will provide you with a necessary practical experience which will become a solid foundation for your future career. Your first job could be as an administrator or project manager for one of the many different projects and events within the sports field and types of job titles could be:

- Sports Consultant
- Sports Executive
- Key Account Manager
- Sports Development Planner
- Club Manager
- Sports Marketing Coordinator
- Event Coordinator
- Project Manager

Programme structure

Semesters 1-2

- Lecturing, project work, tutoring, case-studies, compulsory assignments in a thematic structure, visits to organisations in the industry
- Sports marketing - Consumer behaviour - Sponsorships and fundraising
- Sports management - Strategy - Organization and human resource management

Semester 3

- Work placement in Denmark or abroad
- Bachelor project
- Sports economics - Sport as a product - Sports finance
- Methodology and research in sports
- Sports law - Sports contracts and risk management - Legislation

Study Contents

Core subjects:

- Sports industry - Sports organizations and the environment

Master's Degree

Bachelor graduates can typically obtain a Master's degree after having studied 1-2 years at universities and schools in Denmark and/or abroad. At the website www.ucnorth.dk you can see the further study opportunities.



Bart Lensink, The Netherlands

Although I was one of the first kids on the block to study Sport Management this program has a great future potential. Sport is so much more than just a game; it is an important part of life (and business) for so many people. Teachers know how it is to be a student. They can learn you a lot, but besides school it is easy to say skål (cheers/proost) and have a drink.

With the Jomfru Ane Gade in the centre the most well-known party street of Scandinavia is on board. So have fun while building your future (just like I did!!) and enjoy the beauty of Aalborg.



Bachelor degree in FINANCIAL MANAGEMENT AND SERVICES

Are you interested in working with people, figures and finance? This bachelor programme enables you to handle complex jobs in a rapidly expanding financial world. The international dimension is a further boost for global activity.

About the Programme

The BA degree in Financial Management is a 7 semester 3 ½ year full-time bachelor programme based on research into the demands of the business world for staff with international competences in the area of finance and services.

The programme was established in close cooperation with the Bankers' Association and several other professional bodies and the advisory board guarantees you an updated programme at all times.

The programme is offered at specialised institutions only – UCN was among the first to get accreditation for this programme and we have lecturers with active financial backgrounds in our faculty.

Career Opportunities

The BA may lead to a job in the financial field - consultancy e.g. in a bank, a mortgage institution, an insurance company or in the finance department of a large private enterprise, or other financial services.

Job titles could be:

- Consultant or other staff in banks in financial corporations
- Financial Adviser
- Financial Account Manager
- Investment Planner
- Financial Manager
- Financial Coordinator
- Real Estate Agent
- Insurance Agent
- Accountant
- Controller

Master's Degree

Bachelor graduates can typically obtain a Master's degree after having studied 1-2 years at universities and schools in Denmark and/or abroad. At the website www.ucnorth.dk you can see the further study opportunities.

See page 36 for general information regarding our English programmes such as requirement, fees and application deadlines.

Programme Structure

The seven semesters will give you 210 ECTS credits and consist of lecturing, project work, tutoring, case studies and compulsory assignments in a thematic structure.

Furthermore it includes:

- A basic module with the tools of the financial trade
- An international module giving you special experience
- An internship at home or abroad
- A specialization on a special financial profession: bank, insurance, credit, real estate etc.
- Three elective periods incl. the above module
- A bachelor project – you will be on assignment by a company in the sector

The programme is flexible and you will be able to adapt the modules to enhance your career and desires.

Core subjects:

- Financial sector
- Financial management
- Marketing
- Organization psychology
- Management and organization
- Business law
- Economics
- Statistics



Bachelor degree in EXPORT SALES AND TECHNOLOGY MANAGEMENT

Are you interested in the Danish business sector and its competitiveness? Would you like to be capable of independently handling the tasks of the company in relation to export, both internally and abroad and collaborate with both the technical and mercantile staff? If so, this new programme may be the right choice for you.

About the Programme

The 3.5 year full-time Bachelor degree in Export Sales and Technology Management combines technical fields with mercantile subjects and provides the graduate with a profound insight into the company's business in relation to product sale and technical solutions.

Career Opportunities

With a Bachelor degree in Export Sales and Technology Management, you can participate in the strategic development of customer basis and relations for the company through technical service, counselling and sales. Thus you should be able to complete and implement sales, services and marketing plans in a global market. The programme provides you with a strong profile to undertake professions such as:

- Export consultant
- Product consultant
- Export manager
- Export director

Programme Structure

Programme Structure
The programme is divided into three cross-sectional fields: A technical, a mercantile and a general field with the following percentages:

Technical field: 40 %

o Production development and processes, material, construction, design, and project management

Mercantile field: 40 %

o Industrial export, marketing, foreign trade, finance, shipping/transport, and innovation

Personal field: 20 %

o Communication, foreign language, cultural understanding, and negotiation techniques.

These cross-sectional fields are divided on 7 semesters, each with its distinctive professional focus.

1st semester

- Business foundation and technological basics

2nd semester

- Understanding markets

3rd semester

- Planning the marketing effort

4th semester

- Markets and customer management

5th semester

- The selling organisation

6th semester

- Internship / placement "from theory to practice"

7th semester

- Specialisation module and Bachelor project

The first five semesters are primarily based on classroom lessons combined with company visits and guest teachers, however, with a strong attachment to the business sector. The internship on the sixth semester can take place partly abroad and partly in Denmark and provides you with the opportunity of applying theory and skills you acquired in practice while cooperating with an interesting company. The company must be approved by

UCN and a contract needs to be signed between UCN and the company to ensure the fulfilment of the programme's internship objective.

