

BUSINESS ACADEMY AARHUS
SCHOOL OF APPLIED SCIENCES



INTERNATIONAL PROGRAMMES
TAUGHT IN ENGLISH





YOU'RE INVITED TO BE A PART OF BUSINESS ACADEMY AARHUS

With us you're not a just a number. You're an individual, on a first-name basis with all your lecturers.

Obviously, all of our programmes have the highest academic quality and you'll get the best learning outcomes, but we offer so much more.

We embrace respect for our society and global community, relevance to the business community and our future, and we'll make certain that your experience will convince you to stay in Denmark!

But, seeing is believing, so contact us at info@baaa.dk – and come to Denmark and become a part of us.

COME VISIT US!



STUDY IN DENMARK

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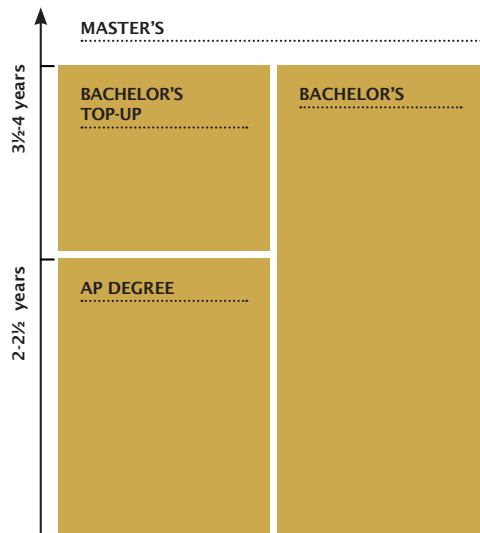
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WE ARE BUSINESS ACADEMY AARHUS

We offer both Academy Profession programmes (AP) and Bachelor's programmes within a wide range of higher education programmes that will qualify you for many different career opportunities and make sure that you are prepared for your future career.

Our diverse programmes range from agricultural programmes to business programmes, from chemistry programmes to computer programmes, and not to forget multimedia programmes. So, no matter what your interest is, we can probably accommodate it, and you'll get the right balance between theory and practice.



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 allows you to start your chosen career right away or you can continue studying for your 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 upon completion of 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 the Academy offers 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 continue studying for a Master's programme either in Denmark or abroad.

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



70 COUNTRIES
AT BUSINESS ACADEMY AARHUS!
ARE REPRESENTED

WE ARE

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

Introduction events

At the beginning of each semester, the Academy has an orientation programme for all new students. These events include all 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 p 12), which helps international students find their feet in Denmark.



Study trips abroad

Most of our programmes offer a study trip to, for example, countries such as China, Canada, 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.

Academy Council

The Academy Council creates relationships across programmes and arranges fun and exciting social events for students. This could for example include the intro week, the fresher's trip, sports days, parties or lectures.

facebook.com/academycouncilbaaa



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!

TRULY INTERNATIONAL:

15%

are international students

70

countries are represented

330

students go abroad every year

Student counsellors

Our student counsellors are always willing to help with any study related or personal issues you might have. They can help guide you with your educational choices and can discuss any other issues you might have during your studies (totally confidential of course).

guidance@baaa.dk

Internationalisation@home

Besides you (the international students), we welcome over 50 exchange students each year from our partner universities all over the world. You can also join one of our summer schools to exotic destinations around the globe, also in partnership with a local university. And finally, if you want to go abroad for a semester - we can accommodate this too in cooperation with one of our many partners!



SO GREAT ABOUT AARHUS? EVERYTHING!
WHAT'S



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

Living costs vary from €650-€800 per month

Rent (single room in a dormitory)	€340-€410
Food	€225
Phone	€25-50
Internet	€15
Today's dish	€4-5
Coffee in our canteen	€1-2

Career Centre

Our Career Centre can help you with any inspiration or coaching you might need to find your internship or your first job. You can, for example, take classes in writing a good application and CV – and get practical training for internship and job interviews. We also have a job portal exclusively for our students where new jobs are continuously posted. This includes not only internship placements and student jobs, but also jobs for our graduates.

baaa.dk/career

Danish lessons

We strongly encourage all of our international students to learn some Danish. You will get to know the Danes and their 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. The first 10 weeks of Danish language classes are free of charge after which 3 months will only cost €44.



