

BUSINESS ACADEMY AARHUS
UNIVERSITY OF APPLIED SCIENCES



INTERNATIONAL PROGRAMMES

TAUGHT IN ENGLISH | 2018

All about us 04

Why choose us06

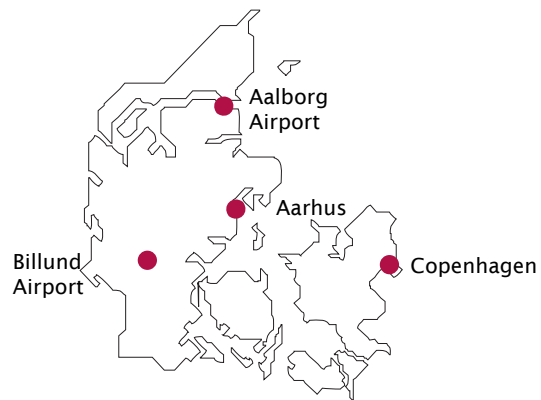
Biotechnical, Food and Process Technology 15

Business 19

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IT and Technology 29

Web, Media and Communication 35



Come and visit us

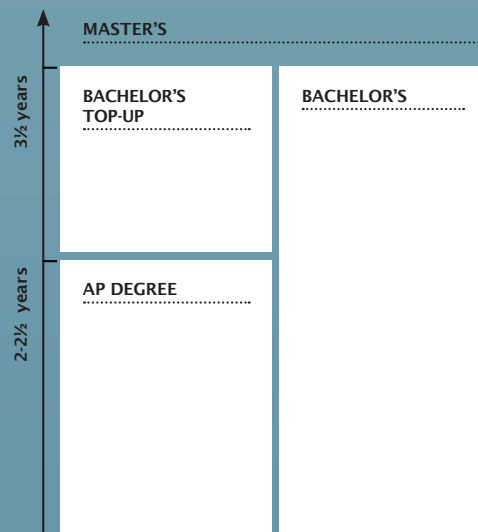
If you'd like to visit us, please contact info@baaa.dk. We can arrange a tour of the Academy and/or a visit to an actual class doing the programme that you're interested in. You can then speak to current students to find out what it is like to be a student at our Academy. The main campus is in Viby, a suburb of Aarhus city.

Contact

Business Academy Aarhus
Sønderhøj 30
DK-8260 Viby J
Tel. +45 7228 6000
info@baaa.dk

All about Business Academy Aarhus, Denmark

Business Academy Aarhus offers a wide range of higher education programmes that qualify students for many different career opportunities. Both Academy Profession (AP) programmes and Bachelor's programmes are available in a range of fields.



AP degree programmes

The AP degree programmes last 2-2½ years. You will be awarded 120-150 ECTS credits when you've finished a programme.

An AP degree lets you start your chosen career right away or continue studying for a Bachelor's degree.

Bachelor's top-up programmes

The Bachelor's top-ups are for students who have already completed an AP degree programme or a similar relevant 2-year education. It takes 1½ years and by completing an AP degree programme (or other relevant entry education) and the top-up programme, you will obtain a Bachelor's degree. You will be awarded 90 ECTS credits for a BA top-up programme.

Bachelor degree programme

The Bachelor programme that we offer is a 3½-year programme. You will be awarded 210 ECTS credits when you have finished the programme.

With a Bachelor's degree, you can either get a job or study a Master's programme in Denmark or abroad.



WHY CHOOSE US

Truly international:

20%
are international students

70
countries are represented

330
students go abroad
every year



Tuition fees

There are no tuition fees for Danish students, Nordic students, and students from the EU/EEA countries. All other students can get exact pricing information on our website.

baaa.dk/tuitionfee



Teaching in smaller classes

Small classes are just better! You get more one-on-one attention from the lecturers who can then tailor your programme according to your specific needs. There's less disruption and therefore more time for instruction and discussion. And you get to know your fellow students better!



Wide range of programmes

We offer a vast and diverse range of programmes, ranging from agricultural to business, from chemistry to computers and from automotive to multimedia. So no matter what your interest is, we can accommodate it.

Get more information about Business Academy Aarhus, our programmes and our admission requirements. baaa.dk/enquiry

Study trips

Most of our programmes offer a study trip to, for example, countries such as China, Argentina and also other European cities. The study trip will provide you with practical input for your projects and the opportunity to do field research in a new context.



