

the choice of
your life!



**BUSINESS
ACADEMY
SOUTHWEST**

“ Education is the power to think clearly, the power to act well in the world’s work, and the power to appreciate life. ”

Brigham Young (1801-1877)

Welcome

The choice of study is one of the most important choices of your life. We hope that with this brochure you will be able to make the right choice and select the programme that fits your plans for the future.

The mission of Business Academy SouthWest is to provide students with education of the highest possible quality. Furthermore, it is our aim to carry out the educations in close co-operation with local businesses and industrial companies as well as international companies. Consequently Business Academy SouthWest has agreements with several national and international businesses and educational institutions.

Business Academy SouthWest is one of the biggest academies in this region of Denmark and we offer educational programmes in both Esbjerg and Sønderborg.



▶ **Study in Denmark**
Esbjerg and Sønderborg are good places to study - feel at home in a safe and modern society.



▶ **Programmes**
A world of opportunities - AP Programmes and top-up Bachelor programmes.



▶ **THAT IS WHY!**
Meet our students and read the student testimonials.



▶ **PRACTICAL**
Practical information about how to apply, accommodation, tuition fees, work ect.

The academy is mainly financed by the Government and all programmes at the academy are approved by the Danish Ministry of Education. Although the academy has institutional autonomy, we must follow general regulations concerning teacher qualifications, award structures, study programmes and quality assurance. This sets a nationwide quality standard for higher education in Denmark.

Welcome to the choice of your life and welcome to Business Academy SouthWest in Denmark

Business Academy SouthWest welcomes students from all over the world. The multi cultural classes with students from many countries make the lectures here an experience to remember. Once here, you will find that the Scandinavian methods of teaching are project oriented, practical and interactive.

Business Academy SouthWest offers 2-year AP Degree programmes and 1 ½-year top-up Bachelor programmes and in this brochure you can read about the different programmes that we offer. You will also meet the students and graduates who are now in jobs around the world.

- In choosing an education at Business Academy SouthWest, you also choose an exciting time in an inspiring, international environment. Years with new friends and plenty of opportunities - because while our professional standard is high, we equally want to provide you with the chance to develop as a person.
Henrik Larsen, Principal.

- We have more than 120 international students at Business Academy SouthWest from 30 different countries and our staff at the international office is always ready to help you.
Søren Haahr Jensen, Head of International Department.

We are looking forward to welcoming you at Business Academy SouthWest!

Best regards,



Mr Henrik Larsen
Principal



Mr Søren Haahr Jensen
Head of International Department



Study in Denmark

Welcome to Esbjerg & Sønderborg
- good places to study!

Long white beaches, quality of life, culture and educational opportunities make it an exciting choice to study in Denmark.

Choose to study in Esbjerg or in Sønderborg

and you will quickly find that the cities have more to offer than you had ever imagined.

Esbjerg & Sønderborg are placed in the western part of Denmark where you easily can feel at home. We offer student accommodation for everybody near the academy and our international office is ready to help you with all practical issues.

▶ about Denmark & Danish culture >>

Denmark is a small country of islands, located in Northern Europe. Denmark, which also consists of Greenland and the Faroe Islands, is a part of Scandinavia. Denmark has approximately 5.4 million inhabitants and is a member of the EU.

The infrastructure is good, and you are never far away from anything - be it the sea, the woods or the vibrant city life. It is a modern democratic, knowledge-based society with an increasing post-industrial service economy, a highly developed agricultural sector and an extensive welfare system. The Danes are informal in dealing with people and have a strong focus on their personal freedom. The Danes are generally well educated, well informed; yet at the same time enjoy a distinctly Danish lack of formality.

Higher education in Denmark is generally judged to be of high academic standing, also from an international perspective.

Denmark has a dynamic and informal study environment. Students are expected to participate actively and to develop a critical and analytical approach to the subjects.

