STUDY IN DENMARK

EXCHANGE PROGRAMMES AT THE INTERNATIONAL BUSINESS ACADEMY

Academic Year 2027 – 2028

INTERNATIONAL BUSINESS ACADEMY

WELCOME TO THE IBA!

I'm thrilled to welcome you to the start of your study abroad journey at the IBA. Studying here is more than just earning credits — it's an exciting voyage of discovery that will shape your entire life. At the IBA, you will grow not only academically but also personally, socially, and culturally. As you dive into your studies, you'll expand your network, gain a global perspective, and immerse yourself in a new culture. By the time you complete your study abroad semester or short-term project in Denmark, I hope you'll have learned a lot about yourself and your dreams for the future.

BROADEN YOUR PERSPECTIVE

We all view the world through the lens of our own culture, upbringing, and experiences. This perspective shapes how we see things, but it can also limit our understanding. Sometimes, it's only by stepping out of our comfort zone — by travelling far from home — that we can truly see ourselves and the world around us more clearly.

By choosing to study abroad, you've already taken a significant step in broadening your horizons. Through your experiences here, you'll come to appreciate different perspectives and understand how the world can be viewed in so many ways. At the IBA, you'll learn to embrace this diversity, collaborating with peers from various disciplines, cultures, and nations. This will not only enrich your education but also prepare you to communicate and work effectively in a global environment.

WE'RE HERE TO GUIDE YOU

I know that studying far from home can be both exciting and challenging. You're stepping into a new environment, adjusting to a different culture, forming new relationships, and finding your way without the familiar support of your usual network. But you won't be alone on this journey. Our dedicated team of study counsellors and fellow students is here to support and guide you every step of the way.

We're committed to helping you settle in and feel at home in Kolding. If you stay for a whole semester, we'll introduce you to local culture, sports, and social activities — some in collaboration with Danish students and others with students from nearby institutions. These experiences are designed to help you integrate and make the most of your time here.

At the IBA, you can expect quality, engagement, and personal development. And we expect the same commitment from you. Together, we'll make this an unforgettable and transformative experience.

Carsten Vikkelsøe
President

SEMESTER PROGRAMMES

Autumn Semester 2027

PROGRAMME	SEMESTER	COURSES/SUBJECTS
E-Commerce and Digital Marketing	Semester 1	Students must take the following courses as a package: • Introduction to Business and Academic Skills - 5 ECTS • Understanding the Business (Global Economy, Marketing, Finance, Business Law) - 20 ECTS • Web Design - 5 ECTS **The course will be offered provided there are sufficient number of students signed up*
AP Degree in Multimedia Design	Semester 3	Students can choose one of the following courses: • AI Manager/Web Development - 30 ECTS* • AI Manager/Content production - 30 ECTS* **Electives will be offered provided there are sufficient number of students signed up*
Top-up BA in International Sales and Marketing*	Semester 1	Students must take the following courses as a package: • Marketing - 17,5 ECTS • Organization & Supply Chain Management - 5,5 ECTS • Economics/Financial Management – 4,5 ECTS • Business Law – 2,5 ECTS **The course will be offered provided there are sufficient number of students signed up*

Spring Semester 2028

PROGRAMME	SEMESTER	COURSES
E-Commerce and Digital Marketing	Semester 2	Students must take the following courses as a package: • Methodology – 5 ECTS • Web Technology– 5 ECTS • CX (UX) Customer Experience– 5 ECTS • E-commerce technology- 10 ECTS • Project Management – 5 ECTS **The course will be offered provided there are sufficient number of students signed up*
Top-up BA in International Sales and Marketing*	Semester 1	Students must take the following courses as a package: • Marketing - 17,5 ECTS • Organization & Supply Chain Management - 5,5 ECTS • Economics/Financial Management – 4,5 ECTS • Business Law – 2,5 ECTS **The course will be offered provided there are sufficient number of students signed up*

Read more about exchange programmes.

Students cannot mix and match between programmes and must take all the subjects/ECTS that are being offered on the selected programme.

Study programmes at the IBA are typically aimed at undergraduate students, however, in cases where students' home institutions approve their selection of an the IBA exchange study programme, we may consider graduate students for participation in our exchange programmes.

