

Professionsbachelor i International Handel og Markedsføring

Bachelor Degree in International Sales and Marketing

Laszlo Fodor

Uddannelsen er gennemført pr. 12.01.2018 i henhold til bekendtgørelse nr. 1031 af 3. november 2009 om uddannelsen til Professionsbachelor i international handel og markedsføring

The study programme is completed pursuant to order no. 1031 of November 3, 2009 on the Education of Bachelor Degree in International Sales and Marketing



Lene Augusta Jørgensen

Rektor

Head of UCN

Eksamensbevis | Diploma

Laszlo Fodor | 111290-4707

Professionsbachelor i International Handel og Markedsføring
Bachelor Degree in International Sales and Marketing



Prøve <i>Examination</i>	ECTS point <i>ECTS points</i>	ECTS-skala <i>ECTS grading scale</i>	7-trinsskala <i>7-point grading scale</i>
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3. semester *3rd semester*

Bachelorprojekt, ekstern <i>Bachelor Project, external</i>	15	B	10
Virksomhedspraktik, intern <i>Internship, internal</i>	15	B	10

2. semester *2nd semester*

Institutionsprøve i valgfrit uddannelseselement, intern <i>Institution exam in elective course component, internal</i>	10	B	10
Mundtlig prøve i kerneområdet: Forretningsudvikling i et internationalt perspektiv, ekstern <i>Oral exam in core component: Business Development with an International Perspective, external</i>	20	C	7

1. semester *1st semester*

Institutionsprøve i obligatorisk uddannelseselement, Metode og videnskabsteori, intern <i>Institution exam in compulsory course element, Theory and Methods, internal</i>	5	B	10
Skriftlig prøve i kerneområdet: Virksomhedens salggrundlag, ekstern <i>Written exam in core component: The Background for a Company's Sales, external</i>	25	B	10

Total ECTS	90		
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Forretningsudvikling i et internationalt perspektiv – *Business development with an International perspective*

I kerneområdet indgår: Salg/Marketing, Supply Chain, Ledelse/Organisation, Jura, Økonomi

The core component includes: Sales/Marketing, Supply Chain, Management/Organisation, Law, Economics

Virksomhedens salggrundlag – *The Background for a Company's Sales*

I kerneområdet indgår: Salg/Marketing, Supply Chain, Ledelse/Organisation, Jura, Økonomi

The core component includes: Sales/Marketing, Supply Chain, Management/Organisation, Law, Economics

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Oversigt over fag og ECTS-fordeling:

Overview of subjects and distribution of ECTS:

Fagområde:

Subject area:

ECTS:

ECTS:

1. semester: Obligatoriske uddannelseselementer

1st semester:

30

Kunden som udgangspunkt

The costumer as the starting point

15

Branche og konkurrenter

Industry and competitors

5

Innovation

Innovation

5

Metode og videnskabsteori

Theory and methods

5

2. semester: Obligatoriske uddannelseselementer

2nd semester

30

Udvikling af salgsgrundlaget

Developing the sales base

10

Det taktiske og operationelle salg

The tactical and operational sales performance

5

Implementering og opfølgning

Implementation and follow-up

5

Valgfrit uddannelseselement

Elective element

10

3. semester

3rd semester

30

Virksomhedspraktik

Internship

15

Bachelorprojekt

Bachelor Project

15

I alt

Total

90

DIPLOMA SUPPLEMENT

This Diploma Supplement follows the model developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original diploma to which this supplement is appended.

1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1. Family name(s): Fodor
 1.2. Given name(s): Laszlo
 1.3. Date of birth: 11.12.1990
 1.4. Civil registration number: 111290-4707

2. INFORMATION IDENTIFYING THE QUALIFICATION

2.1. Name of qualification and title conferred (in Danish/English): Professionsbachelor i International Handel og Markedsføring/Bachelor of International Sales and Marketing.
 2.2. Main fields of study: Sales; marketing; economics; management; logistics; organisation; and law.
 2.3. Name and status of awarding institution: University College Nordjylland/University College of Northern Denmark (UCN). UCN is a self-governing, state-financed higher education institution under the Danish Ministry of Higher Education and Science. UCN is regulated by Ministerial Order No. 936, 25 August 2014.
 2.4. Name and status of institution administering the studies: As above
 2.5. Language(s) of instruction/examination: English

3. INFORMATION ON THE LEVEL OF THE QUALIFICATION

3.1. Level of qualification: Bachelor's degree at NQF/EQF Level 6 (refer First Cycle, Bologna QF).
 3.2. Official length of programme: A 1½-year full-time programme equivalent to 90 ECTS credits.
 3.3. Access requirements: AP Degree in Marketing Management or equivalent.

4. INFORMATION ON THE CONTENTS AND REQUIREMENTS

4.1. Mode of study: This is a full-time programme, equivalent to 90 ECTS credits.

4.2. Programme requirements: The programme consists of seven compulsory modules and one elective (60 ECTS) as well as an internship and final Bachelor project (30 ECTS).

The study programme is divided into three semesters, each with its specific focus:

- the basics of the corporate sales
- international business development
- internship and final Bachelor project.