Mentor programme

We have a Mentor programme that allows eligible students to connect with experienced and neutral professionals within their field. So, if you need inspiration or sparring for your internship or maybe your first job, you will have someone to go to with insider-knowledge. We have highly qualified Mentors for all of our international programmes.

baaa.dk/mentor



Introduction events

At the beginning of each semester, the Academy has an intro-week for all new students. All events include our Danish and international students so you'll have an excellent opportunity to mix with other new students. You can also read about our Buddy programme (on pg 10), which helps international students find their feet in Denmark.



Student counsellors

You are always welcome to contact our qualified student counsellors. You can learn more about our programmes so that you are properly equipped to make your educational choices, or you can discuss any personal issues you may have. guidance@baaa.dk

Free Danish lessons

We strongly encourage all of our international students to learn some Danish. You'll get to know the people and the culture better and you will widen your internship and job opportunities considerably by speaking even a little Danish. Danish lessons are taught on campus, and are only available to the Academy's students to ensure that you all have a similar background and English level. Danish language classes are free of charge.

Some important phrases:

Mit navn er
My name is ...

Tak
Thanks

Jeg forstår ikke dansk
I don't understand Danish

Vil du tale lidt langsommere?
Will you speak a little slower?

Undskyld
Sorry

Undskyld, må jeg spørge dig om noget?
Excuse me, could I ask you a question?

Taler du engelsk?
Do you speak English?



Career Centre

The Career Centre at Business Academy Aarhus can help you with any inspiration and coaching you might need to get your internship or your first job. They can also help you get an overview of your career opportunities. You can, for example, take classes in writing a good application and CV – and get practical training for internship and job interviews.

www.baaa.dk/career



Academy Council

The Academy Council creates relationships across different programmes and plans fun and exciting social events for students. This includes for example the intro-week, the fresher trip, sports days, parties or lectures.

facebook.com/academy-councilbaaa

WHY CHOOSE US



Basement – our student bar

Basement is the lounge area at our main campus. You can do your homework or group work, or just relax with a café latte. On Thursdays and Fridays there is an 'after school' bar and occasionally we host competitions and pub games etc.

[facebook.com/basementbaaa](https://www.facebook.com/basementbaaa)



Join our Sports Club

We offer all students the opportunity to participate in different sports through the Business Academy Aarhus Sports Club. It doesn't matter what programme you study, or where you're from. What matters is that you like sports and you think that doing it together with other students is fun.

[baaa.dk/sportsclub](https://www.baaa.dk/sportsclub)

Living costs vary from €650-€800 per month

Rent €340-€410
single room in a dormitory

Food €225

Phone €25-50

Internet €15

Today's dish €4-5

Coffee in our canteen €1-2



About Aarhus

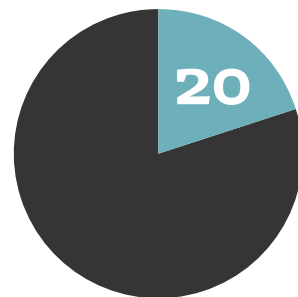
Aarhus is the second largest city in Denmark with more than 350,000 people. It has the highest percentage of students in Denmark, and approximately 20% of the population are university students.

[baaa.dk/aarhus](https://www.baaa.dk/aarhus)



