

# Global Business Relationships

Bachelor of Science  
in Economics and  
Business Administration

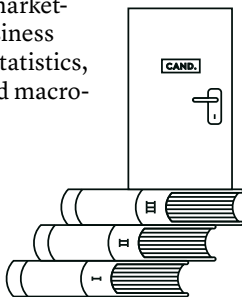
University of  
Southern Denmark



## Be two kinds of smart

With the Bachelor of Science (BSc) in Economics and Business Administration - Global Business Relationships you will obtain 2in1 qualifications; solid language skills in addition to a comprehensive knowledge of business economics viewed in both a global and a regional context. Even though enterprises operate internationally they need to understand the importance of regional development and responsiveness.

The programme is taught in English and includes subjects related to management and economics. Compared to the bachelor programmes taught elsewhere, the range of topics is especially oriented towards the international aspects of business activities and the management of inter-firm relations, and towards regional development. The programme still covers all the basic subjects of business administration, courses in management and organisation, corporate finance, marketing, accounting, business law, digitalization, statistics, microeconomics and macroeconomics.



## Career opportunities

A BSc in Economics and Business Administration provides you with an all-round, broad business competence in administrative functions in a company such as marketing, human resource (HR), financial services. In addition the education is an ideal foundation for further training and specialization.

Having passed the BSc programme, you can choose to enrol for another two years on a master programme at SDU. Having passed the master programme, you will hold a MSc in Economics and Business Administration.



# Structure of the study programme

6. sem.	Bachelors Project (20)				Strategy (10)	
5. sem.	Studying abroad at an University (30) <i>or</i>					
	Internship or Elective Course * (10)		Global Regulation and Business Responsibility * (10)		Global Marketing and Business Relationship * (10)	
4. sem.	Macro-economics (10)	Accounting (10)	Advanced Quantita- tive Analy- ses (5)	Business Law (5)	Cross-Cultural Management (10)	
3. sem.			Finance (10)		Networks and Regional Strategies (10)	
2. sem.	Micro-economics (10)	Mathe- matics and Statistics (10)	Marketing (10)		Qualitative Method- ology (5)	Digitali- sation and Business (5)
1. sem.			Organisation with Theory of Science (10)		Entrepreneurship and Understanding Business (10)	

\* Courses at 5<sup>th</sup> semester can be substituted with studying abroad (30 ECTS).  
 Internship with an organisation or a company in Denmark can be conducted as  
 elective courses (10 ECTS). For more information about **elective courses** please  
 see [sdu.dk/eba](http://sdu.dk/eba)

The figures in brackets indicate the work load of each course in ECTS points  
 (see [ug.dk](http://ug.dk)).

## **The study programme**

The BSc programme consists of 6 semesters – with approx. 15 lessons per week. As a student, you are the person in charge of acquiring skills and knowledge.

Teaching is offered, but attending lectures is not the primary activity for a student. Skills and knowledge are not only developed in connection with teaching, but in a more important way through studies, field work/research, preparation of assignments, and especially through interaction with fellow students and lecturers.

Teaching is in the form of lectures, class instruction, student consultancy projects, and individual supervision. It is a must that you bring your own computer.

## **Internship or studying abroad**

During the programme you will be offered opportunities for completing an internship with an organisation or a company, or study abroad at 5<sup>th</sup> semester.

SDU in Sønderborg is known for placing particular emphasis on the international profile of its courses. This also applies to the BSc programme. There are many opportunities, through a comprehensive network of partner universities offering English-language courses, to make a period spent abroad an integral part of your study programme.

## **An international study environment**

The student community at SDU Sønderborg is international. Our students come from a wide range of mainly European countries.

# Entry requirements

The BSc in Economics and Business Administration - Global Business Relationships requires the Upper Secondary School Leaving Certificate or the equivalent foreign qualifying examination.

Furthermore you have to meet the following entry requirements:

- Mathematics - *Danish B-level*
- History, History of Ideas, Contemporary History, Social Studies or International Economics - *Danish B-level*
- English - *Danish B-level* (English language requirement)

The entry requirements cannot be waived.

For specific level and course requirements, prospective students are advised to contact the Admission Office (Student Services) before submitting their application.

## Application deadlines

**For quota 2** the application deadline is 15 March, noon. Admission is based on a motivational letter, UniTEST and an interview.