The study form requires a lot of hard and in-

dependent work, which is considered to be academically rewarding for the individual student.

Denmark invests large sums in education. Public expenditure on education amounts to 8 pct of the GDP, making Denmark the number one in the world. Danish higher education has a long academic tradition that combines excellence with a dynamic and innovative culture in research as well as in teaching methods and learning environments.

Denmark enjoys the full range of seasons which often means that winters are cold, and summers are sometimes hot and sunny, sometimes cold and rainy.

For more information please visit:
www.visitdenmark.dk

STUDY IN DENMARK

ESBJERG

SØNDERBORG



ESBJERG

Esbjerg is the fifth largest city in Denmark with a population of 110,000 people. The strategic location, quality of life, culture and educational possibilities makes it a solid choice for studying. Esbjerg is very internationally oriented. The broad scope of educational programmes enables us to attract teachers, and students from all over the world. This creates an international environment for learning in which academic views are exchanged, experience gathered and friendships made.



SØNDERBORG

The town Sønderborg is the host of a living study environment, with young people from a number of different educations. The town centre hums with life, with the walking street, small shops and *water holes*. Outside the centre, water, the beach and the forest tempt you with countless possibilities of leisure time activities. The wellkept, attractive buildings help to enhance the cosy atmosphere which characterizes the whole city.



ACCOMMODATION

We do not offer on-campus accommodation but there are some very nice student dormitories just next to the academy. These dormitories offer very nice and comfortable rooms with bathroom and kitchen at reasonable prices.



SOCIAL LIFE

Studying in Denmark is much more than just taking classes and going to exams. We also have a lot to offer when it comes to sports, culture and night life.

A world of opportunities

Business Academy SouthWest is an independent self-governed institution (under the overall authority of the Danish Ministry of Education) and it offers educational programmes within Business, IT, Design and Technology.

Today the academy has approximately 700 students in total and the annual number of students is increasing. The educational programmes are of high professional and pedagogical quality.

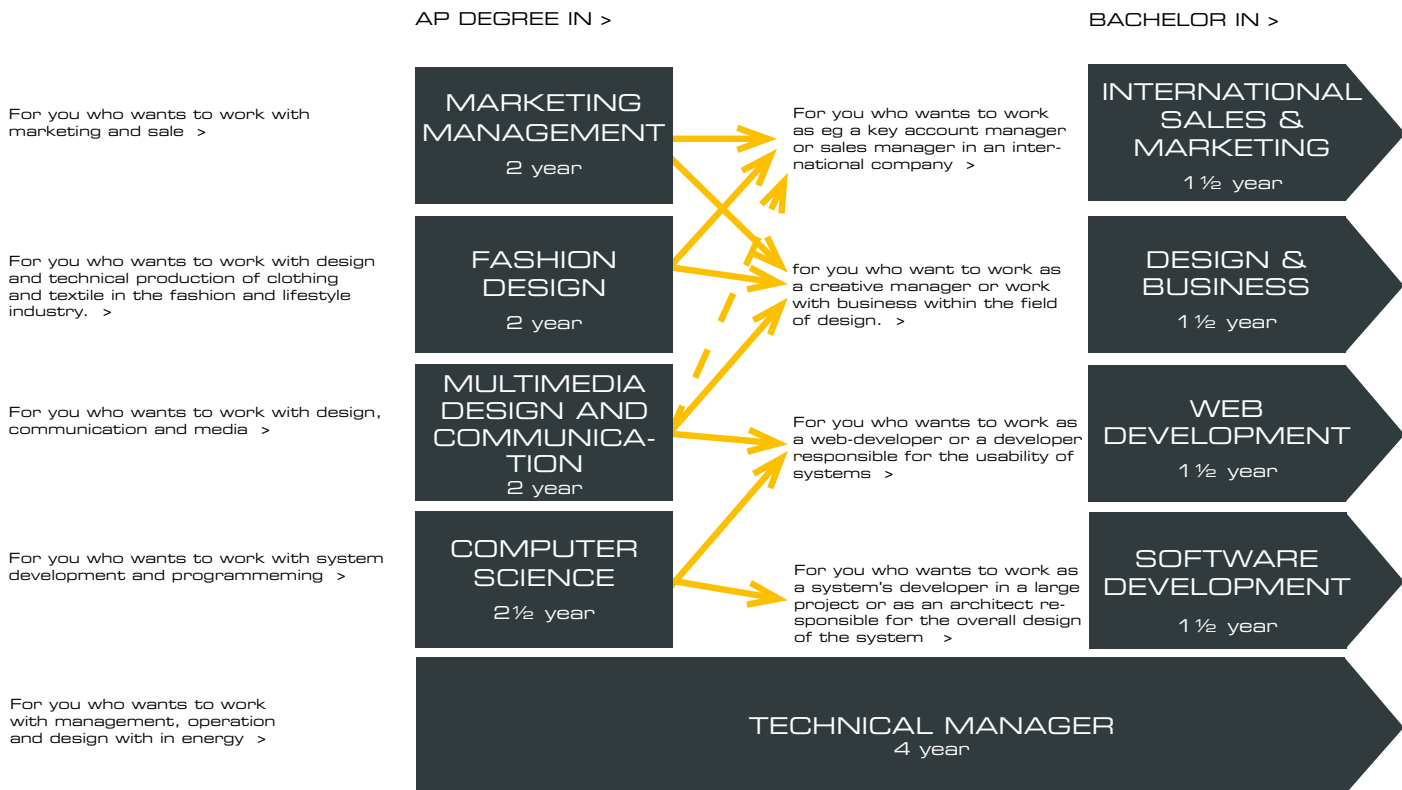
If you have an innovative spirit and entrepreneurial personality then the programmes also

