



# AP Programme in Automotive Management

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Information for Incoming Erasmus Students  
2020-2021



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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 2<sup>nd</sup> semester may also cover 1<sup>st</sup>-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 2<sup>nd</sup> or 3<sup>rd</sup> year at their home institution will still get ample challenges in our 1<sup>st</sup> or 2<sup>nd</sup> semester classes.

## Important dates

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

## Module overview:

### 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)

## Joint description of the whole 30 ECTS course:

### 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

## Description of the 5 modules of the course:

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

### **Marketing: 8 ECTS**

#### Content

The national subject element deals with marketing and sales, service and communication. The subject element includes communication, sales and negotiation techniques as well as advisory and consultative functions in relation to the auto industry, as well as work with written communication. The subject element contains sales theory and theory of personal communication and dissemination as well as negotiation in relation to sales and purchasing. The subject also contains conditions within service design/management, including the existing legal framework, as well as how different business models can be applied in relation to the market and competitive situation.

Learning objectives for marketing and sales, service and communication

#### Knowledge

The student will gain knowledge about:

- Understanding of industry practices and centrally applied theory and method in marketing and sales, service, consultancy and communication, including business models

- Understanding of the industry's use of theory and method in marketing and sales, service, consultancy and communication, including relevant legal matters.

#### Skills

The student will get the skills to:

- Use the key methods and tools within marketing and sales, service, consultancy and communication and can apply the skills related to employment within the profession in relation to the subject areas
- Evaluate the real-life issues as well as outline and choose solutions in relation to sales, service, consultancy and communication.
- Disseminate real-life issues, including technical specifications and documentation, as well as specify solutions in relation to marketing and sales, service, consultancy and communication to partners and customers.

#### Competencies

The student will learn to:

- With a customer-centric focus, manage marketing, sales and service tasks adapted to the company
- Manage development-orientated situations in relation to marketing and sales, service, consultancy and communication
- Participate in academic and interdisciplinary collaboration within the subject in a professional manner
- In a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within the field of marketing and sales, service and communication.

### **Organization and SCM: 5 ECTS**

#### Content

The national subject element deals with organisational understanding, management and financial considerations connected to the operation and development of a company in the field of automotive technology. The subject element deals with various organisational structures and forms, cultures and strategies as well as with management, and an understanding of management tasks, management roles and the importance of management. The concepts of motivation, satisfaction, well-being, employee participation and involvement, including the individuals' behaviour in organisations, will be included in the subject. The subject element contains the principles governing the organisation of project work as well as work associated with organisational change, adaptation and management during changes. Business Economics, including economic governance, investment, financial analysis and ratios and their use, is also included in this subject.

Learning objectives for organisation, management and business economics

#### Knowledge

The student will gain knowledge about:

- The profession's practice and centrally applied theory and methods associated with organisation, management and business economics.
- Understanding of the industry's application of theory and method in the field of organisation, management and business economics, including relevant legal aspects associated with it.

#### Skills

The student will get the skills to:

- Apply the profession's key methods and tools within organisation, management and business economics and be able to apply the skills related to employment within the profession
- Assess the real-life problems as well as outline and choose solutions within organisation, management and business economics
- Disseminate real-life issues and possible solutions within organisation, management and business economics to business partners and users.

#### Competencies

The student will learn to:

- Manage development-orientated situations in the field of organisation, management and business economics
- Participate in academic and interdisciplinary collaboration in relation to organisation, management and business economics in a professional manner
- In a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within the field of organisation, management and business economics.

### **Import/ Export: 5 ECTS**

Content

The purpose of this course is to enable the student to work with import and export of motor vehicles and spare parts. The students will gain a thorough understanding of the process of import and export, applicable regulations, purchases, sales and marketing

Knowledge:

- Knowledge about current regulations and taxes connected to import and export
- Knowledge about purchase-, sales-, and marketing strategies

Skills:

- The student can apply methods and strategies in relation to imports and exports.
- The student can identify potential markets for imports and exports, and apply relevant methods for processing them.

Competences:

- The student can develop strategies and action plans for imports and exports in the automotive industry.
- The student can communicate strategies and action plans

### **Economy: 7 ECTS**

Content

The national subject element deals with organisational understanding, management and financial considerations connected to the operation and development of a company in the field of automotive technology. The subject element deals with various organisational structures and forms, cultures and strategies as well as with management, and an understanding of management tasks, management roles and the importance of management. The concepts of motivation, satisfaction, well-being, employee participation and involvement, including the individuals' behaviour in organisations, will be included in the subject. The subject element contains the principles governing the organisation of project work as well as work associated with organisational change, adaptation and management during changes. Business Economics, including economic governance, investment, financial analysis and ratios and their use, is also included in this subject. Learning objectives for organization, management and business economics

Knowledge

The student will gain knowledge about:

- The profession's practice and centrally applied theory and methods associated with organisation, management and business economics.
- Understanding of the industry's application of theory and method in the field of organisation, management and business economics, including relevant legal aspects associated with it.

Skills

The student will get the skills to:

- Apply the profession's key methods and tools within organisation, management and business economics and be able to apply the skills related to employment within the profession



- Assess the real-life problems as well as outline and choose solutions within organisation, management and business economics
- Disseminate real-life issues and possible solutions within organisation, management and business economics to business partners and users.

#### Competencies

The student will learn to:

- Manage development-orientated situations in the field of organisation, management and business economics
- Participate in academic and interdisciplinary collaboration in relation to organisation, management and business economics in a professional manner
- In a structured context, acquire new knowledge, new skills, and competencies in relation to the profession within the field of organisation, management and business economics.

#### **Job and Career Identity: 5 ECTS**

##### Content

The national subject element deals with different career and jobs in the automotive business today. What does the company's expect from the students and how do our students get the competences that the company's ask for. We will look at jobs ads, we will invite people from the automotive world to talk about what they will look for when they hire employees. Job and career also includes personal appearance and aspects as how to make a good impression etc.

##### Knowledge

The student will gain knowledge about:

- How to find the right job
- To know how to make the right impression
- How to do networking to get to know the right people

##### Skills

The student will get the skills to:

- Do the right impression at an job interview
- Get to know what the company are looking after and make a match
- Do the personal application and a nice looking CV

##### Competencies

The student will learn to:

- Know if a job add is the right job for the student
- Be well prepared for an job interview
- Add value to a company by knowing what they need