



COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN

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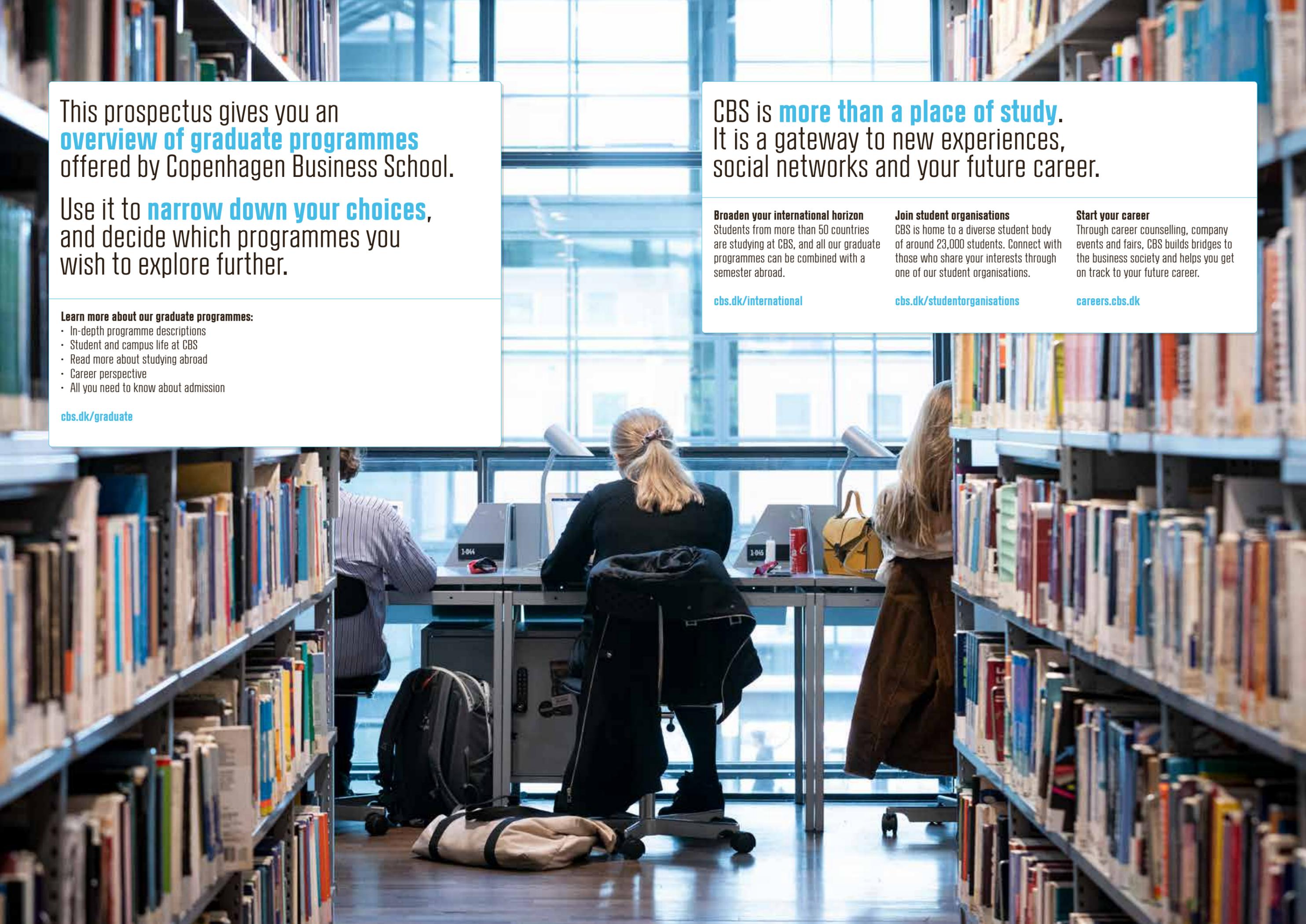
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Kandidatuddannelser 2020

GRADUATE PROGRAMMES 2020

CBS COPENHAGEN BUSINESS SCHOOL
HANDELSHØJSKOLEN

A photograph of a modern library or study area. In the foreground, there are rows of bookshelves filled with books. In the middle ground, three students are seated at long study desks. One student is seen from the back, another from the side, and a third from the front. They are working on laptops. The desks are equipped with lamps and have small numbers (1-044 and 1-045) on them. A large window in the background provides natural light. The overall atmosphere is quiet and focused.