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

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

GETTING A BUDDY WHAT'S IN IT FOR ME?

As a new international student at Business Academy Aarhus, you'll be offered a Buddy. 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 skills you need to work internationally



Arnost Neurad, Czech Republic

1st semester, Multimedia Design

'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.'



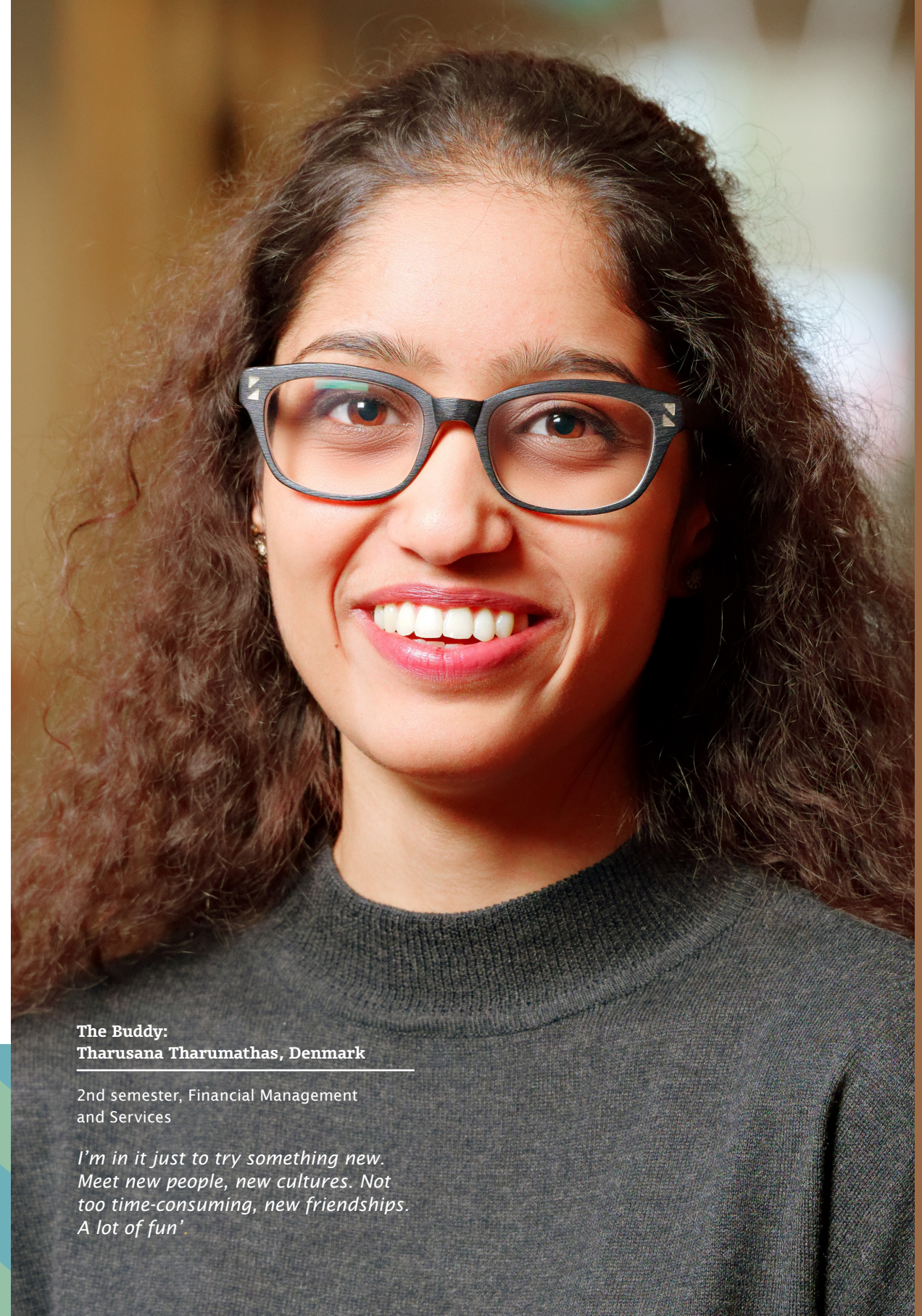
David Kregl, Czech Republic

1st semester, Multimedia Design

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

FAST FACTS

- Our Buddy programme is available for all incoming international students
- Participants come from many different countries
- The Buddy programme is open to all study programmes
- All the students are offered 6-7 Buddy activities per semester to help them grow professionally and personally
- Most activities are free but you need to sign up