might be your way to gain insight and qualifications for starting your own business adventure. Our Center of Innovation will be your guide and inspiration to be innovative.

The programme structure of Business Academy SouthWest is illustrated below. The structure reflects both the flexibility of the programmes as well as academic future prospects when joining the academy.

The programmes are outlined on the following pages regarding content and how to apply.

▶ programme structure >





YOUR FUTURE 

- www.easv.dk

AP Degree Programmes

The AP Degree programmes typically have a 2-year duration and focuses on theory combined with practical learning. On all programmes there is a compulsory 3 month internship in Denmark or abroad. English is the teaching language of all the programmes mentioned below.

▶ Marketing Management >

The AP Degree in Marketing Management is a 2-year full-time study based on applied science, with international marketing as the main subject and including a range of further subjects such as communication, logistics and management. In the course of your studies you are challenged to combine knowledge of economics, law, communication, organisation and logistics and to apply this with marketing nationally as well as internationally.

Study places: Esbjerg & Sønderborg.

▶ Fashion Design >

The AP Degree in Fashion Design is a 2-year full-time study based on applied science.

During the first part of the programme you acquire an understanding of the entire process of designing, producing and selling fashion products. In the second part of the programme you must choose your line of specialisation. We offer two options: 1) Design or 2) Business.

You will be challenged continually to combine knowledge about design, idea development, construction, technical production, communication, purchasing and trade and to apply this know-how about fashion and lifestyle to textile and clothing industry.

Study place: Sønderborg.

▶ Multimedia Design & Communication >

The AP Degree in Multimedia Design is a 2-year full-time study based on applied science. As a multimedia design student you will learn to design, plan and implement the presentation of information and messages with the help of the latest multimedia tools, both at national and international levels. During the course you are consistently challenged to combine knowledge about design (printed and visual), communication, games, storytelling, project management, AV production, strategy, aesthetics, usability, interaction design, 3D animation, visualisation, concept development and media sociology.

Study place: Esbjerg.

▶ Computer Science >

The AP degree in Computer Science is a 2½-year full-time study based on applied science.