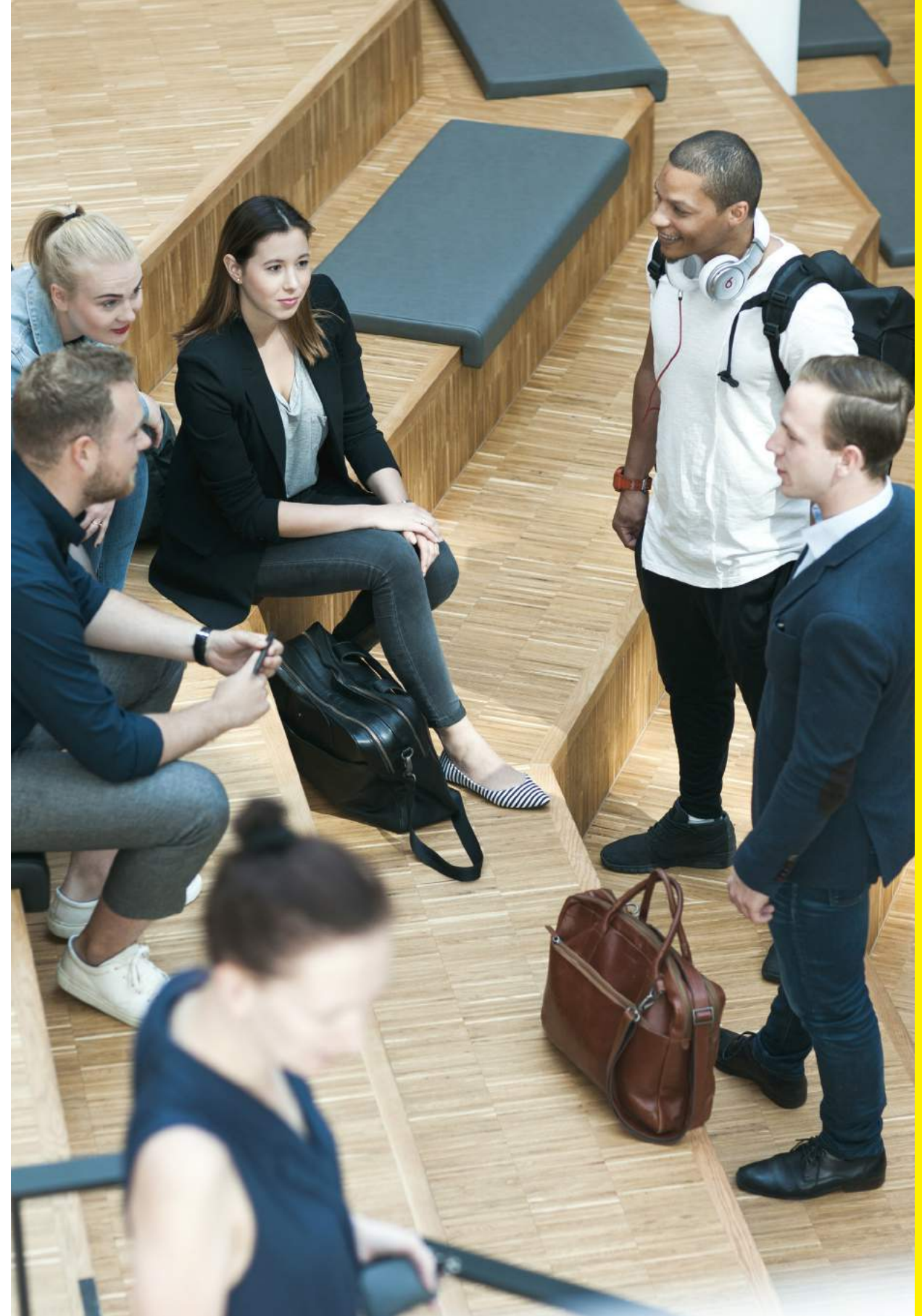
Student housing in Aarhus

Aarhus is a very popular city for students and it's therefore very important that you start applying for accommodation as soon as you know you want to study in Aarhus! The municipality of Aarhus has a housing guarantee for all new students moving to Aarhus. You can apply for youth housing via Student Housing Aarhus, which administers more than 8,000 homes for young people across the city. [baaa.dk/accomodation](https://www.baaa.dk/accomodation)



Did you know?

Nearly 20% of all people in Aarhus are university students.



Getting a Buddy – What's in it for me?

As a new international student at Business Academy Aarhus, you'll be offered a Buddy. This is a unique programme and opportunity for you. A Buddy is a Danish or international Academy student, who volunteers to

help new international students get off to a good start in Aarhus. But practical help is just one aspect of our Buddy programme. The Buddy programme offers Buddies and international students the opportunity to:

- Participate in exclusive social and business related activities
- Build a valuable international network
- Improve language skills
- Strengthen the personal and professional skills you need to work internationally

Last season we had a total of 171 students and 124 Buddies participating in our Buddy programme:

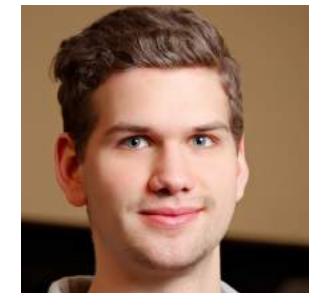
- Participants come from 23 different countries
- The Buddy Programme is open to all study programmes
- All students are offered 6-7 Buddy activities per semester to help them grow professionally and personally
- It's free but you need to sign-up for this

See more www.baaa.dk/buddy



David Kregl, 20 years old.
1st semester, Multimedia
Design and Communication.
Czech Republic

'I am in the buddy programme mainly to meet new people with same interests in an informal situation. Just social originally but ended being practical as well. Main reason was to socialise'.