The bachelor project on the seventh semester is your opportunity to work thoroughly with one or several subjects and to show your capability of using the skills built up during study and training as well as your ability to apply it to the context of export companies.

See page 36 for general information regarding our English programmes such as requirement, fees and application deadlines.



AP degree in COMPUTER SCIENCE

Looking for excellent career prospects in computing? Are you keen on finding solutions and being challenged using an analytical approach? Want to obtain highly respected qualifications?

About the Programme

The 2.5-year AP degree in Computer Science equips you with a general all-round knowledge in the field of information technology. The programme is centred on a practical approach - "learning by doing". The degree in Computer Science emphasizes both the technical part as well as the social aspect, since the graduate is expected to work in a team at the future work-place, functioning well as a team-player as well as at in the field of information technology.

Career Opportunities

An AP degree in Computer Science provides you with a strong profile to kick-off an immediate business career.

Career opportunities include:

- Programmer
- System developer
- IT operator or
- Network Consultant

Your employer may be a private company or a public, national or international organization.

After completion of the Computer Science programme you can also choose to continue your studies at UCN T&B in Software Development or Web Development. They are top-up programmes adding another 1.5 years of studies to your degree giving you a BA degree. You can also choose to continue studies at other universities in Denmark or abroad.

Programme Structure

The course consists of 5 semesters, which gives you a total of 150 ECTS points in the European Credit Transfer System.

Compulsory subjects, semester 1-3:

- Software Construction
- Software design
- IT in Business Organisations
- Computer Architectures and Operating Systems
- Software Architectures and Distributed Programmes
- Computer Network and Distributed Systems
- Systems Development Methodologies

Specialized part semester 4:

- Systems Development Methodologies

- Specialisation Modules
May vary from semester to semester.

Semester 5:

- Final Exam Project
- Work Placement

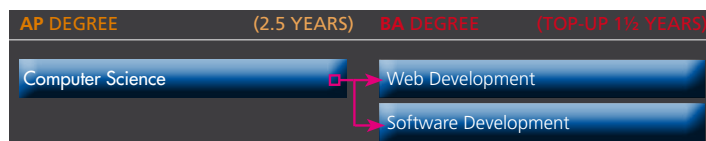
See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines

Read more about the Computer Science degree at UCN T&B on www.ucnorth.dk



Aire Vaher, Estonia

I chose Denmark because I know that Danish education, together with other Nordic countries, is one of the best in Europe. The time and effort UCN teachers put into teaching and communicating with students is impressive. The studies are always up to date and you can be sure that the things you learn here can be put to practice in real life, in your future work place. If you want to study something, you will find lots of opportunities, choices and motivation here.



AP Degree in

MULTIMEDIA DESIGN & COMMUNICATION

Are you eager to learn to design, plan and implement the presentation of information and messages with the help of the latest multimedia tools, both at national and international levels? Are you interested in making communication between individuals easier and to facilitate this through web design?

About the Programme

The 2-year full-time AP degree in Multimedia Design is an opportunity to study within the wide field of media and communication. Your future work may range from consultation and specialist assignments to managing major projects. It is an undergraduate programme giving you 120 ECTS. It is based on research into the demands of the business world for staff with international competences in the area of web development.

The Multimedia Design programme is a relatively short and practice-related education that combines your design skills with your skills in presentation and communication of information and messages.

Career Opportunities

The programme equips the graduate to independently plan and carry through processes and tasks in multimedia productions - from strategy and market analysis through A/V productions and design of user faces, to the programming of the end

result published on the internet. Career options include professions as:

- Web Designer
- Flash Designer
- Game Designer
- Web & new media project manager
- New media consultant/developer and innovator
- Webmaster
- Project co-ordinator

With an AP degree in Multimedia Design & Communication you have various possibilities to obtain further academic studies: Graduates can obtain a BA degree in Web Development and E-Concept Development if they undertake another 1.5 years of top-up studies within this field, at UCN, Technology & Business. Graduates can also continue their top-up studies 1.5 years at other universities in Denmark or abroad.

Programme Structure

Semester 1-3:

Lecturing, project work, tutoring, case-studies, compulsory assignments within

Core subjects:

- Multimedia design
- Concept Development
- Video & Audio
- Aesthetics
- Usability
- Communications
- Media sociology
- Marketing
- E-business
- Project management
- Corporate culture and strategy

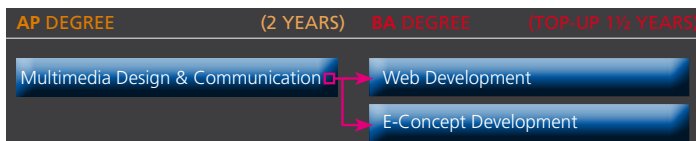
- Programming and scripting
- Database modelling

Semester 4:

- Work placement in Denmark or abroad
- Final examination project

See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines.