Language of instruction of exchange programmes is English. We do not require an official language test, but we expect exchange students to have an English proficiency level equivalent to B2.

DANISH GRADING SYSTEM

GRADE	DANISH GRADE
A	12
B	10
C	7
D	4
E	02
FX	00
F	-3

The passing mark is 02(E)

SHORT-TERM PROGRAMMES

In addition to our semester-long study programs, the IBA offers short-term opportunities such as International Weeks/Erasmus+ Blended Intensive Programmes focused on business, ICT/multimedia, marketing, innovation, and entrepreneurship, available during both the Spring and Autumn semesters.

Read more about International Weeks.

STUDENT HUB

KOLDING

Located in the heart of Denmark, Kolding is one of the larger cities, known for its strong tradition in business education. Today, it is home to four higher education institutions offering a wide range of academic and extracurricular opportunities. With a population exceeding 90,000, Kolding municipality strikes a perfect balance — large enough to provide an abundance of social, sports, recreational, and cultural activities, yet small enough to maintain a warm, welcoming atmosphere.

Kolding is situated in one of Denmark's fastest-growing and most economically vibrant regions, making it highly accessible by air, road, and rail. Denmark is renowned for its low crime and accident rates, and Kolding offers students a safe and secure environment. The compact size of the city makes it easy to explore on foot, with most major attractions within walking distance. Cycling, a popular and convenient way to get around, is also well-supported with excellent infrastructure.

Communication is rarely a challenge, as most Danes speak fluent English, making it easy to navigate shops, public transportation, and daily life.

ACCOMMODATION

While students are responsible for securing their own accommodation, finding a place to live in Kolding is generally straightforward. To ensure you find the type of housing you want at the right price, it is essential to apply early. We recommend starting your search at www.studentkolding.dk.

Additionally, several private housing companies in Kolding offer affordable rental options. Be prepared to pay a deposit when renting, and note that most apartments are typically unfurnished. However, there is a wide variety of affordable new and used furniture available. For those seeking furnished rooms, visit www.metropolis-kolding.dk.

LIVING COSTS

It is important to take into account all living costs. This includes travelling to and from Denmark, accommodation, food, and leisure activities. It is cheaper if you are prepared to share an apartment. You should allow approximately 800-1200 Euros monthly to cover all your expenses.

SPORTS AND LEISURE

Kolding is an ideal location for those with an active lifestyle, offering abundant green spaces, numerous sports facilities, and scenic walking and cycling trails. The city hosts an impressive swimming and aquatic center, along with several well-equipped fitness centres. For shopping enthusiasts, the town centre features a variety of stores, while a large shopping mall, complete with a multiplex cinema, is just a 15-minute bus ride away.

BUDDY PROGRAM

The IBA buddies are student volunteers assigned to assist you during your first weeks in Denmark, a period when many things may seem unfamiliar and strange. Prior to your arrival in Kolding, you will be provided your buddy's name and contact information. It is important that you reach out to them and inform them of your arrival date so that they can arrange to meet you at the train or bus station in Kolding. Your buddy will also show you around the campus and offer guidance on practical matters.

WELCOME DAY

On Welcome Day, you will receive practical and valuable information about the teaching and learning processes at the IBA, as well as guidance on the registration process. As part of the experience, you'll also have the opportunity to visit Koldinghus, the medieval castle at the heart of Kolding.

CAMPUS KOLDING

Campus Kolding provides information about student life in Kolding, including practical details about events, discounts, sports activities, and many more. You can also find a Guide to Newcomers on its website.

DANISH CLASSES

You have the opportunity to take free Danish language classes at Sprogskolen Kolding, the public language school conveniently located just across the road from the IBA. They offer Danish lessons twice a week, with afternoon and evening sessions available.

CHINESE CLASSES

With the IBA Confucius Institute, you can take free Chinese language classes at various levels. After completing a semester, you will have an opportunity to participate in a two-week summer camp in Shanghai, China.

EDUCATION THAT WORKS!

For more information please contact us at
studyexchange@iba.dk

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