This prospectus gives you an **overview of graduate programmes** offered by Copenhagen Business School.

Use it to **narrow down your choices**, and decide which programmes you wish to explore further.

Learn more about our graduate programmes:

- In-depth programme descriptions
- Student and campus life at CBS
- Read more about studying abroad
- Career perspective
- All you need to know about admission

cbs.dk/graduate

CBS is **more than a place of study**. It is a gateway to new experiences, social networks and your future career.

Broaden your international horizon

Students from more than 50 countries are studying at CBS, and all our graduate programmes can be combined with a semester abroad.

cbs.dk/international

Join student organisations

CBS is home to a diverse student body of around 23,000 students. Connect with those who share your interests through one of our student organisations.

cbs.dk/studentorganisations

Start your career

Through career counselling, company events and fairs, CBS builds bridges to the business society and helps you get on track to your future career.

careers.cbs.dk

Programmes in Business Economics

IN ENGLISH

International Business

By combining qualitative research and statistics with knowledge of macroeconomic, political, cultural and financial issues, you will learn to examine the strategic choices that international and multinational corporations have to make in order to compete in the global environment.

IN ENGLISH

Supply Chain Management

You will acquire an understanding of the theories, processes and models for strategically designing, managing and controlling global supply chains. You will learn how to plan and optimise supply chain operations and develop global supply networks and supplier relations.

Through this you will be able to influence decisions on the operational and strategic level of business management.

📍 Corporate Part-time Master option

IN ENGLISH

International Marketing and Management

You will learn to optimise internal company resources and cohesion, and combine this with a deep understanding of the complexities of its international markets.

Through this combination you will learn to analyse the impact of strategic choices and be able to navigate the challenges of strategic management and marketing in an international context.

IN ENGLISH

Brand and Communications Management

Through a deep understanding of consumers' mindsets and multiple branding perspectives you will be able to effectively build, manage and strategically position brands and plan marketing efforts.

You will learn to increase and measure the value of brands and link the strategic branding decisions to the company's market and financial performance.

IN ENGLISH

Sales Management

By combining tools and theories from customer insights and data analytics with knowledge of digital platforms and business model innovation you will learn to position digitally based marketing and sales functions.

Working with this omni channel management focus will enable you to develop and optimize integrated marketing and sales functions to create customer value, increase business performance and implement commercial excellence.

Økonomisk markedsføring

Ved at have fokus på kundens behov og adfærd, samt på anvendelsen af kvalitative og kvantitative metoder til indsamling og analyse af data, lærer du at udarbejde faktabaserede beslutningsgrundlag for planlægning og gennemførelse af strategier og aktiviteter.

MSc in Economics and Business Administration (cand.merc.)

14 concentrations

IN ENGLISH

Strategy, Organisation and Leadership

You will learn to combine theoretical insights with an understanding of the practical challenges of strategy, organisation and leadership.

This will give you a better understanding of management in a world of continuous change, and of how actions at individual and group level relate to the broader picture of business strategies and society at large.

Human Resource Management

Med nutidens konstante krav om forandring er det i høj grad evnen til at håndtere ansættelsesrelationen og "den menneskelige faktor", der afgør om organisationer overlever og kan udnytte mulighederne i disse forandringer.

HRM giver dig et unikt udgangspunkt for at bidrage til at udnytte de muligheder organisationer har i udviklingen af deres HRM.

Cand.merc. HRM giver dig en erhvervsøkonomisk tonet HRM-uddannelse.

IN ENGLISH

Management of Innovation and Business Development

The programme focuses on innovation from different perspectives including strategy, project management, entrepreneurship, management control and finance.

📍 Double Degree option

IN ENGLISH

Accounting, Strategy and Control

By working with measurements of cost, performance and risk, you will learn to identify strategic challenges within organisations, and to design the proper course of action and incentive structures to respond to them.

This understanding of numbers and their organisational role will facilitate the implementation of company strategy and value creation.

IN ENGLISH

Finance and Strategic Management

Through an understanding of the financial tools, economic organisation and strategic processes of a company, you will learn to provide support for internal decision making, and evaluate the potential risks and outcomes of these decisions.

IN ENGLISH

Finance and Investments

You will develop a deep understanding of the structure and workings of financial markets and financial institutions.

Building on relevant quantitative and IT skills, you will learn to master state-of-the-art theoretical and empirical models for investment decisions and for the pricing and risk management of stocks, bonds, and derivative securities.

