

CURRICULUM
for the
BACHELOR'S DEGREE
PROGRAMME IN
INTERNATIONAL SALES
AND MARKETING

Effective date: 20 August 2022

Contents

1.	The programme's goals for learning outcomes	3
1.	The study programme comprises four national subject elements	3
1.1.	The company's strategic basis (business model).....	3
1.2.	Customer focus	5
1.3.	Sectors and competitors.....	6
1.4.	Sales management and the company's sales development	7
2.	Internship	8
3.	Requirements for the bachelor's degree project.....	9
4.	Rules for credit transfer	9
5.	Commencement and transitional schemes	10
5.1.	Transitional regulations	10

This, the national part of the curriculum for the Bachelor's Degree Programme in International Sales and Marketing, is issued in accordance with subsection 22(1) of the ministerial order on technical and commercial academy profession degree programmes and bachelor's degree programmes. This Curriculum is supplemented with an institutional part which is laid down by each individual educational institution that provides the programme.

The Curriculum was drawn up by the educational network for the Bachelor's Degree Programme in International Sales and Marketing and approved by all the institutions providing the programme.

Please note that this is a translation of a Danish curriculum. The translation is intended for information purposes only. In the event of any discrepancy between the translation and the original, the original shall prevail.

1. The programme's goals for learning outcomes

Knowledge

Graduates should have acquired:

- knowledge of practice, applied theories and methods in sales and marketing in an international context and the ability to reflect on them
- knowledge of key theories and models required for B2B, B2C and B2G sales and marketing
- knowledge of key laws and rules applying to international marketing and sales
- knowledge of relevant models for assessing growth and development opportunities
- knowledge of management theories and methods.

Skills

Graduates should have acquired the skills to:

- develop, assess and implement international sales strategies for various types of companies
- argue for and communicate the selected strategies in a strategic marketing and key account plan to relevant stakeholders
- assess the company's competitive situation as a basis for formulating the company's parameter focus, centred on sales
- apply relevant models to implement product and concept development in the company, including innovative projects
- assess and apply legal methods and tools to support sales in an internationally-focused company
- apply methods for the management of a sales organisation.

Competencies

Graduates should be able to:

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

1. The study programme comprises four national subject elements

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

Content

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 understanding, capacity utilisation and product mix optimisation.

The subject element covers understanding 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 parameters for research design.

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

Knowledge

On completion, students should have acquired:

- knowledge of different types of business models as well as which models and theories to apply in terms of understanding a company's strategic basis, including innovation and disruption
- knowledge of various strategic directions related to the concept of innovation and knowledge of disruption as a concept and direction for development
- knowledge of and the ability to understand relevant theories and models for the analysis of a company's strategic platform, including the company's innovative platform
- knowledge of elements of a company's supply chain as seen from a strategic perspective
- knowledge and an understanding of relevant economic models in relation to business models
- knowledge of central perspectives on knowledge, insight and recognition
- knowledge of various methods for generating, processing, analysing and assessing knowledge
- knowledge of international sources of law and their interrelationships as well as their relations to national sources of law
- knowledge of international conflict resolution models.

Skills

On completion, students should have acquired the skills to:

- apply and discuss the different strategic directions, including in particular marketing strategies and the role of innovation for the business model
- analyse the company's strategic development opportunities and innovative platform
- assess the consequences of changes in the company's strategic supply chain
- carry out an economic analysis, an assessment and a prioritisation of a product mix in different cost models through the use of traditional standard cost
- communicate the influence of paradigms of philosophy of science on knowledge and methods for information collection
- draw up the theoretical framework for a study design, including problem statement, choice of paradigm and considerations of the choice of method
- apply rules on governing law and jurisdiction in international sales and assess the consequences of the choices made
- carry out and make a well-argued choice between different business models and forms of distribution.

Competencies

On completion, students should be able to:

- assess a company's strategic situation and make recommendations to innovative improvements of the business model
- autonomously prepare a reasoned decision basis including an assessment of the profitability of the customer portfolio and expected earnings potential
- assess, argue for and reflect on the choice of theories and methods, including the choice of paradigm, study design and application.