You will be trained to develop, maintain and renew IT systems in companies and you have a combination of software and programme developing subjects. During the course you are challenged to combine knowledge of software construction, software design, data bases, operating systems, IT security, network, organisation and project management.

Study places: Esbjerg & Sønderborg.



The AP Degree programmes provide access to bachelor programmes. You will be able to acquire a top-up Bachelor's Degree in 1 ½ year. (see next page)

Bachelor programmes

After graduating from an AP Degree programme Business Academy SouthWest offers students the possibility to continue their studies in Denmark for a Bachelor's Degree. You will be able to obtain a Bachelor's Degree with 1 ½-year continued studies on top of your AP Degree. We also offer a 4-year Bachelor programme as Technical Manager.

On the Bachelor programmes there are also compulsory internship on the last semester. You also have a wide range of possibilities for further education in other countries, especially in Europe, since the programmes are ECTS accredited.

Top-up Bachelor:

▶ International Sales & Marketing >

The bachelor programme in International Sales and Marketing is a 1 ½-year top-up programme for students that have completed an AP Degree in Marketing Management or equivalent. As a Bachelor of International Sales and Marketing you will develop knowledge and comprehension of business practice, applied theory as well as methods, used for sales and marketing within an international business perspective.

Study place: Esbjerg.

▶ Design & Business >

The bachelor programme in Design & Business is a 1 ½-year top-up programme for students that have completed an AP Degree in Fashion Design, Multimedia Design, Marketing Management or equivalent. The programme is aimed primarily at industries within fashion, lifestyle and experiential-based economy.

You can choose one of the following profiles: 1) Fashion Design or 2) Innovation through design

Study place: Sønderborg.

▶ Web Development >

The bachelor programme in Web Development is a 1 ½-year top-up programme for students that have completed an AP Degree in Multimedia Design, Computer Science or equivalent. As a Bachelor in Web Development you know how to handle the frontend of IT systems using CMS systems. You will also know how web systems are built from scratch using object oriented IDE and relational databases.

Study place: Esbjerg.

▶ Software Development >

The bachelor programme in Software Development is a 1 ½-year top-up programme for students that have completed an AP Degree in Computer Science or equivalent. As a Bachelor in Software Development you know how to handle the back-end part of big distributed IT systems based on large databases.

Study place: Esbjerg.



4-year Bachelor:

► Technical Manager >

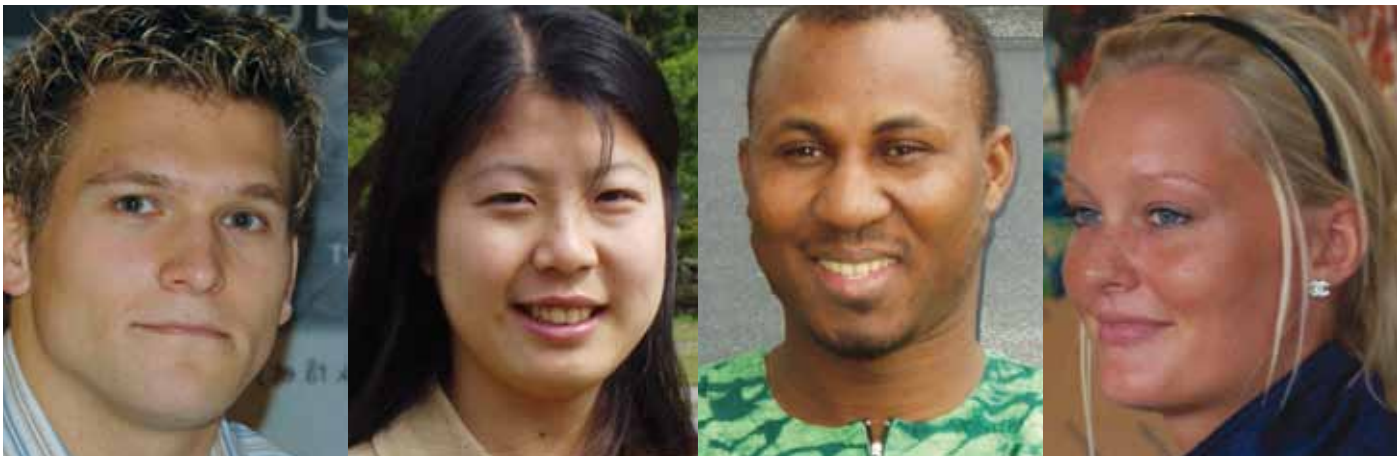
The bachelor programme is a 4-year programme and it is for you who wants to work with management and technical operations in the energy and offshore industry. The object of this bachelor degree in technical management offshore, is to qualify you to manage complex tasks within operation, maintenance, installation of technical plants in a wide range of companies nationally and internationally at management level.
Study place: Esbjerg.