Arnost Neurad, 20 years old.
1st semester, Multimedia
Design and Communication.
Czech Republic

'I am not in the buddy programme for practical reasons, I could organise documents etc. myself, but mainly for social networking. I was expecting to be able to reach out when I needed something, this turned out to be true. I am giving it back and am planning on being a buddy for the new students after the summer 2017'.



Tharusana Tharumathas,
20 years old.
2nd semester
Financial Management
and Services.
Denmark
(The Buddy)

'I'm in it just to try something new. Meet new people, new cultures. Not too time consuming, new friendships. A lot of fun'.

How my internship helped

At Business Academy Aarhus, all students must take part in a compulsory internship where you use your knowledge in practice. During your internship (typically 3-5 months) you get the opportunity to experience relevant real life learning in a company - and it might lead to a future job, as you will get practical, international experience for your CV.

Each year Business Academy Aarhus cooperates with more than 800 companies in Denmark and abroad, for example Siemens, Carlsberg, Ikea, Nordea Bank, Novo Nordisk and Porsche USA.

You can choose to take your internship anywhere in the world and you can receive an Erasmus grant to cover the costs involved in taking your internship within any European country. We also cooperate with organisations and companies to help with internships in for example Malaysia, Shanghai, Canada and Tanzania.

See more at baaa.dk/internship



Ioana Zamfir
(BA in Financial Management and Services)
LEGO - Student Worker - Indirect Taxes

'Business Academy Aarhus was a great learning opportunity for me as I got to apply theoretical concepts in a practical manner, in an environment with a low power-distance relationship between the students and the lecturers'



Agnese Krievkalne
(AP in Multimedia Design and Communication)
Danfoss - Digital Solution Coordinator

'I aimed high, worked hard and along the way my mentor was the main support in helping me to grow and reach my goals - from creating a CV to getting the internship which led me to my current job.'



Viktorija Raichelyte
(BA in Financial Management and Services)
Willis - Economy Coordinator

'My internship helped me be open to new ideas and experiences, broaden your network, take all given chances. That's what helped me to be where I am today.'

BIOTECHNICAL, FOOD AND PROCESS TECHNOLOGY

You can study the following programmes at
Business Academy Aarhus in this field



4 years	BACHELOR'S TOP-UP Chemical and Biotechnical, Food or Process Technology	BACHELOR'S
2½ years	AP DEGREE Chemical and Biotechnical Science	

1st semester

- Introduction to the programme - 2 ECTS
- Microbiology - 12 ECTS
- Chemical technology 1 - 16 ECTS

2nd semester

- Biotechnology 1 - 13 ECTS
- Chemical technology 2 - 13 ECTS
- Production laboratory - 4 ECTS

3rd semester

- Biotechnology 2 - 10 ECTS
- Chemical technology 3 - 10 ECTS
- Specialisation - 10 ECTS

4th semester

- Internship - 30 ECTS

5th semester

- Internship - 20 ECTS
- Main project - 10 ECTS

Chemical and Biotechnical Science

Many of the greatest technological advancements are made in a laboratory. Therefore, you will be in a key position with an AP degree in Chemical and Biotechnical Science. Our graduates will typically work in chemical or biological quality assurance, quality control or research and development laboratories. The laboratories will usually be a part of foodware production, biotechnology, pharmaceutical products, chemicals or environmental protection.

Career options

Work within:

- Food industry including breweries, dairies and abattoirs
- Pharmaceutical industry
- Chemical industry
- Textile, paint and plastics industry
- Colour and cosmetics industry
- Biotechnology companies
- Food safety authority or food research laboratories at a university

Further studies

- Bachelor of Chemical and Biotechnical, Food or Process Technology – page 17
- Bachelor of Innovation and Entrepreneurship – page 21

Start Level	Summer AP degree
Duration	2½ years / 5 semesters
ECTS	150 ECTS

🔗 [Learn more at baaa.dk/laboratory](https://baaa.dk/laboratory)

1st semester

- Commerce - organisation, management and cooperation - 5 ECTS
- Applied mathematics and physical chemistry - 5 ECTS
- Basic statistical and research planning - 5 ECTS
- Production and quality control - 5 ECTS
- Communication, dissemination and theory of science - 5 ECTS
- Statistical experimental design - 5 ECTS

2nd semester

- 30 ECTS
- Chemical and biotechnical technology or Food technology or Process technology

3rd semester

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

Chemical and Biotechnical, Food or Process Technology

The direct route to further education for Chemical and Biotechnical Analysts and Process Technologists. You can specialise in either chemical and biotechnical, food products or process technology. As a graduate, you can work in, among other things, project management, development and quality assurance within food, chemical, biotechnical and pharmaceutical companies.