IN ENGLISH

Applied Economics and Finance

You will understand the economic incentives that drive the company and learn the tools of finance and econometrics for financial decision making.

With these skills you can provide analytical insights that enable the company to best profit from and position itself in the surrounding international and economic environment.

📍 Double Degree option

Finansiering og regnskab

Du vil få et indgående kendskab til regnskab og finansiering og undersøge de muligheder, en virksomhed har for at skaffe kapital og allokere sine ressourcer.

Dette vil give dig et overblik, som gør dig i stand til at se problemerne ud fra både kreditgivers, investors og virksomhedsleders beslutningssituation.

📍 Findes også som erhvervs kandidat

IN ENGLISH

MSc in Advanced Economics and Finance (cand.oecon.)

You will acquire an in-depth knowledge of the most recent empirical research and models in economics and finance. Through this you will learn to discuss, analyse and solve real-life problems relating to economic and financial decision-making in corporations, understand the fluctuations and drivers of financial markets, and test ideas at the forefront of academic research.

Cand.merc.aud. - revisorkandidat

Gennem en tilegnelse af kompetencer inden for revision, regnskab, økonomi og jura, vil du lære at analysere en virksomheds regnskabsmæssige rapportering samt at vurdere økonomiske og juridiske forholds indvirken på dens styring.

📍 Findes også som erhvervs kandidat



What is CEMS?

In the CEMS programme, you combine your graduate programme at CBS with a Master in International Management offered as a joint degree with leading business schools around the world.

Specialised Programmes

IN ENGLISH

MSc in Business Administration and Bioentrepreneurship

By combining courses in advanced biology/biotechnology with business tools and methods, you will learn what is required to translate scientific research and patents into innovative products and viable business opportunities. The teaching draws on industry experts, high quality academic faculty, real life cases, insight into bio ventures, and includes a three month internship in one of Denmark's leading life-science companies.

IN ENGLISH

MSc in Business Administration and Innovation in Health Care

With a focus on the unique work context of health care organisations, students will learn to analyse health care innovations as business cases and develop actionable skills for their design and implementation. Courses draw on industry experts, high quality academic faculty and real life cases.

IN ENGLISH

MA in International Business Communication

MA IBC focuses on the relations between the organization and its customers and business partners established and maintained through communication and marketing processes.

The core curriculum of MA IBC is designed to enable you to connect consumer insights and consumer data with international management, business and marketing strategy and marketing communication.

You will also develop excellent communication skills in English that will enable you to engage effectively in relationship building and communication across markets and cultures.

What is a Corporate Part-time Master?

The Corporate Part-time Master is a 4-year part-time programme allowing you to study and work at the same time. Your job must be relevant and at least 25 hours/week.

What is a Double Degree?

The double degree programme allows you to spend the second year of your graduate programme abroad, and obtain a degree from both CBS and the collaborating university.

Interdisciplinary Business Programmes

IN ENGLISH

MSc in International Business and Politics

By understanding the international, political, economic and to some extent legal dynamics that shape the world we live in, you will be able to critically analyse and understand political and business dynamics and how they influence each other.

📍 CEMS option

IN ENGLISH

MSc in Business Administration and Philosophy

The programme develops your skills in business philosophy through a combination of business economics and philosophy. This combination enables you to identify and solve complex challenges in private companies as well as private and public organisations through philosophical reflection and analysis applied to business theory and practices.

Cand.merc.(psyk.) - erhvervsøkonomi og psykologi

Cand.merc.(psyk.) gør dig til forandringsagent af processer i virksomheder. Du lærer at analysere den menneskelige faktors betydning i ledelses- og forretningsprocesser – og at designe og implementere løsninger, der forbedrer disse processer, så de bedre opfylder virksomhedens mål.

IN ENGLISH

MSc in Business Administration and Data Science

This programme uniquely combines hard analytical skills with an understanding of the relevant business data context for application. Through this combination you will learn how to use theories, models and tools for data analytics to generate actionable insights and develop fact based platforms for decision making by conducting visual, text and predictive analysis.

IN ENGLISH

MSc in Business Administration and Information Systems

You will learn how to use information and information technology to add value to companies and organizations. You gain an understanding of how IT affects the organizational structure and financial results of a company – and how the organizational needs and economic reality create possibilities and constraints on the IT architecture.