For further information, please visit our website at www.ucn.dk/english

4.3. Programme details and individual grades/marks/credits obtained: Marketing and sales 20 ECTS

Economics	10 ECTS
Management, organization and logistics	10 ECTS
Business law	5 ECTS
Theory and methodology	5 ECTS
Elective	<u>10 ECTS</u>
Total subjects	60 ECTS
Internship	15 ECTS
Bachelor project	<u>15 ECTS</u>

Entire programme 90 ECTS

4.4. Grading scheme and (if applicable) grade distribution information: The grading system used in all Danish state-regulated education programmes as of September 2007 is the 7-point grading scale. This scale is compatible with the ECTS grading scale as follows:

The 7-point grading scale	12	10	7	4	02	00	-3
The ECTS grading scale	A	B	C	D	E	Fx	F

Apart from the 7-point grading scale, pass/fail assessment may also apply. 02 is the minimum grade for passing an exam. See also the last page of this Diploma Supplement.

4.5. Overall classification of the qualification: Not applicable for Danish qualifications

5. INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1. Access to further study: The Bachelor's Degree Programme in International Sales and Marketing at NQF/EQF Level 6 (refer First Cycle, Bologna QF) gives access to further study within the field at NQF/EQF Level 7 (refer Second Cycle, Bologna QF).

5.2. Professional status: A Bachelor of International Sales and Marketing can seek employment in Denmark as well as abroad in sales, marketing, communications or logistics.

6. ADDITIONAL INFORMATION

6.1. Additional information: UCN awards Professional Bachelor degrees (PBA) and Academy Profession (AP) degrees, all accredited by the Danish Evaluation Institute (EVA) (www.eva.dk or in English: www.eva.dk/eva-evaluates-and-develops-the-danish-educational-system). In addition, UCN offers on-going and further education and training – from day seminars tailored to specific organisations and professionals, to BA-level diplomas.

UCN offers PBA programmes in health care (physiotherapy, occupational therapy, nursing, radiography and

midwifery), education/social studies (teacher education, social education ('pedagogue'), as well as natural and cultural heritage management), technology and business.

UCN has some 750 employees, approximately 10,000 students in our applied programmes and an equivalent number of students in life-long education and training programmes.

Additional information may be obtained from: www.ucn.dk or www.ucn.dk/english or by contacting:

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PO Box 38
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Denmark
Tel: +45 7269 0000
E-mail: ucn@ucn.dk

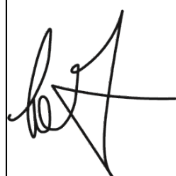
6.2. Further information sources:

General information on higher education in Denmark can be obtained from the following homepage:
www.ufm.dk

7. CERTIFICATION OF THE SUPPLEMENT

7.1. Date: 12.01.2018

7.2. Signature & official seal:




7.3. Capacity: Lene Augusta Jørgensen, Head of UCN

8. INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

Please see information on the Danish higher education system on the next pages

The Danish Higher Education System

April 2016

Public higher education institutions in Denmark are regulated by national legislation concerning degree structures, teacher qualifications and examinations. Accreditation in higher education is undergoing transition from programme-based accreditation to institutional accreditation. Programmes and institutions are accredited by national, independent accreditation agencies and the Accreditation Council.

Higher education institutions

Higher education is offered by five types of higher education institutions:

1. Business academies (*Erhvervsakademi*) offering professionally oriented short cycle and first cycle degree programmes.
2. University Colleges (*Professionshøjskole*) offering professionally oriented first cycle degree programmes.
3. Maritime Education and Training Institutions offering professionally oriented short cycle and first cycle degree programmes.
4. General and specialised research universities (*Universitet*) offering first, second and third cycle degree programmes in academic disciplines.
5. University level institutions offering first, second and third cycle degree programmes in subject fields such as architecture, design, music, and fine and performing arts.

Most higher education institutions are regulated by the Ministry of Higher Education and Science (type 1-5). The Ministry of Culture regulates a number of higher education institutions offering programmes within fine and performing arts (type 5).

Degrees in the Danish Higher Education System

Danish qualifications levels	Ordinary higher education degrees	Adult/continuing higher education degrees	Qualifications Framework for the European Higher Education Area – Bologna Framework	European/National Qualifications Framework for Lifelong Learning – EQF/NQF
Academy Profession level	Academy Profession (AP) degree (90-150 ECTS)	Academy Profession (AP) degree (60 ECTS) (also known as Further Adult Education (VUU) degree)	Short cycle	Level 5
Bachelor's level	Professional Bachelor's degree (180-270 ECTS)*	Diploma degree (60 ECTS)	First cycle	Level 6
	Bachelor's degree (within the arts) (180 ECTS)			
	Bachelor's degree (180 ECTS)			
Master's level	Master's degree (within the arts) (120-180 ECTS)	Master degree (60-90 ECTS)	Second cycle	Level 7
	Master's degree (120 ECTS)**			
PhD level	PhD degree (180 ECTS)		Third cycle	Level 8

* Can be obtained through a full regular bachelor's programme (180-270 ECTS) or a top up bachelor's programme following an Academy Profession degree.