**The Buddy:
Tharusana Tharumathas, Denmark**

2nd semester, Financial Management and Services

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

PUTTING THE THEORY INTO PRACTICE



Tautvydas Slivkis, Lithuania

Before: Marketing Management student
After: Online Marketing Specialist at gaest.com

'The one tip I have is to always try more than once when contacting a potential internship company you're interested in. A follow-up on your part will show them your dedication and make them have another look at your application.'

HOW I GOT MY INTERNSHIP

'I was adamant to get an internship in Denmark as I plan to stay here after I have finished my studies. I wanted to get a feel for the Danish work environment and increase the size of my professional network in a relevant environment.

It was quite a struggle at first. After sending my application to a bunch of companies, nobody answered. I thought this might be because my name was too difficult to pronounce so I started referring to myself as Teddy (this helps at coffee shops as well).

However, it wasn't until I reached out to my network that I got a lead for an internationally-expanding start-up which really intrigued me. I contacted the CMO there, and surprise surprise - nobody answered. But, I wasn't ready to let this opportunity slip by, so I found the manager on LinkedIn and sent him a follow-up message.

He was thankful for the reminder. It turns out he was too busy to answer my initial application, and then forgot. I got invited for an interview and was asked to sign my contract a couple of days later.

FAST FACTS

- All programmes have compulsory internships where you get to use your theoretical knowledge
- Our internships (typically 3-5 months) offer you the opportunity to experience relevant real-life learning in a company which will help you in your future career
- We will help you as much as possible to get an internship through our contacts with the business community and through our Job and internship portal exclusively for our students.
- You can take your internship anywhere in the world and receive an Erasmus grant to cover costs in any European country

FROM MENTEE TO MENTOR

Alin Ene is a former international student at Business Academy Aarhus. Now he helps other international students as a mentor, which includes helping them with the transition from student to worker. Alin Ene came from Romania to Denmark in 2015 and studied on our Innovation and Entrepreneurship top-up bachelor programme.

'If you expect to get something, you should also give something back. I think it's extremely important that we benefit from each other's knowledge and experience,' says Alin Ene expressively.

He's glad that there was also a mentor to help him when he came to Denmark with his desires and dreams for the future. And he would like to share his experience. 'While I was studying, my mentor gave me good advice on how to start a company in Denmark. I also got useful sparring and tips on how to work more efficiently and structured'.

'I was also an international student and know how hard it is to adapt to a foreign culture. What I learnt at Business Academy Aarhus has really helped me get a foothold in the Danish business community'.