📍 Double Degree option

Cand.merc.(jur.) - erhvervsøkonomi og erhvervsjura

Cand.merc.(jur.) giver dig en specialiseret forretningsforståelse af den erhvervsjuridiske verden – i EU og i Danmark. Du lærer at forholde dig til udfordringer og muligheder, som deles af virksomheder, organisationer og myndigheder, ved at behandle dem både juridisk og økonomisk.

IN ENGLISH

MSc in Business Administration and E-Business

IT provides many opportunities when private and public organisations interact with their customers, clients or stakeholders. You will learn to understand and develop IT-based concepts that match the needs of the user, and how you implement and commercialize them. This allows you to create different IT-solutions that support the strategy and desired goal for the companies.

📍 Corporate Part-time Master option

Cand.merc.(mat.) - erhvervsøkonomi og matematik

Cand.merc.(mat.) lærer dig at forstå og håndtere virksomheders problemstillinger af komplekse økonomisk og kvantitativ natur ved at anvende bl.a. finansiering, operationsanalyse og avancerede matematiske / statistiske modeller.

Cand.merc.(kom.) - erhvervsøkonomi og virksomhedskommunikation

Cand.merc.(kom.) giver dig en bred forståelse for komplekse, strategisk virksomhedskommunikation både internt og eksternt i virksomheder og andre typer af organisationer – særligt med henblik på opnåelse af forretningsmæssige mål i en global kontekst.

MSc in Business, Language and Culture

2 concentrations

IN ENGLISH

Business and Development Studies

You will learn to analyse interactions between international business and economic development focusing on developing countries and emerging markets. This enables you to conduct activities in these markets, taking into account economic and cultural conditions. You will likewise work with your written as well as oral language competences.

📍 CEMS option

IN ENGLISH

Diversity and Change Management

Diversity and Change Management gives you knowledge about work in dynamic organisations in a global environment characterised by diversity, strategic complexity, and constant change. You will likewise work with your written as well as oral language competences.

📍 CEMS option or Double Degree option

Social Science Management Programmes

Cand.soc. - Human Resource Management

Med nutidens konstante krav om forandring er det i høj grad evnen til at håndtere ansættelsesrelationen og "den menneskelige faktor", der afgør om organisationer overlever og kan udnytte mulighederne i disse forandringer. HRM giver dig et unikt udgangspunkt for at bidrage til at udnytte de muligheder organisationer har i udviklingen af deres HRM.

Cand.soc. HRM giver dig en organisationsso-cialogisk tonet HRM-uddannelse.

Cand.soc. - politisk kommunikation og ledelse

På denne uddannelse får du et analytisk blik for de logikker, der er styrende i virksomheder og organisationer, der arbejder på tværs af den private, den frivillige og den offentlige sektor. Du lærer at identificere komplekse ledelsesproblemer samt at iagttage de magtformer og beslutningsprocesser, der udspiller sig i organisationer og i samfundet.

MSc in Social Science - Organizational Innovation and Entrepreneurship

2 concentrations

IN ENGLISH

Organizational Innovation and Entrepreneurship

In a co-creative and case-based learning environment, we will uncover both the theoretical and practical aspects of managing the processes that lead to the creation, implementation, and growth of innovative new ventures. With this approach you will acquire the necessary skills to start a business, create innovations, manage change and resources, and lead others in the process of turning a new idea into a viable business.

IN ENGLISH

Strategic Design and Entrepreneurship

You will learn to balance and utilize knowledge of design thinking and processes in combination with tools for commercialization and management. This cross disciplinary insight will allow you to work generatively with designers from a managerial perspective as well as prepare you for design related business entrepreneurship.

📍 In collaboration with The Royal Danish Academy of Fine Arts Schools of Architecture, Design and Conservation (KADK)

IN ENGLISH

MSc in Social Science - Management of Creative Business Processes

By focusing on creative business processes in and outside the creative industries, you will learn to navigate between the realms of business and art. Through this you will develop a managerial approach that identifies the balance between nurturing creativity and the requirements of running a successful business.

📍 Double Degree option

IN ENGLISH

MSc in Social Science - Public Management and Social Development

By exploring similarities and differences in contemporary challenges to the welfare of citizens in China and Europe, you will learn to manage and participate in social innovation at the interface between the public and private sectors in China as well as Europe.

📍 Taught in China at Sino-Danish Center

IN ENGLISH

MSc in Social Science - Service Management

By taking an international approach to service management and service economics you will learn to tackle managerial issues within tourism, meetings, events, transportation and trade. Through the programme you will learn how various theories and models in service management can be applied to the industry, and acquire skills needed for the successful management within the service industry.