Career options

Work within:

- Research
- Development
- Production

Your job will typically be at companies or institutions that operate within food products, pharmaceutical products, biotechnology, chemical or microbiological processes.

Further studies

- Please consult our student counselling for further information about careers and further, higher education at guidance@baaa.dk

Start Level	Summer and winter Bachelor's top-up
Duration	1½ years / 3 semesters
ECTS	90 ECTS

🔗 [Learn more at baaa.dk/laboratory](https://baaa.dk/laboratory)



BUSINESS

You can study the following programmes at Business Academy Aarhus in this field

3½ years	BACHELOR'S TOP-UP Innovation and Entrepreneurship International Sales and Marketing Management	BACHELOR'S Financial Management and Services
2 years	AP DEGREE Marketing Management	

1st semester

- Understanding business - 5 ECTS
- Methodology and market analysis - 10 ECTS
- Market understanding - 15 ECTS

2nd semester

- Tactical operational marketing BtC - 15 ECTS
- Tactical operational marketing BtB - 15 ECTS

3rd semester

- Internationalisation - 10 ECTS
- (Int. marketing 5 ECTS, Economics - 5 ECTS)
- Electives - 20 ECTS

4th semester

- 3 month internship in a company - 15 ECTS
- Main project - 15 ECTS

Marketing Management

Our internationally orientated Marketing Management students are way above the rest when it comes to marketing, sales and communication. You will get a deep insight into a company's sales and marketing activities as well as a broad understanding of the disciplines that support sales and marketing. You can also specialise, which allows you to tailor your programme and make it even more business-orientated.

Career options

- Marketing assistant or coordinator
- Purchasing agent or assistant
- Salesman, sales assistant, sales supporter or export assistant
- Sales-area manager
- Procurement assistant/manager
- Export manager
- Information manager
- Project manager

Further studies

- Bachelor of International Sales and Marketing Management – page 22
- Bachelor of Innovation and Entrepreneurship – page 21
- Bachelor of Digital Concept Development – page 37
- BSc in Economics and Business Administration at a university in Denmark or abroad

Start Level	Summer AP degree
Duration	2 years / 4 semesters
ECTS	120 ECTS

[Learn more at baaa.dk/business](https://baaa.dk/business)

1st semester

- Creative and innovative processes - 5 ECTS
- Business proposition - 5 ECTS
- Project management and network - 5 ECTS
- Corporate management - 5 ECTS
- Science of theory and methodology - 10 ECTS

2nd semester

- Growth - 10 ECTS
- Change management - 5 ECTS
- Optional educational element - 15 ECTS

3rd semester

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

Innovation and Entrepreneurship

This programme is for people who dream about starting their own business or want to work with innovation in a company or organisation. You will learn to work creatively and dynamically and at the same time strengthen your planning, organising and coordinating abilities. During this programme you have to develop ideas in collaboration with your fellow students and test them in practice either by establishing your own company or by implementing new activities in existing companies.

Career options

- Intrepeneur
- Project team member or manager of a development project
- Employee, co-owner or manager of an innovative company
- Employee in an R&D department

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer Bachelor's top-up
Duration	1½ years / 3 semesters
ECTS	90 ECTS

[Learn more at baaa.dk/business](https://baaa.dk/business)

1st semester

The background for a company's sales

- The customer as starting point - 15 ECTS
- Industry and competitors - 5 ECTS
- Innovation - 5 ECTS
- Methodology and theory of science - 5 ECTS

2nd semester

Business development in an international perspective:

- Developing the sales base - 10 ECTS
- The tactical and operational sales performance - 5 ECTS
- Implementation and follow-up - 5 ECTS
- Elective element - 10 ECTS

3rd semester

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

International Sales and Marketing Management

Do you dream of working with practical and complex tasks within sales and marketing in an international business to business perspective? The Bachelor's top-up programme in International Sales and Marketing Management is an advanced programme which builds on the knowledge acquired in for example our Marketing Management programme.

