



## 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 Technology

### Excellent facilities

Dania's Randers and Viborg Campuses are located in new and modern buildings. The Campuses offer excellent study facilities to its students, including the latest IT equipment and 24-hour access to the IT centre.



## The Cities Randers and Viborg



Randers has some 65,000 inhabitants, making Randers the seventh-largest city in Denmark.

The city of Randers is big enough to have all the facilities an international student could want, but small enough to have retained its friendly atmosphere and is cheaper to live in than other major Danish cities.

Randers is well situated in terms of access to the rest of Denmark, just 35 kilometres from Denmark's second-largest city Aarhus and about 4 hours by train from Copenhagen, Denmark's capital. The Airport is only 50 km away.

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. 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

## Programme overview:

Please note that the programme is organized in themes and that the individual subjects are incorporated in each theme. In the following, you will find descriptions of the themes and brief descriptions of the subjects belonging to each theme. **NB: From the fall 2022, only semester 3 will be available and only in the fall.**

Compulsory programme components and ECTS						
Core areas (Subjects)	1 <sup>st</sup> semester Themes			2 <sup>nd</sup> semester Themes		3 <sup>rd</sup> semester Themes
	Theme 1: Understand- ing of business	Theme 2: Market Under- standing	Theme 3: Market Analysis	Theme 4: The Market- ing Plan – Strategy and Tactics	Theme 5: The Market- ing Plan - Implementa- tion	Theme 6: Internationalisa- tion
Int. Marketing	2	5	4	6	2	4
Statistics			2			
Economics	3 (Budgetting)	2 (Global)	1 (Global)	2 (Budgetting) 4 (Micro/price)	3 (Budgetting)	5
Marketing Communication				3	2	1
Sales				1	3	Electives 20
Business Law	1	1	1	2		
Organis./SCM	4	2	2	2		
<b>ECTS total</b>	<b>10</b>	<b>10</b>	<b>10</b>	<b>20</b>	<b>10</b>	<b>30</b>
	<b>30 ECTS</b>			<b>30 ECTS</b>		<b>30 ECTS</b>

## Module overview:

Compo- nent code	3 <sup>rd</sup> sem. - Compulsory	ECTS	Compo- nent code	3 <sup>rd</sup> semester - Electives	ECTS
3S-IM	International Marketing	4	3S-BL	Business Lab*	10
3S-EC	Economics	5	3S-PR	Promotion*	10
3S-MC	Marketing Communication	1	3S-OM	Online Marketing**	5
			3S-SM	Sustainability Marketing**	5
			3S-BE	Business Economics**	5
			3S-DA	Data analysis**	5
		10			20

\*Choose 1 of these

subject to changes.

\*\* Choose 2 of these

NB: An elective will only run if at least 15 students choose it. Will be decided end May/beginning June.

## 3<sup>rd</sup> semester themes and subjects

### Theme 6: Internationalization

#### Content

This subject element includes the company's internationalisation and internationalisation strategies, including market selection, establishment types as well as the modification of the marketing mix effort. The subject element also includes culture and the significance of this for the marketing mix effort. The subject element also includes trade policy and macroeconomic factors that affect the company's internationalisation. In addition, the subject element includes financing and investment theory.

#### Learning objectives for internationalisation

##### Knowledge

The student will gain knowledge about:

- the profession's practice and centrally applied theory and methods within internationalisation,
- and an understanding of the practice, centrally applied theory and methodology in relation to the company's internationalisation.

##### Skills

The student will get the skills to:

- use key theories and concepts that are important to the company's internationalisation,
- evaluate the practice-orientated issues as well as outline and choose marketing orientated solutions in relation to the company's internationalisation,
- communicate practice-orientated issues and possible solutions to business partners and users in relation to the company's internationalisation.

##### Competencies

The student will learn to:

- manage development-orientated situations in connection with decisions relating to the company's internationalisation,
- participate in academic and interdisciplinary collaboration in a professional manner in relation to the preparation of the company's internationalisation
- in a structured context, acquire new knowledge, skills and competencies in relation to the company's internationalisation.

### Theme 6: subject descriptions

#### International Marketing (4 ECTS)

- Internationalization and export motives
- Market screening and market selection
- Entry modes incl. Foreign Direct Investment
- Identification of international partners
- International marketing strategy
- Standardization or adaptation of the international marketing-mix

#### Market communication (1 ECTS)

- Cultural understanding
- Cultural analysis and comparison of cultures



**Economics (5 ECTS)**

- Investment (including critical values and sensitivity analysis)
- Financing (including balance sheet structure, generation of capital and types of loans)
- Macroeconomic targets (in order to make a market assessment)
- Macroeconomic models (goods market, money market, currency market and labour market)
- Economic policies
- Classical trade theories and international trade policy (trade barriers and trade agreements)

**3<sup>rd</sup> semester specializations and electives (subject to changes)\***

<b><u>You must choose 1 of these subjects</u></b>	
• Business Lab	10 ECTS
• Promotion	10 ECTS
<b><u>You must choose 2 of these subjects</u></b>	
• Online Marketing	5 ECTS
• Sustainability Marketing	5 ECTS
• Business Economics	5 ECTS
• Data analysis	5 ECTS

\*An elective will only run if at least 15 students choose it. Will be decided end May/beginning June.

**Business Lab (10 ECTS)**

Developing your strategic thinking skills isn't enough to get you promoted. In order 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.

