

A photograph of two young women sitting on a light-colored sofa. The woman on the left has dark hair and is wearing a light blue button-down shirt. The woman on the right has long blonde hair and is wearing a black top. They are both looking towards the right side of the frame. In front of them on the sofa are several papers and documents. The background is a blurred indoor setting with green plants and a window.

# Internships

Information for businesses



Cphbusiness

# Table of contents

## **Welcome to Cphbusiness**

General information.....	4
About our programmes.....	7

## **AP degree study programmes**

Computer Science .....	9
Financial Controller .....	10
Financial Management.....	11
Commerce Management.....	12
Chemical and Biotechnical Science.....	13
Logistic Management.....	14
Marketing Management .....	15
Environmental Technology .....	16
Multimedia Design.....	17
Service, Hospitality and Tourism Management .....	18

## **Professional bachelor's degree study programmes**

E-commerce and Digital Marketing.....	20
Financial Management and Service.....	21
Value chain management.....	22

## **Top-up bachelor's degree study programmes**

Data Analysis .....	24
E-commerce Management.....	25
Innovation and Entrepreneurship .....	26
International Sales and Marketing .....	27
International Hospitality Management.....	28
Sport Management.....	29

Contact.....	30
Find us.....	31



A photograph of three women sitting on a dark sofa in a modern office setting, engaged in a conversation. The woman on the left is partially visible, wearing a light blue shirt. The woman in the center has long, wavy brown hair and is wearing a white t-shirt. The woman on the right has long blonde hair and is wearing a black top. They are sitting around a dark wooden table with two laptops and a coffee cup. A large window with a grid pattern is in the background. The entire image has a purple color overlay.

**Welcome to  
Cphbusiness**

# General information

## Introduction

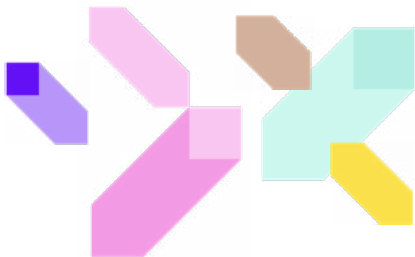
Each year, more than 5000 students graduate from Cphbusiness and enter the working life in Denmark, and more than 8000 students who have already begun their careers receive continuing education here.

Our degree programmes are grounded in real life, so our students begin to engage with actual problems and case studies taken straight from actual businesses on day one. Alongside mandatory internships for all degree programmes and a focus on translating theory into practice, this equips our students with the skills they need to contribute to a business from their first day of work.

## What is Cphbusiness?

Cphbusiness is Denmark's largest business academy, with campuses in Copenhagen, Lyngby, and Hillerød, as well as a presence in Bornholm. The full-time programmes at Cphbusiness include both AP (academy profession) and top-up bachelor's degree programmes that emphasise professionalism and applicability. These degree programmes last between 1.5 and 3.5 years each and cover a wide variety of subjects.

Cphbusiness also offers continuing education to individuals in the form of full academy and certificate programmes as well as short courses, and it participates in tailor-made, long-term educational programmes with small and large businesses alike.



## Close collaboration with businesses

Above all else, Cphbusiness strives to give its students the best possible start to their careers while also equipping Danish business employees with applicable skills and capabilities. Therefore, Cphbusiness closely collaborates with the business sector, involving companies throughout the entire study process.

Students engage with case studies, collaborate with businesses, and experience presentations from external speakers during their studies. The form and content of each programme is continuously adapted to the needs of businesses using feedback from industry representatives, and internships also play a major role.

## Internships for all programmes

Every full-time programme at Cphbusiness requires students to complete an internship lasting at least 12 weeks, resulting in more than 2400 internships each year. Internships provide a unique opportunity for students to apply their new skills to solve real, specific problems at Danish and international businesses while gaining work experience.

The internship is a fundamental aspect of the programmes, ensuring that graduates from Cphbusiness can contribute from day one. Additionally, it guarantees that the programmes consistently receive input from the business sector through the interns and the ongoing communication the internship supervisors at Cphbusiness have with the internship companies. At the end of their internships, interns write a report about their experiences, and the businesses that hosted them often play a major role in the final projects that conclude our students' programmes.





### **Curiosity and personal leadership**

When they start their internships, students from Cphbusiness bring more to the table than just expert knowledge of their fields. They also come with a personal tool kit.

Throughout Cphbusiness, our students are consciously engaged in character development and personal leadership for the full duration of their studies. They develop qualities like curiosity, courage, and integrity, bolstering their ability to contribute actively to a business and take responsibility for the results they achieve alone and with others.

The internship plays a key role in the development of a student's professional identity, and the business hosting a student also contributes significantly to the student's education, such that they not only gain expertise, but also the ability to apply it in practice.

