



AP Programme in Automotive Management

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Information for Incoming Erasmus Students
2019-2020



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About the Academy

Dania Academy is a modern higher education centre, with international campuses in the cities of Randers and Viborg.

Dania was established on 1 January 2009 and has a long-standing tradition for developing and offering higher education, English-taught programs in the area:

- International Marketing
- Tourism and Hotel Management
- International Hospitality Management
- IT Technology
- Automotive Management

The Automotive Management program is located in Viborg.



Excellent facilities

Dania's Viborg Campus is located in new and modern buildings, which we share with VIA University College. The Campus offers excellent study facilities to its students, including the latest IT equipment and 24-hour access to the IT centre.

The City of Viborg

The city of Viborg has 45,000 inhabitants and the whole municipality has 100,000. In medieval times Viborg was the capital of Jutland and the roman cathedral and the high court for West Denmark are reminiscences of the former clerical and juridical power of the town. Viborg also has a well preserved town centre where you will find many traces of the medieval town.

In Viborg exchange students will be at a very modern and internationally oriented campus which Dania shares with a large university college.



Conditions for Erasmus students

- Erasmus exchange students must attend all subjects of any given semester enrolled into. This is due to our multidisciplinary and group-work oriented approach to teaching. All absence from classes is registered (this is also the case for our full-time students). You cannot put together a study program consisting of modules from different semesters or programs.
- All exams, tests and projects of the semester(s) enrolled into **must** be taken. Exams at the end of the 2nd semester may also cover 1st-semester content.

Teaching methods

Dania uses a multi-disciplinary approach to teaching. The classes are a combination of discussion and group-work. Our lectures will not repeat what is written in books, but rather use textbook theories on case examples. This practical approach is also used while writing projects where the focus will be on how theories in fact are used in real life. Therefore, we are working closely with actual companies with solving concrete problems. This practical approach creates more value and hand-on experience for students.

It can take time to get used to our teaching methods. This, and the fact that most Erasmus students are not used to being taught in English, mean that most students that are in their 2nd or 3rd year at their home institution will still get ample challenges in our 1st or 2nd semester classes.

Important dates

Semester dates and holidays: see [Fact Sheet](#)

Module overview:

1st and 2nd semester

Module overview and descriptions pending

3rd semester elective: Automotive Management (30 ECTS)

The 3rd semester of our Automotive Management program is particularly suitable for incoming exchange students. In this semester, we offer the 30 ECTS elective **Automotive Management**, which consists of

Marketing:	8 ECTS
Organization and SCM:	5 ECTS
Import/ Export:	5 ECTS
Economy:	7 ECTS
Job and Career Identity:	5 ECTS

(subject to small changes)

Due to our emphasis on a multidisciplinary approach, the elective is described as a whole:

Content

The purpose of this course is for the student to have a deeper understanding of managing business in the automotive industry. The student will get insight in Strategies and how to choose which strategy will be the best answer in given situations. During the course there will be established a close cooperation with local companies, where the students are going to work with a problem for the company simultaneously. The students will learn Danish Language for automotive industry.

The subject must also develop the individual's work identity and create an understanding of the diversity of services and the opportunities offered by the sector.

Learning objectives for Automotive Management

Knowledge:

The student will gain knowledge and understanding about:

- Company strategies
- Business models including Shared Economy
- Trade theories and the incentives to trade
- Current regulations and taxes connected to import and export.
- Purchase-, sales-, and marketing strategies and methods
- The strategic foundation and work in a company.
- Quality control systems and inventory management
- The causes of unemployment and the consequences of these
- The causes of inflation and the consequences of these
- Exchange-rate formation and exchange rate systems as well as their relevance in international trade
- The most important international organizations
- Trade agreements and trade blocs and their impact on import/export
- How accounting can support managerial decisions and the company's strategy
- The marketing process and the concept of value creation
- The buyer behavior both in B2C and B2B markets
- Products and services
- Forms of direct- and online-marketing

- Job and Career, including Job Identity, Job Match, Career Identity, Business & Interpersonal Communication (ca. 5 ECTS)

Skills

The student will obtain the necessary skills to:

- Apply methods and strategies in relation to imports and exports.
- Identify potential markets for imports and exports, and apply relevant methods for processing them.
- Apply social media in marketing and advertising
- Assess and compare investment scenarios on the basis of a calculation of the net present value, internal rate of return and sensitivity.
- Describe and analyse the main national economic indicators for the purpose of export market assessment - Create a master budget - Analyse the company's micro- and macro-environment
- Segment a market and find the appropriate target group where the company can differentiate itself
- Develop a communication strategy
- Understand and be aware of your own work identity; Develop your personal work identity so that it reflects in profile and image; Enter and engage in different communicative situations in a relevant work practice

Competencies

The students can:

- Contribute to development of strategies and action plans for imports and exports in the automotive industry
- Communicate strategies and action plans
- Prepare a master budget, and value simple investment scenarios
- With a professional approach, be able to handle planning functions in relation to international trade and marketing practices
- Handle and assess marketing issues and are able to implement solutions
- Participate in the strategic work as developer, interpreter and mediator of goals and strategies at their own level
- Participate in development-oriented and/or interdisciplinary work processes in the management area
- Take care of defined management and planning functions in relation to own practice
- Participate in product/service pricing
- Understand and be aware of your own work identity; Must be able to set and target your job identity in relation to industry and businesses so that the good job match can be achieved; Must be able to communicate their work identity, relate it to and integrate it into relevant work networks