Amber Maurina
USA

I would like to describe my days at Business Academy SouthWest in a few words, even if it's hard because I had so many good days.

Great school, great atmosphere of studying. I learned a lot of practical things here. I met a lot of international people. I had a really good time here.



▶ **Markus Becker**
GERMANY

I chose the AP Degree programme in Marketing Management because of my interest for language, communication and innovation. Especially the innovation specialisation was the reason for choosing Business Academy SouthWest as this is the only academy offering this. Furthermore I think the international image of the academy is very attractive.

▶ **Zhang Aiping**
CHINA

Studying in Business Academy SouthWest, Denmark have given me the opportunity to be a more innovative and hands on person not just a theory knowledge person. The quiet study environment compared to where I come from (Shanghai, China) really relaxes me and I really enjoy the CLEAN air too!! The AP Degree at Business Academy SouthWest has also given me an opportunity to move forward to achieve my Bachelor Degree in Denmark.

▶ **Nath Korley**
Ghana

Many are of the view that studying is a very difficult task, and especially in an international environment. But I tell you that - if you want to have fun, meet the nicest people in Europe, have a strong international network, travel around in Europe, relax and still enjoy your studies and come out successfully - then there is one place to go - Business Academy SouthWest.

▶ **Gudrun Jonsdottir**
ICELAND

I chose the AP Degree programme in Marketing Management over other courses in Denmark because it's international content offered a better opportunity for me. I experienced a pleasant, international study environment and a unique innovative culture. I loved the time I had in Esbjerg and I can thoroughly recommend the academy.

▶ **International Office**

One of the special attractions for international students joining our academy is our student support and counselling. We support and cater for international students and their special needs - when studying and learning in a different educational environment as well as having to make a life in a completely new country and surroundings.

Realizing the importance of a "good" start in Business Academy SouthWest we have established an International office with staff who can support and guide international students during their stay in Denmark.

Tuition fees, Finance, & Scholarship



Tuition fee >

Whether you are required to pay tuition fees will depend on your country of origin and whether you are participating in an exchange programme. Higher education in Denmark is usually provided free of charge for all EU/EEA students and for students who are participating in an exchange programme. All other students have to pay a tuition fee.

Scholarship >

The Danish Ministry of Education has launched a scholarship programme for non EU citizens. Students applying for Business Academy SouthWest from outside EU can apply for the scholarship programme. However, there will only be a very small number of applicants who can obtain a scholarship.

How to apply >

Contact the International Office for further information.
See the back page!

check
easv.dk

Apply

Business Academy SouthWest has intake in September and for the Bachelor in Software Development also in February. We recommend all international students to apply for admission directly through the application forms which you can download from our web page www.easv.dk.

Chinese students have to apply through our representative in China. For further information please contact the international office. Our representative will help applicants fill in application forms, student contracts, visa application forms and help with travel arrangements etc.

For further information please visit:
www.easv.dk

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