### **Why interns?**

There are many advantages to hosting students from Cphbusiness as interns:

- You gain new input from an intern who is fully up to date on the latest theories, tools, and methods
- You gain a unique recruitment channel, with the time to evaluate a potential future employee over a longer period of time
- You gain a curious, motivated employee who approaches their work with enthusiasm and an open mind
- You educate and develop the next generation of your industry's employees and take responsibility for the ecosystem you are part of

### **What is expected of the business?**

The business and the student work together to develop a programme that provides the student the opportunity to work on a particular issue or situation. The student must

be able to collect enough data and knowledge in the process to prepare a written report, which is required at the end of the internship.

We expect students to work on professionally relevant tasks, and businesses must set aside sufficient resources to guide the student. Over the course of the internship, there should naturally also be some time for the student to become acquainted with the characteristics and workflows of the business. The resource consumption associated with an internship is difficult to determine precisely, but it is typically greatest at the beginning of the process, when the student has only limited insight into the field the business operates in.

Businesses that host internships must have sufficient resources available to offer their interns. In our experience, a one-person business bringing in an intern to become the owner's means of production is not an optimal internship arrangement. Additionally, it is not desirable for businesses to rely on a steady supply of interns each semester in order to function. Cphbusiness expects students to be assigned fixed contacts who they can turn to for feedback and input during their work and when working on their final projects.

### **What can you expect as a business?**

- Solutions to specific issues your business is facing
- Motivated, active participation in daily tasks
- A curious, directed approach to personal development and learning about your business
- The application of new ideas, based on the latest theories in the student's fields of study
- A unique recruitment opportunity, as well as the opportunity to develop and educate a new generation in your field



### **General information about internships**

A majority of our students start their internships in either January/February or August/September. They work for a total of 35–37 hours per week. The length of an internship can vary from 12 weeks to one year, depending on the student's course of study.

Interns in most programmes are unpaid, since the students in these programmes are entitled to SU (state educational grants) during their internships. Interns from the Commerce Management and Chemical and Biotechnical Science AP degree study programmes do receive pay during their internships, which last 8–12 months.

The business and intern will both assess the internship as a whole with a view towards strengthening their collaboration in the future.

### **Insurance**

#### *Internships in Denmark*

According to the Executive Order on Workers' Compensation for Students, a business that hosts interns is obligated to insure students during their internships, provided that the internships take place in Denmark.

### **How do you get an intern?**

We gladly accept internship proposals that describe your business and the nature of your work. You can also contact the appropriate internship co-ordinator for more information and a general discussion of internships.

We look forward to working with you!

More information is available at

[cphbusiness.dk/find-jeres-praktikant](https://cphbusiness.dk/find-jeres-praktikant)



# About our programmes

## **AP degree study programmes**

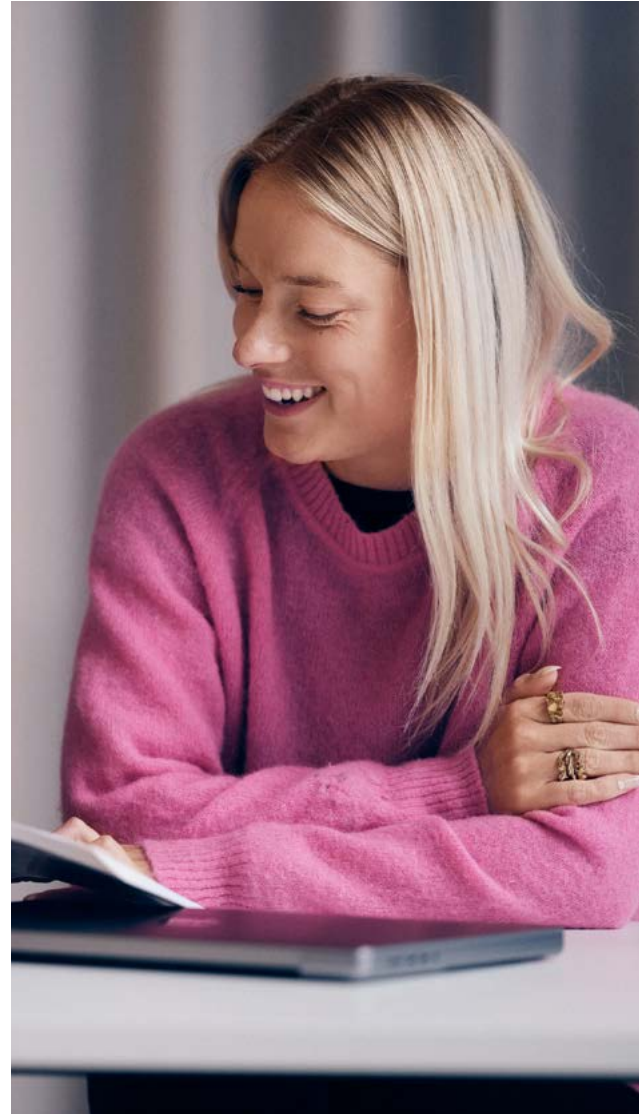
AP degree study programmes build on the upper secondary and vocational programmes offered in Denmark. These programmes last 2–2½ years and combine practice and theory. This is why these programmes include an internship.