Career options

- Key account manager
- Sales manager
- Head of sales
- Marketing consultant
- Project manager
- Sales and marketing coordinator
- Export manager

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer Bachelor's top-up
Duration	1½ years / 3 semesters
ECTS	90 ECTS

[Learn more at baaa.dk/business](https://baaa.dk/business)

1st semester

- Business understanding - 5 ECTS
- Communication - 5 ECTS
- Business economics - 10 ECTS
- Business and finance law - 5 ECTS
- Method and philosophy of science - 5 ECTS

2nd semester

- Selling 1 - private customers - 5 ECTS
- Business economics - 5 ECTS
- Personal finance advising and ethics - 10 ECTS
- Microeconomics - 5 ECTS
- Business and finance law - 5 ECTS

3rd semester

- Cultural understanding - 5 ECTS
- Organisation - 5 ECTS
- Marketing - 5 ECTS
- Macroeconomics - 5 ECTS
- International capital markets - 5 ECTS
- Statistics - 5 ECTS

4th semester

- Project management - 5 ECTS
- Selling 2: Negotiating - 5 ECTS
- Corporate financial planning - 5 ECTS
- Business taxation - 5 ECTS
- Accounting - 10 ECTS

5th semester

- Internship - 30 ECTS

6th semester

- Business development and innovation - 5 ECTS
- Financing and financial risk management - 5 ECTS
- Accounting - 10 ECTS
- Elective 1 - 5 ECTS

7th semester

- Elective 2 - 5 ECTS
- Elective 3 - 5 ECTS
- Bachelor's project - 20 ECTS

Financial Management and Services

The Bachelor's programme in Financial Management and Services deals with complex advisory, sales and consultancy tasks within areas such as banking, mortgaging, insurance, real estate, property management, accounting and financial management. With this degree programme you will receive solid financial knowledge as well as insight into human nature, so you will be able to offer financial advice and sell financial services and products – to both private and commercial customers.

Career options

- Customer advisor
- Business client advisor
- Investment advisor
- Realtor – both private and business
- Real estate administrator
- Financial consultant
- Insurance advisor
- Mortgage employee

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer Bachelor's
Duration	3½ years / 7 semesters
ECTS	210 ECTS

[Learn more at baaa.dk/business](https://baaa.dk/business)



ENVIRONMENT AND AGRICULTURE

You can study the following programmes at Business Academy Aarhus in this field

3½ years	BACHELOR'S TOP-UP Agricultural and Environmental Management	BACHELOR'S
2 years	AP DEGREE Environmental Management	

1st semester - 30 ECTS

- Soil science
 - Soil and geology
 - Soil pollution
 - Land use
 - GIS
- Subjects to support the theme:
 - Communication
 - Business economy and marketing
 - Statistics

2nd semester - 30 ECTS

- Water science
 - Stream, lake and ocean
 - Drinking water
 - Waste water
- Subjects to support the theme:
 - Communication
 - Business and placement
 - Flora and fauna
 - Management
 - Globalisation
 - Short internship in a Danish company

3rd semester - 30 ECTS

- Environmental Science
 - Conservation
 - Environmental management
 - Aquatic environment planning
 - Specialisation
- Subjects to support the theme:
 - Communication

4th semester - 30 ECTS

- Internship
- Main project

Environmental Management

Are you passionate about the environment, resource management and wildlife conservation? Then choose the Environmental Management programme. The programme qualifies you to work independently with analysis, planning and implementation of solutions concerning nature and the environment in a local, national and international context.

Career options

- Care and restoration of wetlands, lakes and water courses
- Monitoring, sampling and evaluation of environmental standards
- Groundwater protection
- Planning and organisation of nature preservation
- Registration and assessment of the quality of the countryside
- Assessment of the impact of nutrients and other threats
- Nature schemes and biotope enhancement measures
- Environmental inspections

Further studies

- Bachelor of Agricultural and Environmental Management – page 27
- Bachelor of Innovation and Entrepreneurship – page 21

Start Level	Summer AP degree
Duration	2 years / 4 semesters
ECTS	120 ECTS

🔗 [Learn more at baaa.dk/environment](https://baaa.dk/environment)

1st semester

- Compulsory subjects - 25 ECTS
 - Statistics
 - Market analysis
 - Method and theory of science
 - Business development
 - Microbiology
- Study line subjects - 5 ECTS
 - Ecology

2nd semester

- Compulsory subjects - 20 ECTS
 - Project management
 - Business communication
 - Sales
 - Production and waste
- Study line subjects - 10 ECTS
 - Climate adaptation
 - Ecotoxicology
 - Sustainability

3rd semester

- Internship 15 ECTS
- Bachelor's project 15 ECTS

Agricultural and Environmental Management

With this Bachelor's top-up you will strengthen your competencies within the Environmental/Nature or Agricultural fields and improve your ability to plan, develop and communicate solutions within areas such as ecology, ecotoxicology, business strategy, sustainability, project management and much more. You will acquire knowledge and tools to manage complex situations and be prepared for a job at a management or advisory level. With up-to-date, comprehensive knowledge you will be able to match the challenging market and make a positive contribution for relevant companies.