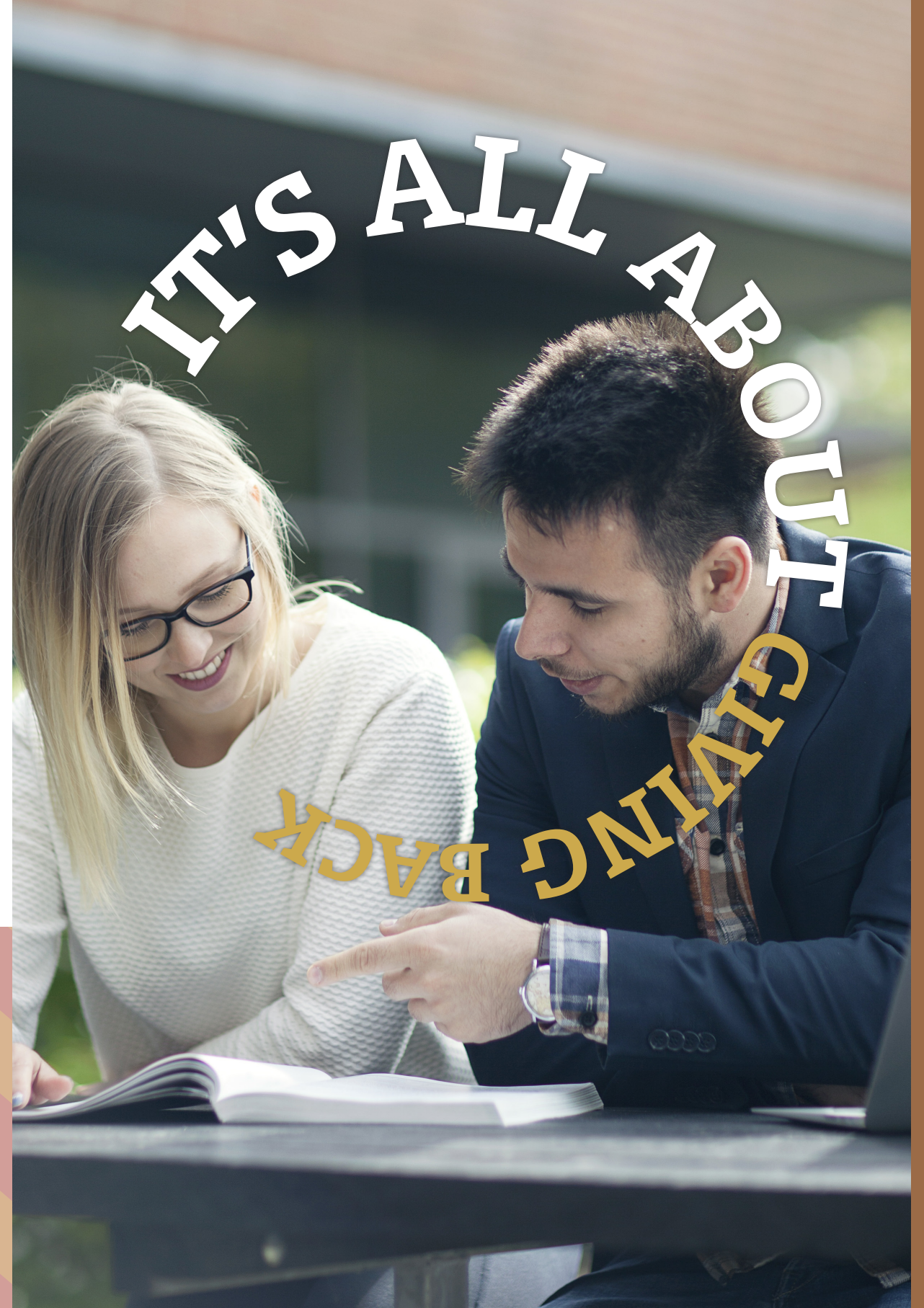


Alin Ene, Romania

Before: Innovation & Entrepreneurship graduate
After: Digital Service Specialist at Grundfos

FAST FACTS

- Our Mentor programme allows eligible students to connect with experienced professionals from within their field
- A mentor takes a student under their wing and can for example, help to put into words how the students can use their education when looking for a job in Denmark
- If you need inspiration or sparring for your internship, or maybe your first job, you'll have someone to go to with insider-knowledge
- Our mentor programmes lasts 6-12 months. The mentor and mentee usually meet 4-6 times during the period
- At the start of the programme, both the mentor and mentee fill out a form in which they answer various questions about their professional background and experience. In this way, the best match can be found



DEGREE'S AND

PROGRAMMES





BIOTECHNICAL AND FOOD TECHNOLOGY

4 years

BACHELOR'S TOP-UP

Chemical and
Biotechnical
Technology
and Food Technology

2½ years

AP DEGREE

Chemical and
Biotechnical Science

1st semester

- Introduction to the programme (3 ECTS)
- Microbiology (12 ECTS)
- Chemical technology (15 ECTS)

2nd semester

- Biotechnology I (9 ECTS)
- Chemical technology II (11 ECTS)
- Analysis of biomolecules (5 ECTS)
- Specialisation (5 ECTS)

3rd semester

- Biotechnology II (5 ECTS)
- Chemical technology III (5 ECTS)
- Optimisation and validation (5 ECTS)
- Specialisation (15 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. This AP programme will teach you how to work with laboratory technology within chemistry and biotechnology. 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 as a laboratory technician 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 Technology and Food Technology – page 23
- Bachelor of Innovation and Entrepreneurship – page 27