The programmes incorporate content worth 120 ECTS credits. Completing an AP degree study programme grants access to top-up bachelor's degree programmes, which last 1½ years.

## **Top-up bachelor's degree programmes**

Top-up bachelor's degree programmes are bachelor-level programmes that target specific professions.

Ordinarily, a top-up bachelor's degree programme lasts 3½ years. With the exception of the Financial Management and Service programme, the top-up bachelor's degree programmes at Cphbusiness are standalone supplements to AP degree study programmes, so these programmes take 1½ years to complete.





A photograph of three young adults walking past a wall covered in graffiti. The woman on the left is smiling and holding a coffee cup. The man in the middle is looking at his phone. The man on the right is wearing a backpack. The entire image has a purple tint.

# AP degree study programmes

Duration: 2-2½ years



# Computer Science

The Computer Science programme prepares students for programming, system development, project management, or technical problem resolution. Students gain the skills they need to analyse, plan, and execute solutions related to developing and integrating IT systems in private and public organisations, domestically and internationally.

## During this programme, students learn about and practise:

- Programming
- System development
- Networking, technology and servers
- Business theory

## What is this degree for?

This degree is for those wishing to work as programmers, system developers, IT consultants, and project managers. It offers many opportunities, and a lack of talent in the IT sector is anticipated in the future.

## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2½ years
Internship period:	5th semester (January – April / August – November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Lyngby Cphbusiness på Bornholm

Read more about the programme at  
[cphbusiness.dk/datamatiker](https://cphbusiness.dk/datamatiker)



# Financial Controller

The Financial Controller programme gives students broad knowledge of business economics, financial management, auditing, controlling, external accounting, and law (including tax and VAT law). It provides them with the tools they need to understand and analyse financial issues.

This degree may be the first step towards a career in auditing, financial positions at private businesses, various controlling functions, payroll, accounting, or budgeting at public and private organisations.



## During this programme, students learn about and practise:

- Business and social economics
- Business law
- Expanded and external accounting
- Controlling, payroll and auditing

## What is this degree for?

This degree qualifies students to become apprentice auditors and to handle budgeting, accounting, and a variety of controlling tasks across many industries. Typically, a fully trained financial controller will serve as a controller, financial consultant, payroll associate, accounting assistant, financial assistant, auditing assistant, or project associate.

## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	4th semester (January - April)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness City Cphbusiness Hillerød Online education

Read more about the programme at  
[cphbusiness.dk/financial-controller](https://cphbusiness.dk/financial-controller)

# Financial Management

The Financial Management programme offers students broad knowledge of financing, insurance, real estate, and property management. Advising banks and customers are key elements of this programme.

This degree may be the first step towards a career in the financial sector. It provides a thorough introduction to financial business functions and products, as well as the tools needed to understand and analyse issues related to financial theory. Students arrive at their three-month internships well equipped.

## During this programme, students learn about and practise:

- Financial businesses and markets, and personal and corporate finance
- Social economics, statistics, and business law
- Marketing, customer and partner relations, and communication

## What is this degree for?

This degree provides students with a solid foundation for work in the financial sector, such as at financial institutions, real estate brokerages, property management companies, insurers, and finance departments in private and public organisations.



## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	4th semester (January – April / August – November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness City Cphbusiness Hillerød Cphbusiness på Bornholm Online education

Read more about the programme at  
[cphbusiness.dk/finansøkonom](https://cphbusiness.dk/finansøkonom)



# Commerce Management

The Commerce Management programme is for students looking to work in fields like sales management, customer relations, procurement, and operations. This programme offers students broad knowledge of topics like marketing, communication, organisation, and management, as well as the tools needed to analyse and understand issues from a commerce management perspective.

Commerce Management students can choose to specialise in sales and sales management (business-to-business), procurement and procurement management, or retail and retail management.

## During this programme, students learn about and practise:

- Management and collaboration
- Economics and commercial law
- Logistics and procurement
- International communication
- Marketing and international trade
- Procurement and sales, both B2B and B2C

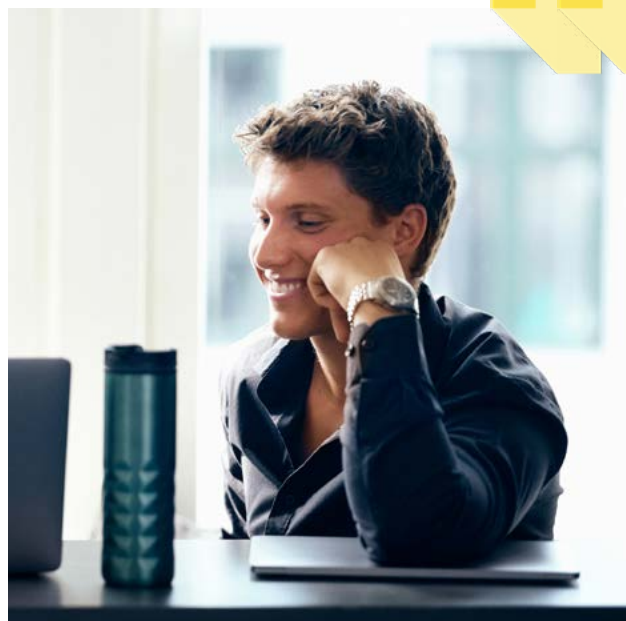
## What is this degree for?