ECTS weight

The company's strategic basis (business model) is worth 10 ECTS credits.

1.2. Customer focus**Content**

This subject element covers analyses of current and potential customers, including their strategic situation, needs and wishes. The 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 scientific commercial theories with methodologies in scientific projects.

Learning objectives for Customer focus**Knowledge**

On completion, students should have acquired:

- knowledge and an understanding of relevant theories and models for analysing a company's competences, customer base and for the development of a customer portfolio that includes profitability calculations
- knowledge of and an understanding of the company's market offerings and possible marketing strategies
- knowledge of general strategic approaches and models in structuring and organising a sale
- an understanding of the theoretical tools relating to a company's supply chain for the development of a foundation for international sales
- knowledge and an understanding of tools and methods for assessing the profitability of the customer and product portfolios as well as alternative models for profitability calculations
- knowledge of theories and models for the assessment of in and outsourcing
- knowledge of methods and approaches to knowledge generation
- knowledge of the general principles of EU public tendering rules for selling to public authorities.

Skills

On completion, students should have acquired the skills to:

- analyse and assess the current and future customer base as well as the individual customer in relation to the company's value proposition through the use of methods and tools for analysing customer behaviour, including big data and profitability calculations on the national and the international markets
- analyse the company's competences
- analyse the company's innovation culture and processes

- analyse and assess an internationally oriented company's choice of supply chain
- analyse and organise the company's supply chain, including the choice of partnerships relating to the organisation of a sale and focusing on ensuring customer satisfaction and quality experience
- calculate and assess profitability using 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 for assessing the quality and relevance of data and theories
- apply basic rules governing maritime and road transport agreements, with particular emphasis on the carrier's liability.

Competencies

On completion, students should be able to:

- autonomously participate in multidisciplinary teams relating to the company's marketing intelligence efforts that take customers as their starting point to enable subsequent development of the company's marketing strategy
- work autonomously on the company's customer relations
- discuss the choice of strategy for the company's customers
- prepare evidence-based reports and projects
- autonomously take part in single-disciplinary and multidisciplinary cooperation about entering into international sales agreements with special attention to:
 - ② international contract formation and international purchasing (CISG)
 - ② terms and conditions of sale and delivery
 - ② incoterms
 - ② security for purchase price.

ECTS weight

Customer focus is worth 20 ECTS credits.

1.3. Sectors and competitors

Content

This 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 in relation to competition law.

The subject element also requires a methodical approach to acquiring knowledge based on a theoretical standpoint.

Learning objectives for Sectors and competitors

Knowledge

On completion, students should have acquired:

- knowledge of relevant theories and models of competitive positions in the market and their implementation in a microeconomic and meso-economic 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 as seen from the aspect of business economics

- knowledge of Danish and European competition law and the interplay between regulations.

Skills

On completion, students should have acquired the skills to:

- benchmark the company internally and externally
- analyse and evaluate the competitive position of different companies as a basis for an individual company's market offering In relation to the above, students should be able to benchmark a company in relation to a sector and to 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 the supply chain of an international company
- develop a study design, including recommendations for practical implementation, on the basis of a business economics problem statement.

Competencies

On completion, students should be able to:

- autonomously address a company's competitive challenges and communicate them to the rest of the organisation.

ECTS weight

Sectors and competitors is worth 5 ECTS credits.

1.4. 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 organisation development and change management that takes employment law into account, as well as measuring efficiency and making risk assessments of a 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 the students to incorporate and reflect on the significance of particular theoretical standpoints to analyses.

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

Knowledge

On completion, students should have acquired:

- an understanding of key theories, models and methods for developing a company's sales and customer base using various approaches
- knowledge and understanding of relevant theories and models in relation to business models that focus on sales
- knowledge of tools for measuring the efficiency of a company's supply chain
- knowledge of methods and models for supply chain risk assessment
- an understanding of alternative budget models

- knowledge of alternative financial and non-financial reporting methods
- knowledge of different approaches to communicating insight and knowledge in reports and projects.