Career options

- Consultancy and sales
- Test and research companies
- Teaching
- Management and administration in large agricultural companies
- Public administration
- Sustainable operations planning
- Management of public companies

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer Bachelor's top-up
Duration	1½ years / 3 semesters
ECTS	90 ECTS

🔗 [Learn more at baaa.dk/environment](https://baaa.dk/environment)



IT AND TECHNOLOGY

You can study the following programmes at Business Academy Aarhus in this field

3½ years	BACHELOR'S TOP-UP Product Development and Integrative Technology Software Development	BACHELOR'S
2-2½ years	AP DEGREE Automotive Technology IT Technology	

1st - 3rd semester

- Compulsory subjects - 65 ECTS
 - Technology and design
 - Optimisation and repair
 - IT
 - Consultancy and dissemination
 - Communication
 - Sales and service
 - Operational and financial management
 - HR management
 - Quality and safety
 - Documentation
- Elective subjects - 25 ECTS

4th semester

- Internship - 15 ECTS
- Main project - 15 ECTS

Automotive Technology

Automotive Technology is a 2-year top-up programme, where you will learn about the advanced technologies used in the development and optimisation of racing cars and ordinary vehicles at a high level. This programme is perfect for people who want to work with the latest technology within the fields of advanced electronic, hydraulic and auto technical systems. This programme is also suitable for people who would like to understand mercantile aspects within motorsport or the automotive industry.

Career options

- Technical advisor
- After-sales consultant
- Floor manager
- Technical supervisor

Further studies

- Bachelor of Innovation and Entrepreneurship – page 21

Start Level	Summer and winter AP degree
Duration	2 years / 4 semesters
ECTS	120 ECTS

[Learn more at baaa.dk/it](https://baaa.dk/it)

1st semester

- Electronic systems - 7,5 ECTS
- Server technology - 7,5 ECTS
- Software development - 5 ECTS
- Business subjects - 5 ECTS
- Network technology - 5 ECTS

2nd semester

- Network technology - 20 ECTS
- Business subjects - 5 ECTS
- IT analyses and consultancy - 5 ECTS

3rd semester

- Network system - 10 ECTS
- Advisory and consultant roles - 5 ECTS
- Electives - 15 ECTS

4th semester

- Internship - 15 ECTS
- Main project - 15 ECTS

IT Technology

IT technologists typically work with the design and maintenance of both big and small networks, servers, security and databases. On this programme, you will learn to analyse a company's needs within the IT area and translate these requirements into technical solutions.

As a technologist, you must yearn to stay updated and follow trends as you will work with the latest technology.

Career options

- IT Planner
- IT and Net Supporter
- IT Consultant
- System Administrator
- Network Consultant
- Network Manager

Further studies

- Bachelor of Product Development and Integrative Technology – page 32
- Bachelor of Innovation and Entrepreneurship – page 21
- Bachelor's degree at a university in Denmark or abroad

Start Level	Summer and winter AP degree
Duration	2 years /4 semesters
ECTS	120 ECTS

[Learn more at baaa.dk/it](https://baaa.dk/it)

1st semester

- Technological project work - 5 ECTS
- Theory of science and method - 5 ECTS
- Technological integration - 5 ECTS
- Innovative technology and product development - 5 ECTS
- Study projects specific to the line of specialisation - 10 ECTS

2nd semester

- Building and design and planning - 10 ECTS
- Environment and sustainability - 10 ECTS
- Study projects specific to the line of specialisation - 10 ECTS

3rd semester

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

Product Development and Integrative Technology

This programme will teach you how to solve project tasks related to the development and optimisation of products and manufacturing processes. You will simultaneously be qualified to manage all the various participants involved in the development process. This is a top-up programme to AP programmes such as Production Technologists, IT Technologists and Energy Technologists.

Career options

Work within:

- Product development
- Project management
- Optimisation of production systems and processes
- Energy efficiency and installations
- Consultancy/advisory function

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer Bachelor's top-up
Duration	1½ years / 3 semesters
ECTS	90 ECTS

[Learn more at baaa.dk/it](https://baaa.dk/it)

1st semester

- Development of large systems - 10 ECTS
- System integration - 10 ECTS
- Contract based development - 10 ECTS

2nd semester

- Databases for developers - 10 ECTS
- Test or Elective module - 10 ECTS
- Elective module - 10 ECTS

3rd semester

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

Software Development

If you are interested in software development and would like to design and construct large, data-intensive, distributed systems, then you should choose the top-up Bachelor in software development. With this degree, you can look forward to an exciting career as a system developer for large IT projects. After completing your AP programme in Computer Science (for example), you can join the Bachelor of Software Development programme.