This degree qualifies students to handle tasks involving procurement, sales, and marketing at commercial businesses. Example job titles include CRM manager, key account manager, account manager, sales consultant, purchaser, and purchasing assistant.

## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	3rd - 4th semester (By agreement)
Salary:	Paid internship
Programme language:	Danish
Location:	Cphbusiness Søerne Cphbusiness Hillerød

Read more about the programme at [cphbusiness.dk/handelsøkonom](https://cphbusiness.dk/handelsøkonom)



# Chemical and Biotechnical Science

The Chemical and Biotechnical Science programme offers students broad knowledge related to pharmaceutical inspection and analysis across various sectors.

Students pursuing the Chemical and Biotechnical Science programme learn about basic laboratory equipment, analysis equipment, microbiology, genetic technology, protein purification, and pharmaceutical manufacturing.

The programme incorporates classroom instruction, laboratory exercises, presentations, field trips to businesses, work, and teaching in our laboratories. The internship length is fixed at 1 year.

## During this programme, students learn about and practise:

Instruction focused on the following areas

- Biochemistry
- Laboratory equipment
- Quality assurance
- Microbiology
- Biotechnology

## What is this degree for?

The Chemical and Biotechnical Science degree prepares students for jobs in areas that are growing and developing rapidly. Students typically find jobs in such areas as research, pharmaceutical and food manufacturing, and environmental management.



## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2½ years
Internship period:	4th - 5th semester (1 year)
Salary:	Paid internship
Programme language:	Danish
Location:	Cphbusiness Laboratorie og Miljø

Read more about the programme at  
[cphbusiness.dk/laborant](https://cphbusiness.dk/laborant)

# Logistic Management

The Logistic Management programme prepares students to work in procurement, logistics, inventory management, production planning, supply chain management, and transportation planning in an international environment.

## During this programme, students learn about and practise:

- Logistics, procurement, distribution, and manufacturing
- Supply chain management
- Organisation and management
- Communication and negotiations in English
- Economics and statistics
- Law

## What is this degree for?

The work of a Logistic Management degree holder typically involves some of the following:

- Distribution and transportation logistics
- Competitor and human resource analysis
- Procurement
- Process optimisation, inventory management, and production planning



## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	4th semester (January - April)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Søerne

Read more about the programme at  
[cphbusiness.dk/logistikøkonom](https://cphbusiness.dk/logistikøkonom)



# Marketing Management

The Marketing Management programme qualifies students to handle tasks in areas including marketing, sales, social media, entrepreneurship, financial management, and business development.

Marketing Management students gain broad knowledge of marketing, as well as economic, legal, organisational, and cultural conditions. We emphasise teaching students to translate theory into practice, preparing them to strengthen and develop a company's marketing and overall business domestically and internationally.

Our instruction includes real-life case studies, and we work closely with businesses during the programme.



## During this programme, students learn about and practise:

- International marketing
- Economics
- Sales and marketing communications
- Developing new products, services, and concepts
- Business law

## What is this degree for?

This degree qualifies students to handle various job functions in areas including media and marketing, commerce, and shipping. Holders of a Marketing Management degree typically work as marketing assistants, marketing co-ordinators, digital marketing specialists, e-commerce co-ordinators, event co-ordinators, and sales assistants.

## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	4th semester (January - April / August - November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Søerne Cphbusiness Hillerød Online education

Read more about this programme at  
[cphbusiness.dk/markedsføringsøkonom](https://cphbusiness.dk/markedsføringsøkonom)



# Environmental Technology

The Environmental Technology programme qualifies students to work in environmental studies, climate solutions, and sustainable resource usage.

The programme incorporates classroom instruction, practical field work, presentations, field trips to businesses, and projects.

## During this programme, students learn about and practise:

- Sustainable development
- Sample collection and purification methods
- Climate challenges
- Waste and chemical handling
- Environmental legislation

## What is this degree for?

The work of an Environmental Technology degree holder might include:

- Environmental studies; e.g., soil, air, and water
- Environmental improvements in businesses
- Establishing a business's environmental impact
- Chemical handling and hazardous chemicals
- Environmental oversight of businesses
- Minimising waste and increasing recycling
- Environmental legislation
- Wastewater and solid waste consulting



## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	4th semester (January - April)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Laboratorie og Miljø

Read more about the programme at  
[cphbusiness.dk/miljoteknolog](https://cphbusiness.dk/miljoteknolog)

# Multimedia Design

The Multimedia Design programme qualifies students to plan, design, and execute digital media productions using the latest multimedia tools. Students learn web development, graphics, video, and online business communication skills.