Skills

On completion, students should have acquired the skills to:

- 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 as well as market offerings to specific customers, in order to be able to suggest possible changes in strategy and initiatives
- prepare a plan for the development of an 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 subsequent financial impacts
- develop strategy maps and balanced scorecards
- write evidence-based reports and projects, including adhering to academic formal requirements, communicating study results and proposed solutions, etc., in a clearly organised and legible report
- apply employment law regulations in an international context, including in accordance with the rules on law and jurisdiction, with a special focus on recruitment and retention, posting and dismissal.

Competencies

On completion, students should be able to:

- based on a company's data foundation, assess, manage and lead the development of sales strategies in complex situations involving relevant stakeholders
- prepare analyses of a 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 taking a holistic approach to their work
- autonomously analyse and participate in developing an organisational action plan to ensure the implementation of the sales plan
- work with the sales function to optimise the company's combined sales efforts based on a desire for efficiency throughout the entire supply chain.

ECTS weight

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

2. Internship

Learning objectives for the internship

Knowledge

On completion, students should have acquired:

- knowledge of the theories, methods and practices of the profession
- an understanding of concepts and methods and the ability to reflect on their use
- experience from participating in solving practical work tasks.

Skills

On completion, students should have acquired the skills to:

- put their acquired knowledge into professional practice
- assess theoretical and practical issues and propose solutions
- use and communicate relevant theories for performing tasks with the internship host company or organisation.

Competencies

On completion, students should be able to:

- see their own professional role in relation to the specific tasks and identify their personal learning needs and develop their knowledge, skills and competencies in relation to the specific tasks
- autonomously engage in professional as well as multidisciplinary collaboration.

ECTS weight

The internship is worth 15 ECTS credits.

Number of exams

The internship is finalised by one examination.

3. Requirements for the bachelor's degree project

Alongside the other exams included in the programme, the bachelor's degree project should document that the student has achieved the objectives of the study programme.

In the bachelor's degree project, the student must document an understanding of practice as well as key theories and methods related to a practice-related problem or issue. The problem should be based on a specific task within the field of the study programme. The student must formulate – possibly in collaboration with a private or public enterprise – the problem statement which must be important to the study programme and the profession. The educational institution must approve the problem statement.

The bachelor's degree project exam

The bachelor's degree project concludes the study programme, and the examination takes place once all the preceding exams have been passed.

ECTS weight

The bachelor's degree project is worth 15 ECTS credits.

Examination type

The exam is made up of a written project and an oral examination. The exam is externally assessed and is given an individual grade according to the 7-point grading scale for the combined written project and oral performance.

4. Rules for credit transfer

In terms of ECTS credits, passed educational elements are equivalent to corresponding educational elements pursued at other educational institutions offering the same study programme.

The student must inform the institution of any educational elements that were completed with another Danish or foreign higher education institution as well as any work experience that may reasonably be presumed to earn the student academic credit.

The educational institution approves credit transfer in each individual case on the basis of completed educational elements and work experience that match subject elements, educational elements or the internship of the study programme.

The decision whether to award credit transfer is based on an academic assessment.

In cases of pre-approval of study periods in Denmark or abroad, the student must document the completion of educational elements of the pre-approved study period after finishing that study period.

When applying for pre-approval, the student must consent to allow the educational institution to collect any required information after they completed the period abroad.

For approvals according to the above rules, an educational element is considered completed if it was passed in accordance with the regulations governing the specific study programme.

5. Commencement and transitional schemes

This national part of the Curriculum will come into effect as of 20 August 2022.

This Curriculum applies to students who commence the study programme after the effective date.

5.1. Transitional regulations

For students who are currently enrolled on the programme, the following applies:

until 1 September 2023, students who commenced the study programme before the effective date will be subject to the national curriculum that came into force on 20 August 2018.