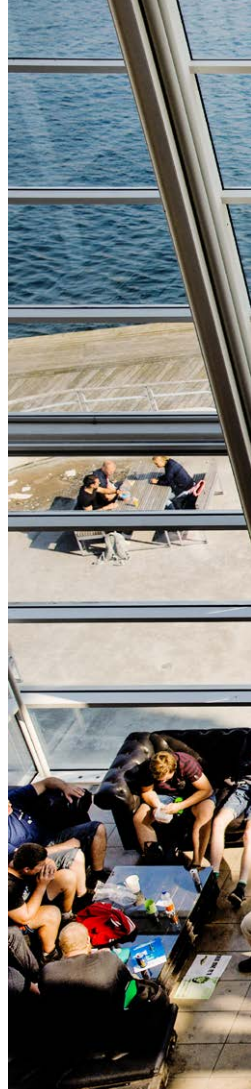
**For quota 1** the application deadline is 5 July, noon. Admission is based on your grade point average.

There is a limited number of study places in the programme.

## Enrolment

The study programme starts late August/early September.

Find out more at [sdu.dk/eba](https://sdu.dk/eba)







# Credit transfer program – for students with a background from the Business Academy

As a financial-, market-, service-, commercial – or logistics economist or financial controller you are able to supplement your business academy education to obtain a full bachelor's degree in economics and business administration.

You are let off starting from scratch and are only required to supplement your education with further subjects or explore the subjects you have already taken at the business academy, in greater depth.

The credit transfer programme is your chance to get a full Bachelor education and afterwards, the possibility to apply to a Master programme.

## Entry requirements

Application deadline is 15 March, noon.

Admission is based on the aptitude test (uniTEST).

## Enrolment

Programme start is 1 September  
(introduction days in late august)

Find out more **[sdu.dk/eba](https://sdu.dk/eba)**







# SDU Sønderborg



## **Academic culture**

The relationship between students and teachers in Denmark is quite informal. Both students and teachers like to consider one another as equals. You are always encouraged to ask questions both in- and outside of the classroom and to express your opinion on the themes discussed during the courses. The informal atmosphere does not imply, however, an overly relaxed attitude towards the studies. On the contrary, the independent nature of university studies in Denmark presupposes that students show initiative and take responsibility in the planning of their studies and in keeping to their own schedules.



## The universities in the border region

A special feature of the University of Southern Denmark in Sønderborg is its close working relationship with the Europa-Universität Flensburg. This partnership between the two universities has resulted in an international environment with Danish and foreign students and with lecturers from both sides of the border. The campus is home to some 1,300 students and offers an international study environment, as the main teaching language is English.

The university and cultural complex - Alsion - is an architectural marvel situated at the harbour.

Alsion is a magnet for audiences seeking an exceptional experience. Apart from the university, Alsion also houses a concert hall and research park.

Danish and foreign students, lecturers and researchers are able to realise their dreams in an exceptionally unique architectural setting. The university provides a well equipped teaching facilities ensuring optimum conditions for researchers and students.

At the same time, the research park provides a particularly innovative and international research environment with a strong focus on close cooperation and interaction with the local business community.

 **alsion.dk**

Students are expected to be able to analyze and discuss material - in class, in group work and in the final examination. Most studies involve both oral and written exams.





## International study environment at Alsion

Campus Sønderborg is called Alsion. It opened in 2007 and is the state-of-the-art campus that has won several awards for architecture and design. It houses students of Humanities, Engineering, Economics and Business Administration, and European Studies. The creative and fruitful environment, with courses, culture and business as important elements, is unique to Alsion.

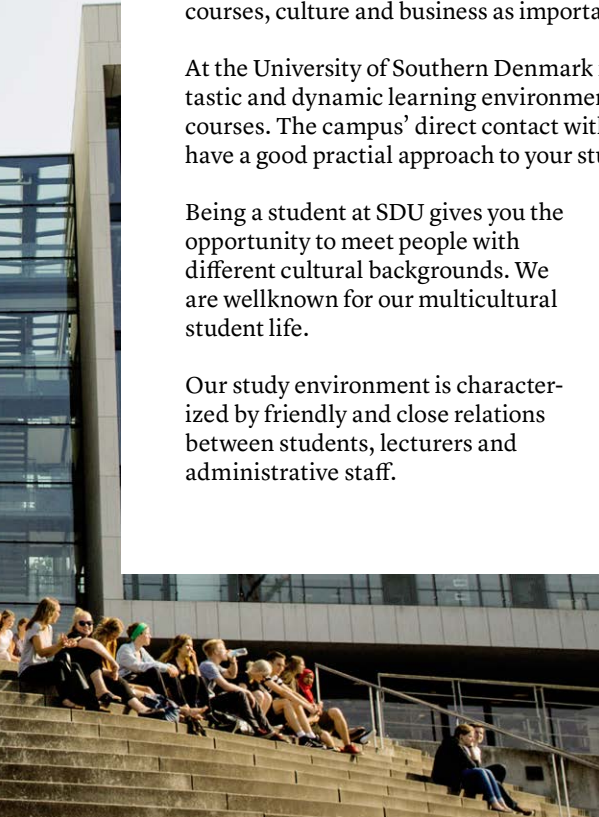
At the University of Southern Denmark in Sønderborg, you will find a fantastic and dynamic learning environment with focus on careers and targeted courses. The campus' direct contact with local businesses means you will have a good practical approach to your studies.