## During this programme, students learn about and practise:

- Digital media production
- Video and graphical communication
- Web design and front end development
- Designing and programming digital user interfaces
- Information architecture
- Interaction development and programming

## What is this degree for?

This degree prepares students to work with a variety of media in communications. We highly emphasise digital media production, and we work extensively with communication channels like video and graphics, as well as with web design and web development technologies, programming, and content management systems. Consequently, students will be able to work in web development, graphics, video, and online communication.

## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	4th semester (January - April)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Lyngby



Read more about this programme at  
[cphbusiness.dk/multimediedesigner](https://cphbusiness.dk/multimediedesigner)



# Service, Hospitality and Tourism Management

The Service, Hospitality, and Tourism Management programme prepares students to develop, plan and execute services domestically and internationally at businesses focused on people and experiences in the event, tourism, hotel, and retail industries.



## During this programme, students learn about and practise:

- Service and experience design
- Business sense
- Collaboration and relationships
- Finances and operations
- Innovation and experience-based business development


## What is this degree for?

This degree qualifies students for a variety of service industry jobs in Denmark and abroad, such as at travel agencies, airlines, event organisers, sport businesses, tourism organisations, retailers, hotels, and restaurants. Students may also work in management, service development, and customer care in other industries.

## Programme facts

Level of education:	AP degree study programme
Duration of programme:	2 years
Internship period:	3rd semester (January - April / July - October)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Søerne Online education

Read more about the programme at  
[cphbusiness.dk/serviceogoplevelsesøkonom](https://cphbusiness.dk/serviceogoplevelsesøkonom)



# Professional bachelor's degree study programmes

Duration: 3½ years

# E-commerce and Digital Marketing

E-commerce and digital marketing is a 3½-year professional bachelor's degree programme where students learn to develop, optimize and manage digital business models. The programme provides a solid foundation in e-commerce, digital marketing, data analysis and web technologies. Students gain hands-on experience with digital tools to create effective marketing strategies, optimize conversions and enhance user experiences.

The programme focuses on digital strategy and data-driven marketing, where technological understanding and user insights play a key role. Students are trained in analyzing customer data, working creatively, and developing solutions for digital platforms. Additionally, they learn how to test and optimize user experiences and work with SEO, digital advertising, web design, and conversion optimization to ensure successful e-commerce solutions.

## What is this degree for?

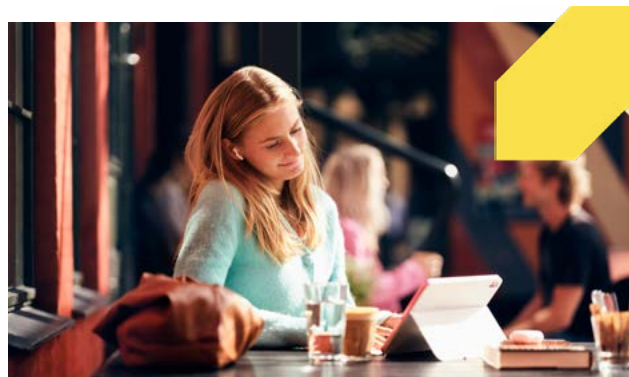
This programme equips students with competencies to have a career in digital marketing, e-commerce, and online business development. They learn to think customer-oriented and contribute to business growth through targeted marketing campaigns, conversion optimization, and digital improvements. With a broad understanding of both technical and business aspects, graduates can work in roles such as e-commerce manager, digital marketing specialist, SEO expert, or web analyst.

## During this programme, students learn about and practise:

- E-commerce and digital business models
- E-commerce technologies
- SEO and digital advertising
- Data collection and analysis
- User testing and optimization of user experiences

## Programme facts

Level of education:	Professional bachelor's degree
Duration of programme:	3½ years
Internship period:	5th semester
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Søerne
Read more:	<a href="https://cphbusiness.dk/e-commerce-og-digital-marketing">cphbusiness.dk/e-commerce-og-digital-marketing</a>



# Financial Management and Service

The Financial Management and Service programme is a 3½-year bachelor's degree that gives students a solid foundation to independently handle complex advisory, sales and consulting tasks in banking, mortgage lending, insurance, pensions, real estate, auditing, and property management.

During the programme, students choose one of five specialisations: financial business (banking and mortgage lending institutions), insurance (non-life or life and pension), real estate, property management, or auditing. The specialisation options give the programme an extra vocational and practice-related dimension.

## What is this degree for?

The programme provides students with a solid foundation for work at businesses in the financial sector: banks, real estate brokerages, property management companies, and insurance companies.

## During this programme, students learn about and practise:

- Economics and financing
- Social economics, statistics, and methods
- Business and financial law, consulting, and ethics
- Marketing, sales, and customer psychology
- Organisation, communication, and presentation skills
- Industry-specific subjects: Banking and mortgage lending, real estate, property management, and insurance



## Programme facts

Level of education:	Professional bachelor's degree
Duration of programme:	3½ years
Internship period:	5th semester (August - January)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness City

Read more about the programme at  
[cphbusiness.dk/finansbachelor](https://cphbusiness.dk/finansbachelor)



# Value chain management

Value Chain managementuddannelsen er en 3 ½-årig professionsbacheloruddannelse, hvor de studerende lærer at styre og optimere hele værdikæden. De studerende har et solidt fundament for at bidrage til både danske og internationale virksomheder, og kan arbejde indenfor både produktion, handel, logistik og værdi- og forsyningskædestyring.