Read more about Multimedia Design & Communication at UCN T&B on www.ucnorth.dk



AP Degree in IT NETWORK AND ELECTRONICS TECHNOLOGY

Are you dedicated to explore studies in the IT- and Electronics engineering field? Are you enthusiastic working with product development, planning and operation of systems in the fields of computer technology and electronics?

About the Programme

The 2-year full-time AP degree in IT Network and Electronics Technology qualifies the candidate for a professional position as manager of or participant in projects related to product development, planning, and the operation of systems in the fields of computer technology and electronics in the private as well as the public sector.

The programme gives you 120 ECTS points. It is based on research into the demands of the IT sector for staff with international competences in the area of IT network and electronics development.

Besides enthusiasm for working with computers and electronics, the programme also gives you a thorough insight into subjects such as:

- development and construction of electronics
- sale and technical support within IT and electronics
- planning and management within production techniques and tests
- purchasing of IT and electronics
- environment
- advisory and consulting services within the IT sector

Career Opportunities

The AP degree in IT Network and Electronics Technology provides you with a strong profile to work in a lot of different profession regarding computers and electronics, for example:

- Electronics developer
- IT consultant
- Commercial purchase and sales
- Network manager

With an AP degree in IT Network and Electronics Technology you have various possibilities to obtain further academic studies with topping up to a BA degree at university in Denmark or abroad.

Programme Structure

The programme is divided into four semesters. You can choose to specialize within either electronics or IT networks. The programme consists of compulsory subjects and specialized subjects.

The compulsory subjects (75 %) fall within four parts:

General subjects: linguistic communication, technical documentation, technical mathematics, information technology, computer and electronics

Business subjects: commercial purchase and sales, business economics, business organization, project management, environment and safety, quality.

Technology subjects for student specializing in IT network: transmission media, communications systems, network systems, network hardware, database systems and programming.

Technology subjects for the student specializing in electronics: electronics, product maturing,

test equipment, programme development, and networks.

The specialized subjects (25 %) consist of two parts:

- Internship in a company in Denmark or abroad.
 - Final examination project
- The programme is completed with a project on a chosen issue. A written report is to be produced and assessed after an oral presentation. The project is to substantiate that the student, on an analytical and methodical basis, can handle a complex issue of a concrete nature and of central relevance to the content and aims of the programme. The final project can be made in co-operation with a company.



AP degree in DESIGN & TECHNOLOGY (GRAPHICS)

Are you a creative individual full of new ideas? Are you fond of contemporary design? Do you have a flair for interacting with people?

About the Programme

The 2-year AP degree in Design & Technology (Graphics) is an opportunity to study in an artistic and professional environment where we welcome diversity, individuality and problem solving. The education encourages you to develop a highly individual portfolio to reflect your career aspirations.

The programme is for students wanting to develop creative skills within a commercial context and provide creative solutions to real communication problems though design forms, colours and products.

The programme consists of three main themes:

1. The creative and aesthetic design
2. Hands-on graphic design programmes and applications
3. The business approach

Career Opportunities

The programme equips the graduate to independently plan and carry out processes and tasks in business areas concerning graphic design and communication. For this reason your job opportunities with an AP degree in Design & Technology (Graphics) will be very prosperous.

Career options include a profession within:

- Graphic design
- Editorial & Advertising
- Newspapers and magazines
- Print houses
- Illustration
- Marketing departments

Ralitsa Minkova



Programme Structure

The programme is as follows:

The first 3 semesters take place at UCN T&B in Denmark, and consist of compulsory and elective subjects.

1st semester

- Mandatory module
- Design
- Business
- Technology

You have to choose to carry out an internship at a company of your choice getting hands-on experience with design solutions and graphic projects.

2nd semester

- Mandatory area of study
- Design
- Production
- Marketing

The fourth and final semester also consists of a specialisation process together with the final project. Here you get the opportunity to work in-depth with some of the subjects dealt with in the other semesters.

3rd semester

- Mandatory area of study (continued)
- Elective subject
- Typography
- Animation Graphic

4th semester

- Internship three months
- Final examination project

Examples of elective subjects could be:

- Promotional video and screen graphics
- Packaging design
- Modern branding
- 3D and design of experience

See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines.

Read more about the AP degree in Design & Technology (Graphics) at UCN Technology & Business on www.ucnorth.dk

Ralitsa Minkova, Greece

"Scandinavian design is worldwide known and respected. Apart from this, UCN T&B offers all students the possibility to be well educated with the help of professionals of the Graphic Design field and practice their skills on the latest equipment, so that they can feel how the real work process is—from the very beginning up to the very end. Through each step you will receive all the assistance you need, since the teachers always will be available for you to answer all your questions."

Bachelor degree in WEB DEVELOPMENT

1½ year Top-up

Are you dedicated to work with more advanced web development projects targeting different platforms, the use of multimedia - audio, video, etc. in integrated communication solutions?

About the Programme

This programme will educate you to work in a society characterized by a rapid development of digitization needs and sophisticated methods in industry/media applications. As a Bachelor in Web Development you know how to handle the frontend of IT systems using Customer Relations Systems (CMS). You will also know how web systems are build from scratch using object-oriented IDE and relational databases. The programme is a full-time 3 semesters' undergraduate programme giving you 90 ECTS points. It is based on research into the demands of the business world for staff with international competences in the area of Web development.

With an

- AP degree in Multimedia Design and Communication or
- AP degree in Computer Science or
- equivalent higher education programme

You have access to this bachelor top-up program. See also the other admission requirements on page 36 in this brochure.

