

BACHELOR'S DEGREE PROGRAMME
INTERNATIONAL SALES AND MARKETING

CURRICULUM

2018

National part



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This national part of the curriculum for International Sales and Marketing has been released in accordance with §18, section 1 in the Ministerial Order for technical and commercial Academy Profession Programmes and Professional Bachelor Programmes. This curriculum is supplemented with an institutional part of the curriculum, provided by the individual institution that offers the programme.

After it has been approved by either the Board of Directors (or the Rectors) and after consultation with the institutions' Educational Committee and the External Examiners chairmanship for the specific programme, the educational network for International Sales and Marketing prepares the institutional part.

1. The programme's goals for learning outcomes

Knowledge

The student must have knowledge of:

- 1) sales and marketing practices, applied theories and methods with an international perspective, and be able to reflect on them,
- 2) key theories and models necessary for B2B, B2C, and B2G sales and marketing,
- 3) key legislation and regulations that impact international sales and marketing,
- 4) relevant models for assessing growth and development opportunities, and
- 5) management theories and methods.

Skills

The student can:

- 1) develop, assess and implement international sales strategies for various types of companies,
- 2) justify and communicate the chosen strategies in a strategic marketing and customer plan to relevant stakeholders,
- 3) assess the company's competitive situation as a basis for formulating the company's parameter focus, centred on sales,
- 4) apply relevant models to implement product and concept development in the company, including innovative projects,
- 5) assess and apply legal methods and tools to support sales in an internationally-focused company,
- 6) apply methods for the management of a sales organisation.

Competencies

The student can:

- 1) handle and identify needs for relevant financial and legal information in connection with international sales tasks in different types of companies,
- 2) independently participate in interdisciplinary teams and create a motivating environment in the sales department,
- 3) handle sales meetings centred on the financial results and human focus areas,
- 4) independently handle complex tasks and development-oriented situations in connection with international sales and marketing, and
- 5) identify their own learning needs and structure these in various learning environments within international trade and marketing.

2. The programme includes 4 national subject elements

2.1. The company's strategic basis (business model)

Contents

The subject element includes strategic analyses of companies, including strategic directions and business models for B2C, B2B and B2G, and analyses of companies' resources and competencies, including in relation to the company's innovative platform, processes and driving forces. The analyses also incorporate the company's economic and financial foundation, cost perceptions, capacity utilisation and product mix optimisation.

The subject element covers an understanding of the supply chain/SCM and the geographical location of production and centres of excellence, including choices for distribution channels, partnerships and outsourcing. The subject element also covers various legal aspects, including sources of law, international private law, types of conflict resolution and distribution forms.

The subject element also includes a review of the scientific theory paradigms and perspectives on knowledge, insight and knowledge recognition, as well as frameworks for investigative design.

Learning objectives for the company's strategic basis (business model)

Knowledge

The student has:

- knowledge of various types of business models, and of the models and theories used to understand a company's strategic basis, including innovation and disruption
- knowledge of different strategic approaches related to the concept of innovation and knowledge of disruption as a concept and development direction
- knowledge of and understands relevant theories and models for analysis of the company's strategic platform, including the company's innovative platform
- knowledge of the elements of the company's supply chain from a strategic perspective
- knowledge of and understands relevant economic models in relation to business models
- knowledge of key perspectives on knowledge, insight and recognizing
- knowledge of various methods of generating, processing, analysing and assessing knowledge
- knowledge of international sources of law, their interrelationships, and their relationship with national sources of law
- knowledge of international conflict resolution models.

Skills

The student can:

- apply and discuss the different strategic approaches, including in particular marketing strategies and the role of innovation in the business model
- analyse and assess the company's strategic development opportunities and innovative platform
- assess the consequences of changes in the company's strategic supply chain
- perform an economic analysis, an assessment and a prioritisation of the product mix in various cost models based on application of traditional standard cost
- communicate the influence of scientific theory paradigms on knowledge and methods of information gathering
- develop a framework for a study design, including problem formulation, paradigm choices and methodological considerations
- apply rules on governing law and jurisdiction in international sales and assess the consequences of the choices made
- implement and make a reasoned choice between the different business models and forms of distribution.

Competencies

The student can:

- assess the company's strategic situation and make recommendations for innovative improvements to the business model
- independently prepare a reasoned basis for decision-making with an assessment of the profitability of the customer portfolio and its expected earning potential
- assess, argue and reflect on the choice of theory and method, including paradigm selection, study design and application.

ECTS weight

National subject element The company's strategic basis is worth 10 ECTS credits.

2.2. Customer focus

Contents

The subject element covers analyses of current and potential customers, including their strategic situation, needs and wishes. These analyses provide the basis for developing the company's strategies and market offerings for existing and potential customers. In this connection, the element also covers work on the development and retention of the customer base through relationship strategies.