På uddannelsen arbejder de studerende bl.a. med styring af produktion, indkøb, kvalitet, strategi, projekt- og forandringsledelse og forretningsudvikling. De lærer om procesoptimering og forretningsudvikling i hele værdikæden, og de studerende er i stand til at knytte alle virksomhedens funktioner sammen som en helhed.

Uddannelsen har et særligt fokus på bæredygtighed og grøn omstilling, og teknologiforståelse er en integreret del af den måde, den studerende går til opgaverne. De studerende arbejder med bæredygtighed som en forudsætning for forretningsudvikling, og inddrager teknologi i arbejdet med at optimere forretningsprocesser.

## Hvad kan uddannelsen bruges til?

Uddannelsen giver de studerende et solidt fundament for at arbejde indenfor procesoptimering, produktionsplanlægning, logistik og værdikædeledelse, og de studerende kan tænke på tværs af virksomhedens afdelinger, og har blik for sammenhænge, kommunikation og samarbejde både internt og med eksterne samarbejdspartnere og leverandører.

## På uddannelsen beskæftiger de studerende sig med:

- Markedsorienteret Supply Chain
- Planlægning i virksomheden
- Produktionsflow
- Værdikædeoptimering
- Forandringsledelse og organisation
- At løse konkrete problemstillinger fra virksomheder i branchen.

## Programme facts

Level of education:	Professional bachelor's degree
Duration of programme:	3½ years
Internship period:	5th semester
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Lyngby

Read more about the programme at [cphbusiness.dk/valuechain](https://cphbusiness.dk/valuechain)





# Top-up bachelor's degree study programmes

Duration: 1½ years

# Data Analysis

The Data Analysis top-up bachelor's degree programme is designed for students who are interested in data-driven business development. The amount of data available is increasing in all kinds of organisations. Whether it be commercial data, production data, financial data, or HR data, optimally collecting, analysing, and using data is a major challenge with major potential.

The Data Analysis programme qualifies students to independently contribute to or execute these tasks using skills in such areas as machine learning, statistics, knowledge of data sources, data visualisation, organisational data maturity analysis, and more.

## During this programme, students learn about and practise:

- Programming in R, statistics, and machine learning
- Algorithms and behaviour
- Big data, databases, and cloud technologies
- Organisational data maturity and data visualisation
- Data visualisation, scientific theory, data methods, data law, and ethics

## What is this degree for?

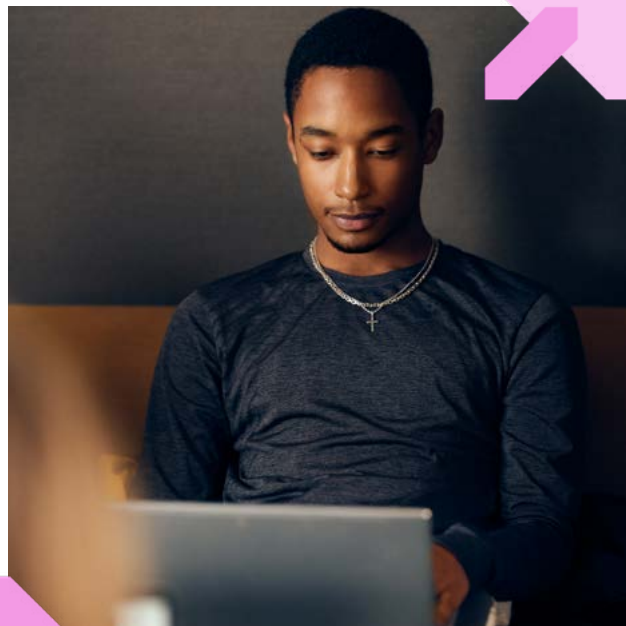
Students learn new technologies and advanced analysis skills that enable them to take on tasks at the intersection of business and IT. Students learn to assess a business's data maturity, and to implement, design, manage and execute data-related projects.

Data analysts have an attractive profile that meets businesses' demands for employees with analysis, programming and IT skills.

## Programme facts

Level of education:	Top-up bachelor's degree
Duration of programme:	1½ years
Internship period:	3rd semester (August - November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Lyngby

Read more about the programme at  
[cphbusiness.dk/dataanalyse](https://cphbusiness.dk/dataanalyse)



# E-commerce Management

This programme aims to qualify students to independently handle strategic operations and business development related to an organisation's e-commerce solutions from a global perspective.

The programme qualifies students for work in digital strategy, conversion strategy, and optimisation strategy, focusing on the customer experience and customer loyalty. The E-commerce Management top-up bachelor's degree builds on a commercially orientated AP degree, such as the Marketing Management degree.