Career Opportunities

- Web Developer
- Web Master
- Web Designer
- Project Manager/Co-ordinator
- Multimedia Consultant
- Event Manager
- Media Planner
- Web administrator

Programme Structure

Semester 1-2: lectures, project work, tutoring, case-studies, compulsory assignments

Core subjects:

- Web programming and network front end/back end
- Interface design and digital aesthetics

- Advanced media technologies
- Databases and XML
- Web communication and network sociology

Semester 3: Work placement and Bachelor project.

Master's Degree

Bachelor graduates can typically obtain a Master's degree after having studied 1-2 years at universities and schools in Denmark and/or abroad. At the website www.ucnorth.dk you can see the further study opportunities.



Zuzana Krystýnová, Czech Republic

"Communication between teachers and students is much more open, closer and friendly and during the classes' ideas and thoughts from students are welcome all the time! It is a mixture of projects, teamwork, presentations and exams. If you like that, - take your chance and study abroad! I'm so happy to be here at UCN T&B and I will never take this decision back."



Bachelor degree in SOFTWARE DEVELOPMENT

1½ year Top-up

Are you challenged by programming and big system development projects? Would you like to call yourself software developer? If Yes, the Bachelor top-up degree in Software Development might be the right choice for you.

About the Programme

The programme focuses on the challenges which software developers face when working with large, often global systems development projects. The first 2 semesters consist of 6 courses focusing on different aspects of how to handle communication and coordination in large projects. The last semester consists of an internship and a bachelor project.

The programme is a 3 semesters' full time undergraduate study giving you 90 ECTS points. It is based on research into the demands of the IT world for staff with international competences in the area of software development.

With an

- AP degree in Computer Science or
- equivalent higher education programme

you have access to this bachelor top-up program. See also the other admission requirements on page 36 in this brochure.

Career Opportunities

As a Bachelor of Software Development you know how to handle the back-end part of big distributed IT systems based on large databases. Your job opportunities could be:

- Systems Developer
- Systems Designer
- Programmer
- Systems Planner
- IT Consultant
- Project Manager
- Systems Constructor
- Web Developer

Programme Structure

Semester 1-2:

Lectures, project work, tutoring, case-studies, compulsory assignment

Core subjects:

- Software construction
- Software Design
- Database for developers
- Contract based development

- Development of large systems
- System integration
- Tests
- Electives

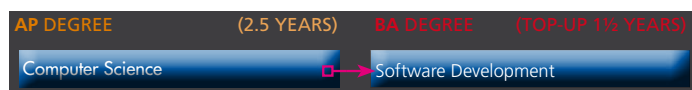
Semester 3:

Is a work placement and the Bachelor project.



Master's Degree

Bachelor graduates can typically obtain a Master's degree after having studied 1-2 years at universities and schools in Denmark and/or abroad. At the website www.ucnorth.dk you can see the further study opportunities.



Bachelor degree in

E-CONCEPT DEVELOPMENT

1½ year Top-up

Do you have an AP Degree in Design & Technology (Graphics) or an AP Degree in Multimedia Design & Communication qualification and would like to qualify yourself to work on digital platforms at a strategic and practical level? Do you want to learn more about user-driven innovation and user experiences on the web?

About the Programme

The 1.5 year full-time bachelor degree in E-concept Development functions as a bridging programme on the Design & Technology (Graphics) as well as Multimedia Design & Communication programmes. The programme will provide you with an in-depth understanding of the technical and theoretical aspects of E-concept Development, and you will learn to develop concepts that combine various professional disciplines such as e-commerce, digital advertising, design, communication, marketing, and business information.

Career Opportunities

A Bachelor's degree in E-concept Development enables you to understand the complexity and diverse possibilities of recent technological developments and also how to identify the needs of the company within this field. It provides you with a strong profile to undertake professions such as:

- E-shop manager, E-commerce company
- Retail e-shop manager, E-commerce company

- Concept developer in digital media, advertising, design or web agency, communications in large companies in e.g. the marketing department, or in large organisations
- Project manager in the fields of development and evolution of digital communication solutions
- Cross media designer, art director
- Web designer, art director (like cross-media designer but more web oriented)
- E-marketing consultant
- Entrepreneur or freelancer in e-commerce business or digital communication

Programme Structure

The programme comprises three semesters and consists of both mandatory subjects as well as elective subjects where you can customize your course according to your desires. As an extra, you can choose to focus entirely upon e-commerce during your programme.

In the first semester, you have two mandatory courses, and in the second semester you can choose between six electives comprising a total of 30 ECTS points. The last and final semester

contains an internship as well as the concluding bachelor project.

1st and 2nd semesters:

- E-concept Development and E-Project Management
 - E-concept Development and user experience (scientific approach)
- (Total of 20 ECTS)

Electives – 2nd semester:

- E-Design (15 ECTS)
- E-Commerce (15 ECTS)
- E-Communication (10 ECTS)

- E-Marketing (10 ECTS)
- E-Media Production (5 ECTS)
- E-Business Production (5 ECTS)

The modules conclude with an oral examination.

3rd semester:

- Internship in Denmark or abroad
- Bachelor project

The Bachelor project is your opportunity to show your capability of using the skills built-up during training as well as your ability to apply it to the context of a real life problem and solution.