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

➤ [Learn more at baaa.dk/laboratory](http://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)
- Statistics and research planning (5 ECTS)

2nd semester

- Chemical and biotechnical technology (30 ECTS)
or
- Food technology (30 ECTS)

3rd semester

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

Chemical and Biotechnical Technology and Food Technology

The programme takes 1½ years and is a dynamic way for chemical and biotechnical analysts to get a higher education degree and additional job opportunities. With a Bachelor in Chemical and Biotechnical Technology and Food Technology, your academic professionalism will be strengthened, and your competencies in planning, coordination and project management will be improved. You will learn how to operate in national and international laboratory environments, and you will be up-to-date with the technological, scientific and social development.

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](http://baaa.dk/laboratory)



BUSINESS

3½ years

BACHELOR'S TOP-UP

Innovation and
Entrepreneurship

International Sales
and Marketing

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 – page 28
- Bachelor of Innovation and Entrepreneurship – page 27
- Bachelor of Digital Concept Development – page 41
- 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](http://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)
- Theory of science and methodology (10 ECTS)

2nd semester

- Growth (10 ECTS)
- Change management (5 ECTS)
- Electives (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

- Intrapreneur or entrepreneur
- 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](http://baaa.dk/business)

1st semester

- The company's strategic basis (10 ECTS)
- The customer as starting point (20 ECTS)

2nd semester

- Industry and competitor (5 ECTS)
- Sales management and the sales development of the company (10 ECTS)
- Immersion (10 ECTS)
 - Strategic marketing and advertising
 - Project sales and project management
 - Purchasing and negotiation
- Speciality module (5 ECTS)

3rd semester

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

International Sales and Marketing

Do you dream of working with and getting the skills to independently analyse, assess and reflect, and carry out practice-orientated and complex tasks within the fields of sales and marketing? This programme is perfect for those who want to work with sales, sales strategies, management, customer relationships, legal matters, economic analyses and a company's competitiveness and product development. The Bachelor's top-up programme in International Sales and Marketing is an advanced programme which builds on the knowledge acquired in for example our Marketing Management programme, and is a dynamic way of getting a longer, higher education degree and additional job opportunities.

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](http://baaa.dk/business)

1st semester

- Business understanding and products (5 ECTS)
- Communication (5 ECTS)
- Business economics (10 ECTS)
- Business and finance law (5 ECTS)
- Scientific method and philosophy of science (5 ECTS)

2nd semester

- Selling 1: private customers (5 ECTS)
- Business economics (5 ECTS)
- Personal financial advice, ethics and sales 1 (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 financial markets (5 ECTS)
- Statistics (5 ECTS)

4th semester

- Project management (5 ECTS)
- Selling 2: Negotiating (5 ECTS)
- Accounting (5 ECTS)
- Business taxation (5 ECTS)
- Accounting A (10 ECTS)

5th semester

- Internship (30 ECTS)

6th semester

- Business development and innovation (5 ECTS)
- Financing and financial risk management (5 ECTS)
- Accounting B (15 ECTS)
- Elective module (5 ECTS)

7th semester

- Elective module (5 ECTS)
- Elective module (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, enabling you 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](http://baaa.dk/business)



ENVIRONMENT AND AGRICULTURE

3½ years

BACHELOR'S TOP-UP

Nature and
Agricultural
Management

2 years

AP DEGREE

Agro Business
and Landscape
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

Agro Business and Landscape Management

The English programme on the Agro Business and Landscape Management programme specialises in Environmental Management and is for those who are passionate about the environment, resource management and wildlife conservation. The programme qualifies you to work independently with analysis, planning and implementation of solutions concerning sustainability, 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 Nature and Agricultural Management – page 33
- Bachelor of Innovation and Entrepreneurship – page 27

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

- Subjects (30 ECTS)
 - Market analysis
 - Writing projects, methodology and theory of science
 - Business strategy
 - Ecology and microbiology
 - Statistics

2nd semester

- Subjects (30 ECTS)
 - Project management
 - Business communication
 - Business development
 - Sales
 - Climate
 - Sustainability
 - Elective courses