The subject element also covers analyses of the company's sales organisation in relation to the sales team and purchasing centre, including relations with other corporate functions and business partners. It also covers work with international strategies for the company's supply chain and logistical support for sales, and the integration of various sales channels – omni-channel, digital and physical. Strategies are based on an analysis of the company's financial situation, including product and customer mix, economic customer life cycle analyses and the legal context, including international purchasing and contract law, transport law and public procurement law.

The subject element's analyses and strategies are based on the students' ability to combine commercial theory with methodology in scientific projects.

Learning objectives for Customer focus

Knowledge

The student has:

- knowledge of and understands relevant theories and models for analysing a company's competencies and customer base, as well as developing the customer portfolio, including profitability reports
- knowledge of and understands the company's market offerings and potential marketing strategies
- knowledge of general strategic approaches and models for structuring and organising sales
- understanding of the theoretical tools in relation to the company's supply chain for the development of an international sales foundation
- knowledge of and understands tools and methods for assessing customer and product portfolios in relation to profitability, and alternative methods for profitability calculation
- knowledge of theories and models for assessing insourcing and outsourcing
- knowledge of methods and approaches for creating knowledge
- knowledge of the general principles of the EU's procurement rules for sales to public authorities.

Skills

The student can:

- analyse and assess the current and future customer base as well as individual customers in relation to the company's value proposition, using methods and tools for analysing the customers' behaviour, including the use of big data and profitability reports in the domestic and international markets
- analyse the company's competencies
- analyse the company's innovation culture and processes
- analyse and assess an internationally focused company's choice of supply chain

- analyse and organise the company's supply chain, including selection of partnerships in relation to the organisation of sales and with a focus on ensuring customer satisfaction and quality experience
- calculate and assess profitability through the use of Activity Based Costing
- identify relevant total life cycle costs (TLCC) and customer lifetime value (CLV)
- generate, process and interpret quantitative and qualitative data
- use criteria to assess the relevance and quality of data and theories
- apply basic rules governing the maritime and road transport agreement, with particular emphasis on the carrier's liability.

Competencies

The student can:

- independently participate in interdisciplinary teams in relation to the company's work with marketing intelligence with a customer focus, and subsequently be able to develop the company's marketing strategy
- work independently with the company's customer relations
- discuss choosing a strategy for enterprise customers
- prepare evidence-based reports and projects
- independently participate in professional and interdisciplinary collaboration on the conclusion of international sales agreements.

ECTS weight

National subject element Customer focus is worth 20 ECTS credits.

2.3. Sectors and competitors

Contents

The subject element covers analyses of competition, competitors and cluster and network collaborations whereby the company can carry out benchmarking in relation to the supply chain, social responsibility and sustainability, including CSR, and the international economic environment, and seen in relation to competition law. The subject element also requires a methodical approach to acquiring knowledge based on the theoretical standpoint.

Learning objectives for Sectors and competitors

Knowledge

The student has:

- knowledge of relevant theories and models of competitive positions in the market and their implementation in a microeconomic and mesoeconomic context
- knowledge of CSR, social responsibility and sustainability

- knowledge of basic benchmarking theories and models in forms of competition, SCM and financial and non-financial benchmarking
- knowledge of significant academic positions from a business economics perspective
- knowledge of Danish and European competition law and the interplay between the regulations.

Skills

The student can:

- benchmark the company internally and externally
- analyse and evaluate the competitive position of different companies as a basis for the individual company's market offering. In relation to the above, the student must be able to benchmark a company in relation to a sector and the company's closest competitors, including sales strategies
- analyse the company's social dimension in relation to the company's strategic position
- draw on relevant theories and models in connection with benchmarking an international company's supply chain
- based on a business economics problem formulation, develop a study design including recommendations for practical implementation.

Competencies

The student can:

- independently address the company's competitive challenges and communicate these to the rest of the organisation

ECTS weight

National subject element Sectors and competitors is worth 5 ECTS credits.

2.4. Sales management and the company's sales development

Content

The subject element covers insight into the development of international sales strategies, including online and offline strategies, CRM for new and existing customers, customer follow-up, and key account and global account management.

The subject element also covers insight into organisational development and change management, taking into account employment law, and measuring efficiency and risk assessment for the company's supply chain. The subject element covers budgeting, balanced scorecard and the triple

bottom line in the selection of strategies for the company. The subject element also requires students to incorporate and reflect on the significance of the theoretical standpoint for analyses.

Learning objectives for Sales management and the company's sales development

Knowledge

The student has:

- understanding of key theories, models and methods for development of the company's sales and customer base using various approaches
- knowledge and understanding of relevant theories and models in relation to business models with a focus on sales
- knowledge of tools for measuring the efficiency of the company's supply chain
- knowledge of methods and models for supply chain risk assessment
- understanding of alternative budget models
- knowledge of alternative financial and non-financial reporting methods
- knowledge of different approaches to dissemination of insight and knowledge in reports and projects.