Teaching methods are both by means of relevant theory as well as hands-on practice. Project groups will thus develop digital communication solutions alongside their teaching in the individual subjects.

See page 36 for general information regarding our English programmes such as requirements, fees, and application deadlines.



AP degree in

ENERGY TECHNOLOGY

Are you eager to become the most desired energy specialist who can advise about the implementation of complex energy and indoor environment systems? And are you interested in ensuring the correct structure and optimisation of energy consumption by exploiting alternative and new energy sources?

About the Programme

The AP Degree in Energy Technology is a 2-year full-time undergraduate programme. The programme provides the graduate with the ability to handle projects across the building technology and electricity and plumbing sectors in order to create solutions for energy optimisation and conservation in technical building and process installations including air conditioning systems, heating pumps or similar in residential or industrial buildings.

Career Opportunities

With an AP Degree in Energy Technology you will obtain competences enabling you to advise clients on practical energy optimisation, energy supply in industrial and private construction, and also industrial process installations. Graduates may seek employment in utility companies, in the installation industry or in technical and environmental departments in the state and/or municipalities in jobs like

- Project manager
- Energy engineer
- Energy advisor
- Energy consultant

Programme Structure

The programme is divided on 4 semesters, each with its distinctive technical focus.

The compulsory part contains a number of technical energy theory modules such as building technology, indoor environment, automation, control and regulation, traditional and innovative energy sources, energy analysis, calculation of energy consumption as well as processes and production plants. The elective subjects cover a wide field and provide you with the opportunity of working thoroughly with a subject and specialising in process and production plants, building installations as well as alternative and new energy sources. Furthermore, the programme enhances your knowledge on subjects related to corporate understanding, primarily with subjects focusing on innovation, project management and business know-how / understanding.

The three months internship on the fourth semester can take place in Denmark or abroad and provides you with the opportunity of applying theory and skills you acquired in practice

Semester 1

- Building technology
- Heating technology
- Indoor climate
- Automation
- Controls and regulation
- Energy technology
- New and traditional energy forms
- Energy analyses
- Assessing energy consumption
- Project management

Semester 2

- Planning and projecting energy saving constructions

Semester 3

- Processing plants
- Data collection and energy technology and automation
- Business skills
- Assessment methods for energy saving and environmental purposes
- Innovation
- Processing plants
- Data collection and energy technology and automation

Semester 4

- Internship/work placement
- Final examination project

while cooperating with an interesting company. The semester terminates with a project based on cooperation with a company and embraces skills and knowledge acquired throughout the entire programme.



Christian Hald Madsen, Denmark

"After 4 years as an electrician I lacked challenges and I wanted further education so when I learned about the Energy Technology programme, it immediately caught my attention". Becoming an energy engineer is about being an expert in energy optimisation – both when it comes to residential buildings and different types of industrial consumption. My dream is to become an energy advisor at a contracting company or a large carpenter company. There is a major potential in the existing housing stock as regards energy optimisation so consequently, he looks very positively on his future job possibilities.



See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines.

Bachelor degree in

ARCHITECTURAL TECHNOLOGY AND CONSTRUCTION MANAGEMENT

Want to be a part of a constantly growing construction industry? Eager to work with new as well as existing buildings of architectural importance? Interested in getting a technologically-based education?

About the Programme

The Bachelor degree in Architectural Technology and Construction Management is designed to develop marketable competences in a wide variety of skills within the planning, building and design professions. Leading objectives include developing the ability to apply technology to building design and in communicating practical solutions.

Career Opportunities

The Architectural Technology and Construction Management graduate's role is to solve technical construction problems. The graduate is part of the project, and has to interpret, develop and co-ordinate the work of the architect and civil engineer to ensure the operational demands of the building project are carried out efficiently and properly. The graduate can also manage the construction process on site and act as the mediator between craftsmen, technicians, architects, engineers, surveyors, managers and clients. Job opportunities in Denmark and abroad are very prosperous.

Career options include:

- Construction Management
- Building Technician Work
- Project Management
- Project Co-ordinator Roles
- Quality Management
- Sales Management (construction industry)
- Architectural technology

Programme Structure

When starting on the programme in Architectural Technology & Construction Management you are in fact starting on 2 different course programmes at the same time. On completing the first 1 ½ years (3 semesters) you can choose between 2 different programmes:

- AP degree in Building Technology
- Bachelor degree in Architectural Technology and Construction Management

1st and 2nd semester

Core subjects: focus on those study areas connected with overall planning and erection of family homes as well as an emphasis on construction details, building materials and process planning.

3rd Semester

Core subjects: focus on individual building components such as wood and concrete components for carcase constructions.

AP degree

Following the 3rd semester the student can opt for the Building Technology programme and graduate at the end of the 4th semester (2 years) where students will work on elective assignments and write a final project.

Bachelor degree

Does the student wish to continue with the whole Bachelor's degree, the programme on the 4th – 7th semesters are designed in the following way:

Core Subjects:

- Building and construction drawings
- Construction details
- Planning and management of the design and construction process
- Qualified choices of building materials for a concrete multi-story building project
- Conversion and renovation of older buildings
- Implementation and construction of industrial, sports buildings, etc.

Internship

The 6th semester is a professional specialization semester with the full 6 months taking place as an industrial placement, either in an architect or engineering practice or with a building contractor. The placement/internship can take place in Denmark or abroad.