## During this programme, students learn about and practise:

- Digital business sense
- Customer experience
- Advanced digital marketing
- Creative content

## What is this degree for?

This programme qualifies students to handle various job functions in fields including customer experience, advanced digital marketing, creative content, digital business sense, and e-commerce technology.

Holders of a top-up bachelor's degree in E-commerce Management typically work as e-commerce co-ordinators, digital marketing co-ordinators, and e-commerce assistants.



## Programme facts

Level of education:	Top-up bachelor's degree
Duration of programme:	1½ years
Internship period:	3rd semester (August - November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Søerne

Read more about this programme at  
[cphbusiness.dk/e-handel](https://cphbusiness.dk/e-handel)





# Innovation and Entrepreneurship

The Innovation and Entrepreneurship programme aims to qualify graduates to launch, run, and grow new businesses or new units within existing businesses. The programme focuses on interdisciplinary teams and networking. In light of this, students with a wide variety of educational backgrounds work together during this programme.

The main focuses are innovation and development, leadership and networking, practical business management, growth, and entrepreneurship. The programme highly emphasises a combination of theory and practical experience. Because of this, many students launch and develop their own businesses while in the programme.

## What is this degree for?

Upon completion, students will have the skills to lead teams and launch, run, and grow new businesses or new units within established businesses. Students become attractive players in the job market, able to not only run their own businesses but also take on roles like innovation co-ordinator and project manager at other businesses.

## During this programme, students learn about and practise:

- Innovation, including testing and selecting relevant products and solutions
- Entrepreneurship and intrapreneurship
- Business development and growing a business
- Management, including team management and project management

## Programme facts

Level of education:	Top-up bachelor's degree
Duration of programme:	1½ years
Internship period:	3rd semester (January - April / August - November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Lyngby

Read more about this programme at  
[cphbusiness.dk/innovation-og-entrepreneurship](https://cphbusiness.dk/innovation-og-entrepreneurship)



# International Sales and Marketing

The International Sales and Marketing programme seeks to prepare students to independently and professionally handle job functions related to the marketing efforts of international businesses, including small and medium-sized businesses, with an emphasis on international business-to-business sales.

The International Sales and Marketing top-up bachelor's degree builds on a commercially orientated AP degree, such as the Marketing Management degree.



## What is this degree for?

This degree qualifies students to handle various job functions in areas including marketing, media, and commerce. Holders of an International Sales and Marketing top-up bachelor's degree typically work as account managers, sales consultants, sales managers, project managers, marketing consultants, and marketing managers.

## During this programme, students learn about and practise:

- International sales and marketing
- Economics
- Management, organisation, and logistics
- International business law
- Scientific theory and methodology

## Programme facts

Level of education:	Top-up bachelor's degree
Duration of programme:	1½ years
Internship period:	3rd semester (January - April / August - November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Søerne Cphbusiness Hillerød

Read more about the programme at

[cphbusiness.dk/  
international-handel-og-markedsføring](http://cphbusiness.dk/international-handel-og-markedsføring)

# International Hospitality Management

The International Hospitality Management programme offers students instruction in tourism, hotel management, and experience economics from an international perspective.

This programme is designed to meet the major need for employees at businesses in the hospitality industry.

Students will be able to handle a wide variety of jobs revolving around handling practical and complex tasks related to business management, operations, and development with a focus on the hotel, tourism, restaurant, and experience industries. The programme includes instruction in such subjects as strategy, economics, management, cultural awareness, and guest conceptualisation.

## What is this degree for?

The programme is designed to meet the major need for hospitality management professionals, with a view towards employment in the hotel, tourism, or restaurant industry in such positions as guest relations manager, front desk manager, service manager, restaurant manager, or event manager. The programme has a clear, international perspective, and students will be prepared to handle practical and complex tasks in business management, operations, and development.



## During this programme, students learn about and practise:

- Employee and organisational development
- Business operations
- Hospitality and guest relations
- Strategic value creation

## Programme facts

Level of education:	Top-up bachelor's degree
Duration of programme:	1½ years
Internship period:	3rd semester (July - October)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Søerne

Read more about the programme at  
[cphbusiness.dk/international-hospitality-management](https://cphbusiness.dk/international-hospitality-management)

# Sport Management

The Sport Management programme seeks to prepare students to independently handle strategic, financial, and marketing-related tasks in the sport and leisure industries, in both the public and private sectors. Students learn about membership management, event planning and execution, business plans, and concept development, as well as handling co-ordination and project management functions.

Sport Management graduates typically work in such positions as co-ordinator, business manager, project manager, event manager, or a marketing-related position.



The top-up bachelor's degree in Sport Management can build directly on an AP degree, such as the Service, Hospitality, and Tourism Management and Marketing Management degrees.

## What is this degree for?

The degree qualifies students to handle a variety of jobs at businesses in the sport, event, and leisure industries. Students will be able to find work as event planners, marketing and event co-ordinators, sponsorship co-ordinators, development consultants, sport consultants, project managers, and key account managers.