Skills

The student can:

- justify and communicate selected strategies in a sales plan to relevant stakeholders
- analyse and evaluate the activities and action parameters linked to the company's market offerings to customers in general and specific customers, in order to be able to suggest possible changes in strategy and initiatives
- prepare a plan for the development of the organisation
- prepare a follow-up plan for the company's business model in relation to measuring the effectiveness of the company's supply chain
- define budget assumptions and prepare and evaluate a total budget for the company's strategic decisions and assess the financial impacts of this
- develop strategy maps and balanced scorecards
- write evidence-based reports and projects, including following academic formalities, communicate study results and proposed solutions, etc., in a clearly legible and readable report
- apply employment law regulations in an international context, including in accordance with the rules on governing law and jurisdiction, with a special focus on recruitment and retention, posting and dismissal.

Competencies

The student can:

- based on the company's data foundation, assess, manage and lead the development of sales strategies in complex situations involving relevant stakeholders
- prepare analyses of the company's overall activities as well as work independently with the company's strategic customer base
- identify their own learning needs, in order to develop and maintain relevant competencies for working based on a holistic approach
- independently analyse and participate in the development of an organisational action plan to ensure implementation of the sales plan
- work with the sales function to optimise the company's combined sales efforts based on efficiency throughout the entire supply chain

ECTS weight

National subject element Sales management and the company's sales development is worth 10 ECTS credits.

2.5 The number of exams in the national subject elements

There are 2 exams in the national subject elements, as well as one further exam in the bachelor project. For the number of exams in the internship, please refer to section 3.

For a comprehensive overview of all the programme's exams, please refer to the institutional part of the curriculum, as the national subject elements described in this curriculum can be examined together with the subject elements specified in the institutional part of the curriculum.

3. Internship

Learning objectives for student internships

Knowledge

The student has:

- knowledge of theory, methodology and actual practice
- an understanding of concepts and methods and can reflect on their use
- experience from participation in solving practical work tasks.

Skills

The student can:

- put acquired knowledge into practice for the business
- assess theoretical and practical issues and propose solutions
- use and communicate relevant theories for the resolution of tasks based on practice.

Competencies

The student can:

- see his/her own professional role in relation to the specific tasks and identify personal learning needs and develop personal knowledge, skills and competences in relation to the specific tasks
- independently engage in professional as well as interdisciplinary cooperation.

ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is completed with 1 exam.

4. Requirements for the Bachelor Project

The learning objectives for the Bachelor project are identical to the programme's learning objectives listed above under point 1.

The Bachelor's project must document the student's understanding of and ability to reflect on the practices of the profession and the use of theory and method in relation to a real-life problem. The problem statement that must be central to the programme and profession, is formulated by the student, possibly in collaboration with a private or public company. The Academy approves the problem statement.

Exams for the Bachelor Project

The Bachelor project completes the programme in the last semester once all the preceding exams have been passed.

ECTS weight

The Bachelor Project is weighted 15 ECTS credits.

Examination form

The exam is an oral and written examination with an external co-examiner, a combined mark is given based on the 7-point scale for the written project and the oral presentation.

5. Rules on credit

Passed programme elements are equivalent to similar programme elements taken at other educational institutions offering this programme.

The students are obliged to inform us of any completed educational elements from another Danish or foreign higher education programme or any jobs which are likely to provide credit.

The Academy approves, in each instance, credit on the basis of completed programme elements and any jobs which meet the objectives of the subjects, the educational part and the internship parts.

The decision is taken according to an academic assessment.

For prior credit approval of studies in Denmark or abroad, students are required to document each approved and completed programme element on the completion of these studies.

In connection with applying for prior credit approval, the students give permission that the Academy can obtain the necessary information after the student's completion.

On approval according to the above, the programme element is deemed to be passed if it was passed according to the rules of the programme in question.

The following credit agreements have been made for the national subject elements:

6. Academic criteria for selecting candidates for top-up programmes

- Average grade from the qualifying examination
- Grade and ECTS credits in marketing, economics, law and organisation
- The reasoned application
- Relevant work experience, including compulsory military service (max. 12 months)
- Relevant supplementary training and/or courses
- Other experience, such as attending a folk high school, stays abroad, voluntary work (min. 3 months)

Applicants may also be called in to an interview before admission.

Each institution indicates on its website which of the above criteria form the basis for admission.

7. Commencement and transitional schemes

Commencement

This part of the national curriculum is valid from 20.08.2018 and is valid for students who are enrolled after 20.08.2018.

Simultaneously, the previous joint national curriculum is NOT valid from the 01.08.2021.