The 7th semester consists of an **elective assignment** and the **final Bachelor Project** (dissertation) The programme is recognised by CIOB, ABE and CIAT. Read more on www.ucnorth.dk



See page 36 for general information regarding our English programmes such as requirements, fees and application deadlines.

ACCOMMODATION

– HOUSING IN AALBORG

It is relatively easy to find accommodation in Aalborg and the prices are more competitive compared to e.g. Copenhagen.

UCN Technology & Business will do its outmost to help international students make their stay in Aalborg beneficial and comfortable. Keeping that in mind, however, students have to apply for accommodation in due course, therefore the earlier you apply the higher are the chances that you will get an offer of accommodation.

The municipality in Aalborg also guarantees that everyone coming to study/work in Aalborg will be covered by the accommodation guarantee, provided that students have registered on their website www.aku-aalborg.dk

UCN Technology & Business is happy to offer:

A single or a shared room or an apartment at a student hostel in Aalborg e.g. UC House, Tech College hostel or at the AAB Sports College.

Read more about student housing on www.ucnorth.dk and see the different types of accommodation offered as well as costs of renting.

The housing normally includes access to kitchen, a shared bath, furnished rooms, FREE internet, laundry facilities and bar/party facilities and fitness opportunities. Further on there is often a living room with stereo, sofas, TV with international channels, table football, table tennis and pool table etc. All this might not be part of private accommodation but then normally the rooms are bigger or cheaper through this option. In general, average monthly rents vary between EURO 270 – 400, depending on the area, the size of the rooms, the facilities available and the general standard of accommodation.

After some time in Aalborg, a number of students normally decide to live together and share an apartment. UCN Technology & Business helps our students with the practical matters connected to this housing opportunity.



FEES AND FINANCES

Tuition fees:

EU/EEA and Nordic students:

- The tuition fee can vary from EURO 3,400 to 6,500 per semester, depending on the programme.

BUT due to the fact that the Danish government pay the tuition fees it is free on any programmes for the Danes as for other EU/EEA & Nordic students.

Non-EU students:

Please note that UCN Technology & Business has a very favourable "Special Service Package" for NON-EU/EEA students, which may cover some of your book expenses.

UCN Technology & Business might also be able to offer scholarships to a limited number of NON-EU students. Contact international@ucn.dk for more information or find information on www.ucnorth.dk

Tuition fees could be subject to change. For the most recent updated information, always check UCN Technology & Business' website on www.ucnorth.dk

Cost of compulsory literature

- For a whole AP programme of 2 years approximately EURO 670 - 1,400.
- Top-up programmes approximately EURO 670 for the full programmes.
- For the BSc in Architectural Technology and Construction Management programme roughly EURO 375 per semester.
- For more specific costs of each individual programme, please visit UCN Technology & Business' website. All students no matter where or how they buy the literature must have it by the time the study starts.

Study trips

Most programmes have a study trip abroad which is to be financially covered by the students themselves.

Laptop

At all programmes it is required that students either bring a laptop or buy one in Denmark. Microsoft office package can be bought at a favourable price from UCN Technology & Business bookstore.

Student Job Possibilities

Many students have student jobs and work during the week and at weekends. During summer holidays students may want to work full time, which their work permit allows them to do.

Expenses

International students must have sufficient funds to cover their living expenses while studying in Denmark. Recently, living expenses for the average student in Aalborg have been approx. EURO 650 per month, inclusive accommodation. Students cannot rely on getting a student job once they arrive - it takes 1-2 months and they should be prepared for low season periods.

Danish Language Courses

Students studying at UCN Technology & Business can take Danish language courses through the Municipality in Aalborg.

At the UCN Technology & Business website www.ucnorth.dk you can find the frequently asked questions (FAQ) and a lot of other detailed information about studies at UCN Technology & Business and life in Aalborg.

Estimate of General



Aliz Lukacs, Hungary

"In addition to your studies you can also find a part time job and earn EURO 13 per hour. I am really glad and proud of myself that I am here in Denmark because it is the best way to secure a good career in the future"



Degree and Length of Programme

At UCN Technology & Business you can study the following degrees in English:

- AP degree, duration is 2 years, covering 120 ECTS points (except Computer Science)
- Bachelor degree, duration is 3,5 years, covering 210 ECTS points
- Top-up bachelor programme, duration is 1,5 years covering 90 ECTS points

Some programmes are offered as AP degrees and some as Bachelor degrees. After graduation with an AP degree, students can decide to continue and get a bachelor degree by choosing one of UCN Technology & Business' Top-up programmes or some of our partners' top-up programmes.

Equally Bachelor graduates can typically obtain a Master's degree after having studied 1-2 years at university. All UCN Technology & Business' programmes are accredited by the Ministry of Education in Denmark.

Language of Instruction

All the mentioned programmes in this brochure are taught fully in English.

Entry Requirements

AP degrees and Bachelor degrees

- High school diploma compatible with the Danish system – otherwise the diploma has to be supplemented with university or college studies or
- General upper secondary education or International or European Baccalaureate
- Or high school diploma from the USA + at least one year of university/college
- Or at least two years of relevant studies from universities in Africa, India, Pakistan and countries with similar educational systems or
- Other appropriate education found to be acceptable at the discretion of UCN Technology & Business
- Students from Asia or Africa – 2 years of university study completed
- High level in mathematics
- A recognised English test: TOEFL (at least 550 paper based, 213 computer based),

IELTS (6.0-6.5) – or alternatively approved test through agreement with agency/UCN T&B.