## During this programme, students learn about and practise:

- Sport marketing
- Business management and organisation
- Events and promotions
- Sports law and economics

## Programme facts

Level of education:	Top-up bachelor's degree
Duration of programme:	1½ years
Internship period:	3rd semester (August - November)
Salary:	SU (state educational grant)
Programme language:	Danish
Location:	Cphbusiness Lyngby

Read more about this programme at  
[cphbusiness.dk/sportsmanagement](https://cphbusiness.dk/sportsmanagement)



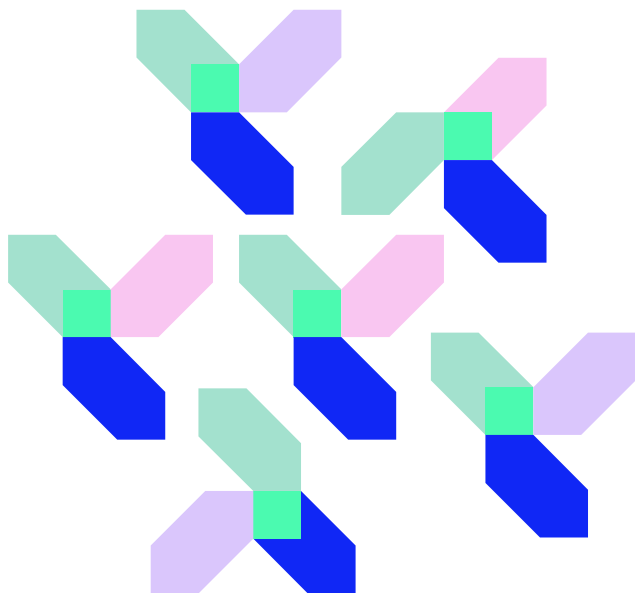
# Contact

Is your company looking for a talented intern?  
Make a difference by giving a student hands-on  
experience at your business.

Visit our website for more information and contact  
details. Our internship co-ordinators are ready  
to help you with the process.

We look forward to hearing from you!

[cphbusiness.dk/find-jeres-praktikant](https://cphbusiness.dk/find-jeres-praktikant)



# Find us



## **Cphbusiness på Bornholm**

Minervavej 1  
DK-3700 Rønne  
Tel: +45 36 15 45 00

### Programmes

- Computer Science
- Financial Management



## **Cphbusiness Hillerød**

Slotsarkaderne 140  
DK-3400 Hillerød  
Tel: +45 36 15 45 10

### Programmes

- Financial Controller
- Financial Management
- Commerce Management
- Marketing Management
- International Sales and Marketing



## **Cphbusiness City**

Landemærket 11  
DK-1119 København K  
Tel: +45 36 15 45 02

### Programmes

- Financial Management and Service
- Financial Controller
- Financial Management



## **Cphbusiness Laboratorie og Miljø**

Peder Oxes Allé 2  
DK-3400 Hillerød  
Tel: +45 36 15 45 06

### Programmes

- Chemical and Biotechnical Science
- Environmental Technology



### **Cphbusiness Lyngby**

Firskovvej 18  
DK-2800 Kgs. Lyngby  
Tel: +45 36 15 45 04

#### Programmes

- Data Analysis
- Computer Science
- Innovation and Entrepreneurship
- Multimedia Design
- Sport Management
- Value Chain Management



### **Cphbusiness Søerne**

Nansensgade 19  
DK-1366 København K  
Tel: +45 36 15 45 01

#### Programmes

- E-commerce and Digital Marketing
- E-commerce Management
- Commerce Management
- International Sales and Marketing
- International Hospitality Management
- Logistic Management
- Marketing Management
- Service, Hospitality, and Tourism Management

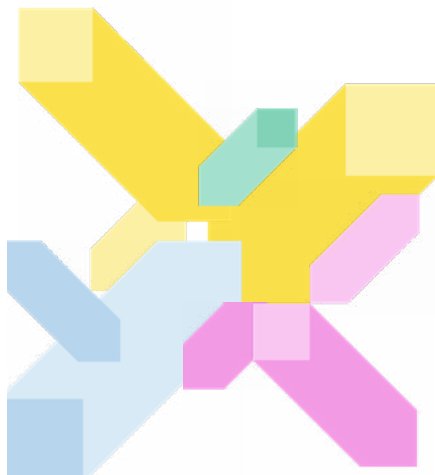


### **Online education**

At Cphbusiness you can pursue a higher education online. This offers you many benefits, such as great flexibility.

#### Programmes

- Financial Controller
- Financial Management
- Marketing Management
- Service, Hospitality, and Tourism Management







Cphbusiness

Nansensgade 19

1366 København K

36 15 45 00

[kontakt@cphbusiness.dk](mailto:kontakt@cphbusiness.dk)

[www.cphbusiness.dk](http://www.cphbusiness.dk)

[#cphbusiness](https://twitter.com/cphbusiness)