** A few Master's programmes are up to 180 ECTS.

Higher education institutions measure study activities in ECTS credits. 60 ECTS correspond to one year full-time study.

Qualifications framework

The qualification levels form the basis for the Danish National Qualifications Framework for Higher Education, which is certified in accordance with the overarching Bologna Framework according to the principles adopted by the European

Ministers of Higher Education. Danish higher education qualifications at levels 5-8 of the Danish Qualifications Framework for Lifelong Learning (NQF) correspond with levels 5-8 of the European Qualifications Framework (EQF).

Admission and progression

General access to higher education in Denmark requires an Upper Secondary School Leaving Certificate or comparable qualifications. Admission to some particular programmes requires entrance examination or submission of a portfolio of artistic work. Holders of an Academy Profession degree can obtain a Professional Bachelor's degree within the same field of study through a top-up programme. Completion of a first cycle degree qualifies students for admission to the second cycle.

Ordinary Higher Education degrees

The Academy Profession degree is awarded after 90-150 ECTS and includes a period of work placement of at least 15 ECTS. The programmes are development-based and combine theoretical studies with a practical approach. Programmes are, among others, offered within Marketing Management, Computer Science and Chemical and Biotechnical Science. The Danish title is field of study followed by the abbreviation AK and the English title is *AP Graduate in* (field of study).

The Professional Bachelor's degree is awarded after 180-270 ECTS and includes a period of work placement of at least 30 ECTS. The programmes are applied programmes. They are development-based and combine theoretical studies with a practical approach. Examples of professional bachelor's degree holders are nurses, primary and lower secondary school teachers and certain types of engineers. The Danish title is *Professionsbachelor i* (field of study) and the English title is *Bachelor of* (field of study).

The Bachelor's degree from a university is awarded after 180 ECTS. The programmes are research-based and are offered in all scientific fields. The Danish title is *Bachelor (BA) i* (field of study) or *Bachelor (BSc) i* (field of study) and the English title is *Bachelor of Arts (BA) in* (field of study) or *Bachelor (BSc) of Science in* (field of study).

The Bachelor's degree (within the arts) is awarded after 180 ECTS. The programmes are based on research and artistic research. Programmes are offered within the fine arts. The Danish title is *Bachelor (BA) i* (field of study), *Bachelor i musik (BMus)* (field of study) or *Bachelor i billedkunst (BFA)* (field of study) and the English title is *Bachelor of Arts (BA) in* (field of study), *Bachelor of Music (BMus)* (field of study) or *Bachelor of Fine Arts (BFA) in* (field of study). A higher education degree within theatre or filmmaking is awarded after 3-4 years of study (180-240 ECTS).

The Master's degree is awarded after 120 ECTS. The programmes are research-based and are offered in all scientific fields. The Danish title is abbreviated to *Cand.* (Latin abbreviation of academic area) *i* (field of study). The English title is *Master of Arts (MA) in* (field of study) or *Master of Science (MSc) in* (field of study).

The Master's degree (within the arts) is awarded after 120-180 ECTS. The programmes are based on research and artistic research. The Danish title is abbreviated to *Cand.* (Latin abbreviation of academic area) (field of study). The English title is *Master of Arts (MA) in* (field of study), *Master of Music (MMus)* (field of study) or *Master of Fine Arts (MFA) in* (field of study). Music Academies offer a specialist degree of 2 to 4 years following the master's degree.

The PhD degree is awarded after 180 ECTS. PhD programmes are offered by the universities and some university level institutions offering degrees in the artistic and cultural field.

Detailed descriptions of degree levels can be found in the Danish Qualifications Framework at www.nqf.dk. Please consult the relevant Diploma Supplement for information about the learning outcome of any specific degree.

Adult and continuing higher education

The programmes normally consist of 2 years of part-time study, equivalent to 1 year of full-time study (60 ECTS credits). Certain master programmes require 1½ years of full-time study (90 ECTS credits). Admission requirements are a relevant educational qualification and at least 2 years of relevant work experience.

Adult and continuing education is available at levels corresponding to qualifications of the ordinary higher education system. The Further Adult Education degree (*videregående voksenuddannelse/akademiuddannelse*) is awarded after studies at short cycle level and gives access to diploma programmes.

The Diploma degree (*diplomuddannelse*) is awarded after studies at first cycle level and gives access to master programmes.

The Master degree (*masteruddannelse*) is awarded after studies at second cycle level.

The 7-point grading scale

The grading system used in all state-regulated education programmes as of September 2007 is the 7-point grading scale. Apart from the 7-point grading scale, pass/fail assessment may also be used. 02 is the minimum grade for passing an exam.

Description of grades: 12: For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses; 10: For a very good performance displaying a high level of command of most aspects of the relevant material, with only minor weaknesses; 7: For a good performance displaying good command of the relevant material but also some weaknesses; 4: For a fair performance displaying some command of the relevant material but also some major weaknesses; 02 For a performance meeting only the minimum requirements for acceptance; 00: For a performance which does not meet the minimum requirements for acceptance; -3 For: a performance which is unacceptable in all respects.