Next to the above entry requirements also:

- AP degree in relevant field from Denmark or
- Equivalent higher educational background from abroad

Top-up Bachelor Degrees

- The same requirements as AP and Bachelor degrees.
- In addition 120 ECTS points acquired within relevant subjects that are required for the specific Top-up programme.
- For more information on the required subjects, please check the relevant AP degree from UCN T&B in relation to the interested Top-up Bachelor programme.

Application Deadline

15th March

(later applications are welcomed, but no guarantee given).

Application procedure

All higher education institutions in Denmark use the same application form. The applicants have

to fill in a coordinated enrolment form called the KOT scheme, which is similar to the UCAS system in the UK. Find the application forms and how to apply at UCN Technology & Business' website: www.ucnorth.dk

Starting Date

All programmes start the 1st of September.

Residence & Study Permit

EU/EEA students: permit to be obtained on arrival. UCN Technology & Business will assist students in getting their study permit as soon as possible after their arrival to Aalborg.

Non-EU/EEA students: permit to be obtained prior to arrival. For more information visit <http://www.nyidanmark.dk> > English > Coming to Denmark section or contact your nearest Danish Embassy or Consulate for further information.

Read more on www.ucnorth.dk or contact International office at UCN Technology & Business: international@ucn.dk

GENERAL INFORMATION

ABOUT THE ENGLISH PROGRAMMES AT UCN TECHNOLOGY & BUSINESS – WORTH KNOWING...

Collaboration with the Business Sector

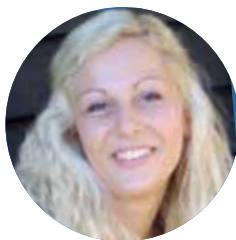
Project work is the primary cause for collaboration with the business sector as well as networking and close contacts to secure jobs in the global business arena. People from the business sector come to UCN Technology & Business as guest lectures to tell about new trends and technologies. They come as project supervisors, speakers at the graduation ceremony, host students in internships and are used as sparring partners in the development of new programmes.

During the studies all students go for an internship which could be in Denmark or abroad.

Through these work relations the students develop valuable skills needed for their future career and that increases their employability and entrepreneurship.

International networks and partners

UCN Technology & Business has had an Erasmus University Charter for many years and therefore we have many incoming as out-going Erasmus students and teachers exchanges. Our list of partners contains many attractive universities all over Europe. UCN Technology & Business works in alliance with 140 international partners. UCN Technology & Business is also a very active player in international networks as EAIE and SPACE, etc. where we have chairs in the executive committees and we participate actively in international projects funded by the European Union, Nordplus and other regional and national funds.



Further studies

After graduation from the AP degree programmes you can continue and get a bachelor degree at UCN Technology & Business. We have currently seven top up BA programmes. You can also go to other universities in Denmark or you can decide to make use of our network of partners offering our students their bachelor programmes as top-ups. You can e.g. go to UK universities, Australia, the Netherlands etc. At the UCN Technology & Business site www.ucnorth.dk you can find a full list of top-up universities with whom we co-operate. The list is continuously up-dated as UCN Technology & Business students are attractive to foreign universities, and not least on Master programmes.

Master programmes takes 1-2 years. UCN Technology & Business has a very good co-operation with Aalborg University offering a number of English taught programmes - see more on www.aau.dk

Employment

At UCN Technology & Business the graduates have a good employment rate within the sector that they studied. The career opportunities can be studied under each programme description. Many students go for jobs directly after graduation but many students also go for further studies – Bachelor and Master degrees.

Marta Kuzman, Poland

I find UCN Technology & Business very interesting; especially, because you are able to continue your studies in many other countries after graduation. You are also encouraged to do your internship abroad and to take part in Erasmus exchange programme. The academy assists you and they have means to support you financially. Therefore UCN Technology & Business can be a great starting point and can be combined with studies in other countries as well.

THE DANISH HIGHER EDUCATION SYSTEM

The Danish Higher Education System

This description of the Danish Higher Education System has been approved by the Danish Ministry of Education, the Ministry of Science, Technology and Innovation and the Ministry of Culture.

Public higher education institutions in Denmark are governed by national legislation concerning degree structures, teacher qualifications and examinations. All programmes are accredited by national, independent accreditation agencies and the Accreditation Council.

Higher education institutions

Higher education is offered by four types of higher education institutions and regulated by three ministries:

- Academies of Professional Higher Education (Erhvervsakademi) and University Colleges (Professionshøjskole) are regulated by the Ministry of Education and offer professionally oriented first cycle degree programmes.

- Research universities (Universitet) are regulated by the Ministry of Science, Technology and Innovation and offer first, second and third cycle degree programmes in all academic disciplines.

- A number of university level institutions are regulated by the Ministry of Culture and offer first, second and third cycle degree programmes in subject fields such as architecture, design, music and fine and performing arts.



THE DANISH HIGHER EDUCATION SYSTEM

Overview of degrees in the Danish Higher Education System

Danish higher education institutions use the European Credit Transfer System (ECTS) for measuring study activities. 60 ECTS correspond to one year of full-time study.