Being a student at SDU gives you the opportunity to meet people with different cultural backgrounds. We are wellknown for our multicultural student life.

Our study environment is characterized by friendly and close relations between students, lecturers and administrative staff.

*"Studying at SDU Sønderborg is a unique experience compared to studying in a larger city. Classes are smaller, which is good for learning and relations. It allows me to build stronger connections with my classmates, who come from different corners of the world. Working together with other international students is quite an experience. We bring so many different ideas, cultures and mindsets to the table. That teaches you to think open-minded and compromise when needed to solidify co-operation. I have no doubt that the network I've made here, will last me a lifetime."*

*Søren Sebastian Mats, BSc in Economics and Business Administration*





## Sønderborg - truly international

Sønderborg is located on the island of Als in the southeast corner of Jutland, 30 km from the German border. It is in an ideal position between Hamburg and major centres in Denmark. The municipality has a population of approximately 70,000 and is keen to facilitate student life. The large number of students living in Sønderborg lends the town a lively social life. Als and the area surrounding Sønderborg are home to around 300 industrial SMEs, many of which specialize in electronic, mechatronic and communication equipment. Denmark's largest industrial company, Danfoss Corporation, has its headquarters north of Sønderborg. Find out more at **[SDU.dk/Soenderborg](https://www.sdu.dk/Soenderborg)**





## Sønderborg city

Sønderborg has numerous cosy cafés with live music and a vibrant nightlife. The city's shops range from department stores to small, fascinating specialty shops. City life is diverse and cultural with a symphony orchestra, a theatre, cinema, music festivals and arts centre devoted to art and culture.

## Plenty of activities

No matter what leisure activities you prefer, you are almost guaranteed to find a sport or activity club to suit your needs: from parachuting to soccer, athletics, fitness, fishing, rowing, sailing, surfing, riding, handball, hunting, golf and tennis. You just have to pick whatever is to your liking. Nearby, you will find *Universe*, a science and experience park full of exciting technology and fun-filled activities.

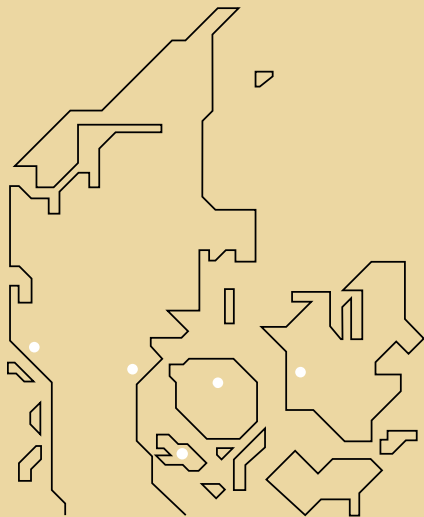
## Seaside

Here, you are surrounded by woodland, inlets, coves and beaches – and evidence of Danish history is found everywhere. Not many places in Denmark are as rich in history as this geographical area. Sønderborg Castle, Dybbøl Mill and the Battlefield History Centre are examples of some of the many centres of interest in the area.

## Major student event

Oxbridge on Alssund is a competition between students from the Sønderborg region, Kiel and University of Flensburg, Germany. This spectacular sailing event takes place in 28-foot match race boats on Alssund in front of the university.





## Contact information

Questions concerning the study: The academic advisor  
advisor.BUSADM@sam.sdu.dk  
Phone: +45 6550 1271

Student Services  
SDU-Soenderborg@sdu.dk  
Phone: +45 6550 1102

Find out more **[sdu.dk/eba](https://sdu.dk/eba)**

Information about studying in Denmark  
**[studyindenmark.dk](https://studyindenmark.dk)**