**Content**

- Various methods of business plan developments
- Strategic thinking
- Various methods of entrepreneurial and intrapreneurial development

**Learning objectives****Knowledge**

- 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**

Designing, facilitating and leading processes in diverse groups from conception to realisation



- Crafting a business plan for a specific business venture and choosing relevant Key Performance Indicators
- Investigating, reading and understanding patterns, trends and tendencies

### **Competencies**

- Create multiple layers of value for your customers and stakeholders both short term and long term
- Communicate and align your team around strategic goals
- Strategically develop businesses on a commercial level for start-ups, initiatives within existing organizations, or enterprising projects

## **Promotion (10 ECTS)**

### **Content**

The elective will give you hard skills within both online and offline marketing. You will obtain skills in deciding on the relevant marketing efforts, in planning and implementing these.

- Customer Management and presentation to Customers
- Concept development (art direction)
- Graphic design, visual identity and design manual
- Campaign planning and media selection
- Copywriting, press releases and E-mail marketing
- Implementation and evaluation of communication efforts

### **Learning objectives**

#### **Knowledge**

- Principles of graphic design, typography and usability online and offline
- Targeted marketing and communication
- Campaign planning

#### **Skills**

- Developing basic graphic design outputs incl. text
- Planning, evaluating and executing design concepts, campaigns and promotional material online and offline with attention to synergies in the communication efforts
- Evaluation of the communications efforts based on the KPIs

### **Competencies**

- Shaping and creating a campaign strategy – message, graphics, text etc.
- Preparing design proposals based on a realistic and specific business situation
- Independently acquiring new knowledge in this field

## **Online Marketing (5 ECTS)**

### **Content**

In this elective, Online Marketing, you will acquire skills and competences in the setup, application and administration of the different online platforms.

- Social media – Facebook, Instagram, LinkedIn, Twitter/Pinterest
- Search Engine Optimization (SEO)
- Google ads
- Email-marketing
- Wordpress

### **Learning objectives**

**Knowledge**

- Method of keyword analysis
- Principles for B2B and B2C advertising on different social media
- Setting up websites in Wordpress

**Skills**

- Application and use of various tools for online marketing
- Evaluation of own online efforts and actions

**Competencies**

- Preparing decision proposal for online actions
- Independently acquiring new knowledge in this field

**Sustainability Marketing (5 ECTS)****Content**

- Key concepts in sustainable development
- Sustainability reporting practices
- How to implement the 17 SDG's in an SME
- Sustainability marketing principles

**Learning objectives****Knowledge**

- CSR and sustainability and the related economic theories
- How the elements of CSR / sustainability can provide value in a company, both in relation to business development, as a strategy, and in the branding process.
- Sustainability as the driving force of innovation and as a way of understanding the new market conditions for both society and market.
- How Green Marketing can be used as a business model

**Skills**

- Identifying CSR and sustainability elements in a company
- Inspiring others on how to work with CSR and sustainability in practice
- Analysing the effects of using Green Marketing, seen in relation to the industry's competitiveness
- Analysing the economic consequences of adopting a distinctively green profile.
- Analysing the Supply Chain effects occurring as a consequence of an increased focus on Green Marketing

**Competencies**

- Assessing a company's ability to use Green Marketing as a competitive parameter
- Participating in innovative development of new concepts related to the company's sustainable profile

**Business Economics (5 ECTS)****Content**

- Linear programming
- Production and cost theory
- Business cost ratio
- Activity Based Costing, as a calculation and follow - up tool
- Advanced Investment and Financing

**Knowledge**

- Calculations of cost and profitability based on knowledge of cost distributions systems.

- Understanding of the theory, methods, and practise in relation the optimisation of different production factors, types of investment - and financing and the impact on the company's decision making.

### **Skills**

- Various economic analyses in relation to decision making and to optimize the use of different production factors.
- Making investment calculations for both fixed and current assets before and after taxes
- Present and communicate arguments for the choice of financing of equity and foreign capital in relation to investments in fixed and short term assets.

### **Competencies**

- Independently developing minor analyses including assessment of the economic consequences of planned marketing activities.
- Independently identifying and analysing investment and financing options, qualitatively and financially in relation to specific planning tasks.

## **Data analysis 5 ECTS**

### **Purpose**

If, for example, you want to work with online marketing, marketing campaigns, sales or business development, this subject will help give you an important and basic understanding of the area. With this course, you will be ready to make money for the company on an informed basis.

You will learn programs that can help track and process raw data so you can make better decisions. You will also learn what kind of data is missing so that you can look at the broad outlines and uncover what information is missing in your decision-making process or understanding framework.

### **Content**

- Key concepts in Data Analysis
- The company's internal data sources
- Setup and use of Data Analysis systems (such as Google Analytics, MS Power BI, R, Shiny)
- Set up KPIs to measure results

### **Learning objectives**

#### **Knowledge**

The student has knowledge of and understanding of:

- Different tools, approaches and methods within data-driven marketing and business development
- Understanding of practice and centrally applied theories and methods in practical tasks

#### **Skills**

The student can:

- Select and use tools in data analysis
- Evaluate the most important tools and methods in data analysis
- Communicate practice-oriented questions and possible solutions to the data work to the participants, customers, partners and users

#### **Competencies**

The student can:

- Participate in academic and interdisciplinary collaboration with a professional approach to data analysis
- Manage data-driven marketing challenges and business development in relation to decision-making
- In a structured context, acquire new knowledge, skills and competencies in relation to data analysis