Danish qualifications levels	Ordinary higher education degrees	Adult/Continuing higher education degrees	Qualifications Framework for the European Higher Education Area - Bologna Framework	European/National Qualification Framework for Lifelong Learning - EQF/NQF
Academy Profession level	Academy Profession degree (90-150 ECTS)	Academy Profession degree (60 ECTS)	Short cycle	Level 5
Bachelor's level	Professional Bachelor's degree (180-240 ECTS) *	Diploma degree (60 ECTS)	First cycle	Level 6
	Bachelor's degree (within fine arts) (180 ECTS)			
	Bachelor's degree (180 ECTS)			
Master's level	Master's degree (within fine arts) (120-180 ECTS)	Master degree (60-90 ECTS)	Second cycle	Level 7
	Master's degree (120 ECTS) **			
PhD level	PhD degree (180 ECTS)		Third cycle	Level 8

* Can be obtained through a full regular bachelor's programme (180-240 ECTS) or a top up bachelor's programme (90 ECTS) following an Academic Profession degree. A few Professional Bachelor programmes are 270 ECTS.

** A few Master's programmes are up to 180 ECTS.

Qualification framework

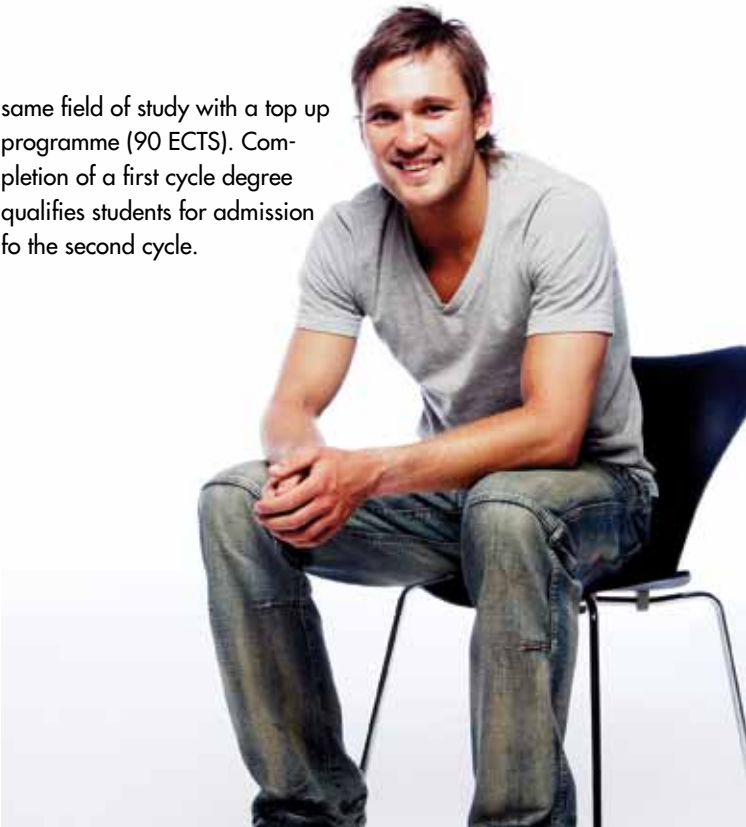
The Danish qualification levels form the basic for the Danish National Qualifications Framework for Higher Education, which is certified in accordance with the overarching Bologna Framework according to the principles adopted by the European Ministers of Higher Education. Danish higher education qualifications at level 5-8 in the Danish Qualifications Framework for Lifelong Learning (NQF) are also compatible with the level 5-8 in the European Qualifications Framework (EQF).

Admission and progression

General access to higher education in Denmark requires a secondary school leaving examination or comparable qualifications. Admission to some particular programmes require entrance examination or submission of a portfolio of artistic work.

Completion of a short cycle degree qualifies students for admission to a first cycle degree. Degree holders with a short cycle Academy Profession degree can obtain a Professional Bachelor's degree within the

same field of study with a top up programme (90 ECTS). Completion of a first cycle degree qualifies students for admission fo the second cycle.



The 7-point grading scale

The grading system in all state-regulated education programmes as of September 2007 is the 7-point grading scale. The grading scale is compatible with the ECTS grading scale.

The 7-point grading scale	12	10	7	4	02	00	-3
The ECTS grading scale	A	B	C	D	E	Fx	F

Apart form the 7-point grading scale, pass/fail assessment may also be used. 02 is the minimum grade for passing an exam.



Edina Lázár, Hungary

"I chose Denmark because I wanted to study abroad and have a chance to get a higher education in English and because there is NO TUITION FEE if you come from Europe"



Erik Menkhorst, The Netherlands

I contacted a lot of different universities in Denmark, and then I found NOEA/UCN to be the best choice. NOEA offers good computer facilities for his students, you also have access to the building after school hours. The teachers/staff are always willing to help you if you have any problems, that is a great advantage which I haven't seen so far on previous programmes I have followed.



Ludmila Kukulova, Slovakia

"I also love the way professors lead students to think further and that there are different nationalities at UCN Technology & Business, it broadens your INTERNATIONAL perspectives and forces you to use your English"



Sabine Ziemele, Latvia

This time for me at UCN Technology & Business was very fruitful and I feel that I have grown a lot. I have got what I was coming for. I have learned even from small everyday things, from the differences, from the beauty all around. I am learning the Danish attitude towards the way of living and it makes myself wiser. This is a very useful experience.



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