



AP Programme in Automotive Management

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Information for Incoming Erasmus Students
2022-2023



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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.

Important dates

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

Content subject to changes

Module overview

NB: In 2022, only the 3rd semester will be available to exchange students. From 2023, the program will be discontinued.

Compulsory modules:

- Job&Career, 5 ECTS
- Business Lab, 10 ECTS

Electives:

- Automotive marketing tools and technologies, 10 ECTS
- Automotive Trading and Import, 5 ECTS – **Will probably not run in the fall 2022**
- Self-chosen subject, 5 ECTS
- Sustainability Marketing, 5 ECTS

Job and Career, 5 ECTS

Content

The subject element deals with the development of an individual work identity as well as an understanding of the diversity of services and the opportunities offered by the sector.

Learning objectives for Job and Career

Knowledge

The student will gain knowledge about:

- Job and Career, including job identity, job match, career identity, business & interpersonal communication.

Skills

The student will get the skills to:

- understand and be aware of their own work identity; develop their personal work identity so that it reflects in profile and image; engage in different communicative situations in a relevant work practice.

Competencies

The student will learn to:

- understand and be aware of their own work identity; set and target their job identity in relation to industry and businesses to ensure a good job match; communicate their work identity, relate it to and integrate it into relevant work networks.

ECTS weight

The subject element Job and Career is worth 5 ECTS credits.

Business Lab, 10 ECTS

Content

Developing your strategic thinking skills isn't enough to get you promoted. To advance in your career, you need to demonstrate them. The course focuses on business development, and it will give you the ability to develop and realise visions, ideas, and concepts. Through practical project management, you will acquire theories and tools to apply in your

work for real organisations. The course will enable you to further qualify your work, develop yourself, and develop your direction and career path.

Topics

- Various methods of business plan developments
- Strategic thinking

Various methods of entrepreneurial and intrapreneurial development.

Learning objectives for Business Lab

Knowledge

The student will gain knowledge about:

- organisational design, development as well as the psychology behind making choices
- business model design, prototyping, marketing and branding, entrepreneurship and regenerative approaches to entrepreneurship and business.

Skills

The student will get the skills to:

- design, facilitate, and lead processes in diverse groups from conception to realisation
- craft a business plan for a specific business venture and choose relevant Key Performance Indicators
- investigate, read, and understand patterns, trends and tendencies.

Competencies

The student will learn to:

- create multiple layers of value for customers and stakeholders both short term and long term
- communicate and align a team around strategic goals
- strategically develop businesses on a commercial level for start-ups, initiatives within existing organisations, or enterprising projects.

ECTS weight

The subject element Business Lab is worth 10 ECTS credits.

Automotive marketing tools and technologies, 10 ECTS

(NB: will probably not run in the fall 2022)

Content

The purpose of this course is for the student to gain a deeper understanding of the changes emerging technology brings in the Automotive Industry. The course will also investigate the trends that influences and changes the Automotive Industry. The purpose of the elective is also to adapt the company's advertising and marketing to the industry's digital development by using new technologies, including the use of drones, 3D scanning and video editing.

Learning Objectives of Automotive marketing tools and technologies

Knowledge

The student will gain knowledge about:

- drone technology incl. the understanding of its electrical components
- new technologies in advertising and marketing in the automotive industry
- recording technologies and methods incl. video editing programs
- the current market trends and consumer behaviour.

Skills

The student will get the skills to:

- assess and explain the individual components in the drone as well as perform and understand electrical measurements
- use and manoeuvre a drone for use in advertising and marketing in the automotive industry
- use 3D scanning programs incl. video editing.

Competencies

The student will learn to:

- develop, plan and lead processes for diagnosing faults and defects in electronic components
- assess which technology is most relevant in the given situation and plan and perform recordings and convey output in an auto-technological context
- keep up to date with developments in the area.

ECTS weight

The subject element Automotive marketing tools and technology is weighted 10 ECTS credits.

Automotive Trading and Import, 5 ECTS

Content

The purpose of this course is for the student to have a deeper understanding of automotive trading and import.

- market value/buying value
- import procedure and regulations from EU/non-EU
- auction
- purchase and sales technique.

Learning Objectives of Automotive Trading and Import

Knowledge

The student will gain knowledge about:

- current regulations and taxes connected to import
- procurement-, sales-, and marketing strategies and methods
- trade agreements and trade organisations and their impact on import.

Skills

The student will get the skills to:

- value the market and make profit from trading
- apply methods and strategies in relation to import
- identify potential markets for import and apply relevant methods for processing them

Competencies

The student will learn to:

- manage sales, trade and import
- contribute to the development of strategies and action plans for trade and import in the automotive industry
- with a professional approach, be able to handle planning functions in relation to international trade and practices

ECTS weight

The subject element Automotive Trading and Import is worth 5 ECTS credits.

Self-chosen subject, 5 ECTS

Content:

The purpose is to give the student the opportunity to immerse themselves in a limited problem. Gain experience and / or acquire skills in an environment relevant to work of an automotive technologist, in addition to what has already been established in the curriculum.

What with the programme's broad-based background and various future prospects, the purpose of this subject is to give the student an opportunity to specialise within an area of their own choosing. Self-chosen subjects can be completed in four different ways:

- As a literature review
- As an internship or a study visit
- As an empirical study (e.g. method testing, training in data collection or data handling, or other small, delimited projects, possibly in relation to the final exam project)

Learning objectives for self-chosen subject

Knowledge

The student will gain knowledge about:

- To be described in an individual plan for the student's learning outcomes

Skills

The student will get the skills to:

- To be described in an individual plan for the student's learning outcomes

Competencies

The student will learn to:

- To be described in an individual plan for the student's learning outcomes

Requirements: For the approval of a self-chosen subject as an immersion study, the following must be available:

- A short project description with a clear indication of the purpose (max. 3 pages)
- A time plan (1 ECTS credit corresponds to 27.5 hours of student work efforts)
- A description of goals for learning outcomes in terms of knowledge, skills and competencies
- A description of the form of reporting to document that the purpose of the self-chosen subject has been fulfilled
- The self-chosen subject must be approved by a self-chosen supervisor and the programme coordinator.

ECTS weight

The subject element Self-chosen subject is worth 5 ECTS credits.

Sustainability Marketing, 5 ECTS

Content

The aim of the elective is to provide students with an understanding of why and how companies can work towards a more sustainable business understanding. The elective also focuses on business-driven social responsibility and on giving the students the necessary insight and tools to translate CSR / sustainability from thought to action.

Subjects

- Key concepts in sustainability
- Reporting practices for SMEs
- Implementation of the Global Goals in an SME

- Sustainability marketing in theory and practice.

Learning objectives for Sustainability Marketing

Knowledge

The student will gain knowledge about:

- Corporate Social Responsibility (CSR) and sustainability
- Underlying economic theories
- How elements of CSR / sustainability can create value in a company, in relation to business development, strategy and the branding process
- Sustainability as a driving force behind innovation and as a way to understand the new market conditions for society and the market.
- How sustainability marketing can be used as a business model

Skills

The student will get the skills to:

- Identify CSR and sustainability elements in a company
- Inspire others to work practically with CSR and sustainability
- Analyse the effect that Sustainability Marketing has on competition in the industry
- Analyse the economic consequences of establishing a distinctive green profile
- Analyse the effect that intensified focus on Sustainability Marketing has on the supply chain.

Competencies

The student will learn to:

- Assess a company's ability to use Sustainability Marketing as a competitive parameter
- Participate in innovative development of new concepts related to the company's sustainability profile.

ECTS weight

The subject element Sustainability Marketing is worth 5 ECTS credits.