3rd semester

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

Nature and Agricultural 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

3½ years

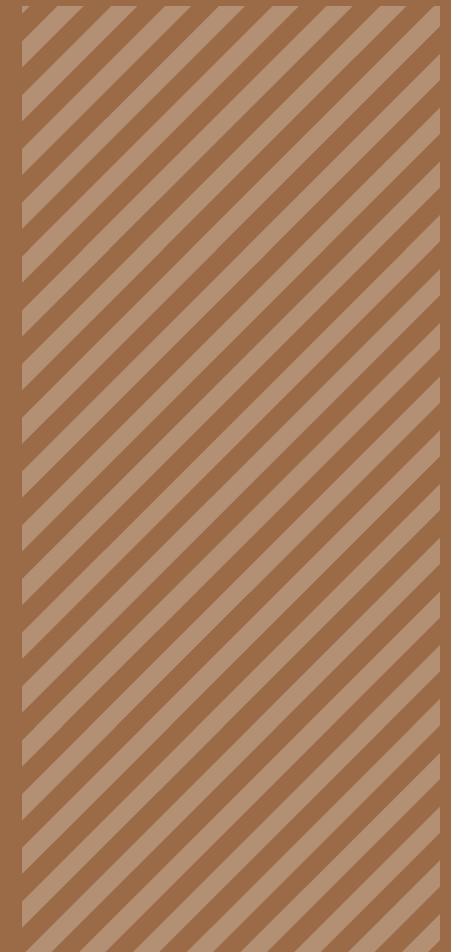
BACHELOR'S TOP-UP

Product Development
and Integrative
Technology

2 years

AP DEGREE

IT Technology



1st semester

- Network technology (9 ECTS)
- Embedded systems (9 ECTS)
- Programming (7 ECTS)
- Project management and business skills (5 ECTS)

2nd semester

- Network technology (9 ECTS)
- Embedded systems (9 ECTS)
- Programming (7 ECTS)
- Project management and business skills (5 ECTS)

3rd semester (30 ECTS)

- Choose between
 - Network
 - Cloud
 - IT security
- Or:
 - Embedded systems
 - Electronics
 - IoT

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 37
- Bachelor of Innovation and Entrepreneurship – page 27

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

🔗 [Learn more at baaa.dk/it](http://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 IT Technologists, Production 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](http://baaa.dk/it)



WEB, MEDIA AND COMMUNICATION

3½ years

BACHELOR'S TOP-UP

Digital Concept
Development

Web Development

2 years

AP DEGREE

Multimedia Design

1st semester

- Design and programming of digital user interfaces I (15 ECTS)
- Design and programming of digital content I (15 ECTS)

2nd semester

- Design and programming of digital user interfaces II (15 ECTS)
- Design and programming of digital content II (15 ECTS)

3rd semester

- Electives (30 ECTS)
- Examples:
 - Frontend developer
 - User experience specialist
 - Content creator

4th semester

- Internship (15 ECTS)
- Main project (15 ECTS)

Multimedia Design

Would you like to work professionally with the development and implementation of digital user experiences, digital design and programming? Then the Multimedia Design programme is perfect for you. You will get knowledge and skills within user interface design (UI), user experience design (UX), programming and business understanding. You'll also get a high academic level and hands-on work consisting of sketches and exams.

Career options

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

Further studies

- Bachelor of Digital Concept Development - page 41
- Bachelor of Web Development - page 42
- Bachelor of Innovation and Entrepreneurship - page 27

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

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

1st semester

- Concept development and value creation (10 ECTS)
- Project management (5 ECTS)
- User research and methodology (5 ECTS)
- Understanding technology (5 ECTS)
- Philosophy of science (5 ECTS)

2nd semester

- Digital communication and marketing (10 ECTS)
- User experience (15 ECTS)
- Elective module (5 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 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
- Frontend 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 (10 ECTS)
 - XR development – Virtual and augmented Reality (10 ECTS)
 - Web application frameworks (10 ECTS)

3rd semester

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

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



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BUSINESS ACADEMY AARHUS
SCHOOL OF APPLIED SCIENCES



Sønderhøj 30
8260 Viby J
Denmark
Tel. +45 7228 6000
info@baaa.dk