Career options

- System developer
- Backend developer
- System integrator
- Applications architect
- Systems architect

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer and winter Bachelor's top-up
Duration	1½ years / 3 semesters
ECTS	90 ECTS

[Learn more at baaa.dk/it](https://baaa.dk/it)



WEB, MEDIA AND COMMUNICATION

You can study the following programmes at Business Academy Aarhus in this field

3½ years	BACHELOR'S TOP-UP Digital Concept Development Web Development	BACHELOR'S
2 years	AP DEGREE Multimedia Design and Communication	

1st semester

- Development methods and understanding business - 5 ECTS
- Digital media and understanding users - 5 ECTS
- Design process and digital design - 10 ECTS
- Frontend development - 10 ECTS

2nd semester

- Planning larger multimedia productions - 5 ECTS
- Context production and digital UX - 5 ECTS
- User-centered design and data visualisation - 10 ECTS
- Programming and use of data - 10 ECTS

3rd semester

- Electives - 10 ECTS
- Digital business models - 5 ECTS
- Digital trends and innovative communication - 5 ECTS
- Advanced programming - 5 ECTS
- International trends in digital design - 5 ECTS

4th semester

- Internship - 15 ECTS
- Main project - 15 ECTS

Multimedia Design and Communication

Do you want to work with advertising and IT in various mediums? Are you interested in graphic design, online marketing, digital communication and interface design? Then you should become a multimedia designer. You will get both a high level of theoretical expertise and practical hands-on work with drafts and tests. You will work with layout and programming and learn about processes behind digital marketing.

Career options

- Frontend designer
- Frontend developer
- UX designer
- Content manager
- Content creator
- E-commerce developer

Further studies

- Bachelor of Digital Concept Development – page 37
- Bachelor of Web Development – page 38
- Bachelor of Innovation and Entrepreneurship – page 21

Start Level	Summer AP degree
Duration	2 years / 4 semesters
ECTS	120 ECTS

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1st semester

- Concept and business development - 10 ECTS
- Project Management A - 5 ECTS
- User Research and Methodology - 5 ECTS
- Understanding Technology - 5 ECTS
- Philosophy of science - 5 ECTS

2nd semester

- Communication and marketing - 10 ECTS
- Project Management B - 5 ECTS
- Choose specialisation:
Digital Design - 15 ECTS
or Digital Commerce - 15 ECTS

3rd semester

- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

Digital Concept Development

As a digital concept developer, you will work innovatively with concept development for e-commerce solutions and digital communication. You will be able to participate in the strategic considerations of how a digital concept can develop a company's business – and you will also be trained to create practical solutions which focus on communication and user experience. The programme is a Bachelor's top-up for Multimedia Design and Communication or the Marketing Management programmes. Other relevant entry programmes will also be considered.

Career options

- Digital designer
- Project manager or project assistant
- UX designer/consultant
- Social media coordinator
- SEO & analytics consultant
- Digital content coordinator
- Front end developer

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer Bachelor's top-up
Duration	1½ years / 3 semesters
ECTS	90 ECTS

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1st semester

- Backend or frontend development - 10 ECTS
- Databases - 10 ECTS
- Interface design - 10 ECTS

2nd semester

- Development environments - 10 ECTS
 - Two elective modules - 20 ECTS
- Examples:
- Mobile development
 - Security
 - Web application frameworks

3rd semester

- Philosophy of science (Optional)
- Internship - 15 ECTS
- Bachelor's project - 15 ECTS

Web Development

As a web developer you master everything to do with the web and will work with both the practical and the strategic aspects of web development – this includes, but is not limited to, the development of classic websites and advanced web and mobile applications. You can also work with more advanced web development projects where products need to be targeted at a variety of platforms, and where multimedia is utilised as an integrated communication solution. This is a top-up programme to AP programmes such as our Multimedia Design and Communication. Other relevant entry programmes will also be considered.

Career options

- Web developer
- Web designer
- Frontend developer
- Interface developer
- UX developer
- Programmer
- Webmaster

Further studies

- Master's degree at a university in Denmark or abroad

Start Level	Summer and winter
Duration	Bachelor's top-up
ECTS	1½ years / 3 semesters
	90 ECTS

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