

Outgoing Programs  
Macquarie International  
Macquarie University  
Building E3A Level 1  
NORTH RYDE  
NSW 2109 AUSTRALIA  
Ph: +61 2 9850 4336  
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Email: [goexchange@mq.edu.au](mailto:goexchange@mq.edu.au)  
[www.international.mq.edu.au/abroad](http://www.international.mq.edu.au/abroad)



**Copenhagen Business School**  
**25 June – 5 August 2011**  
**International Summer University Program (ISUP)**  
**Application Deadline: 4<sup>th</sup> March 2011**

*PLEASE NOTE:* Some details may change – always check with Macquarie Abroad for the most up to date information. Last updated 2 February 2011.

See also: [www.cbs.dk/summer](http://www.cbs.dk/summer)

## Overview

Copenhagen Business School have been running their International Summer University Program (ISUP) since 1999. Nearly 70 courses are on offer, some at the undergraduate level and some at the postgraduate level. All courses are taught in English. Approximately 1000 students from around the world participate each year. The program allows Macquarie students to earn credit towards their degree with subjects that may not be available at Macquarie, whilst experiencing life in Denmark. In July 2009, twenty-three Macquarie students participated. This year, CBS has agreed to accept **30** Macquarie students (15 Undergraduate and 15 Postgraduate).

## Student Profile

The majority of the students participating on the program from around the world are students studying business, economics, finance, marketing, communications, leadership, management or accounting. However, students in other disciplines are also invited to apply for some of the more diverse courses at CBS including management, languages or communication studies.

This program suits Macquarie undergraduates and postgraduates. Postgraduates studying a Master of International Business or a Master of Commerce can take this program as credit for the elective unit *BUS870: International Study Experience*. Undergraduates studying business-related degrees at Macquarie can also undertake this program and earn credit towards their degree.

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## Timing and Duration of the Program

The majority of courses run from the 25<sup>th</sup> of June to the 5<sup>th</sup> of August. Students must be present for the entire duration of the summer school – including the introductory session on the 25<sup>th</sup> of June and the final week which is scheduled for exams.\*

Students must arrive in Copenhagen *no later than the 25<sup>th</sup> June. Please note there are no exceptions!*

*\* Postgraduates participating in one of the three-week “intensive” courses may be able to arrange for housing for only one month; however students should note that final projects will be due in the exam week at the end of the program.*

Students must not miss any classes at CBS. This course overlaps slightly with the beginning of Macquarie’s second semester. Students must consider if they can afford to miss the start of classes and Macquarie International cannot advise students that it is acceptable to do so. Students assume all risks if they are not present for the beginning of classes.

### Important Program Dates

25 June: Last day to arrive at CBS

25 June: Compulsory Orientation

27 June – 5 August: Classes and exams at CBS

August 6: Departure from CBS

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## Course Information

Undergraduates must take two undergraduate-level subjects which run concurrently over the course of the six-week program.

Postgraduates in the MIB/MCom degrees must take one of the three-week “intensive” subjects, as required by the GSO. Postgraduates in other degree programs who are approved to participate may be able to take the six-week PG courses, pending approval from their department.

Detailed information about each of the courses are available from the CBS webpage at: [http://www.cbs.dk/cbs\\_international/summer\\_university/prospective\\_isup\\_students/courses](http://www.cbs.dk/cbs_international/summer_university/prospective_isup_students/courses)  
All students should read the course descriptions available from this site.

It is very important for students to check the Timetable for these courses (available on the CBS website at Timetable ISUP 2011) to ensure that courses they select do not clash with each other. The final course catalogue of the established courses will be available no later than 12 April 2011.

[http://www.cbs.dk/cbs\\_international/summer\\_university/isup\\_courses/menu/schedule](http://www.cbs.dk/cbs_international/summer_university/isup_courses/menu/schedule)

Students should keep in mind that some courses may fill up, and under-enrolled courses may be cancelled. CBS anticipates that it will be able to run the majority of courses; however, it is advisable for all applicants to have back-up choices in case their first preferences are unavailable.

## POSTGRADUATE COURSES 2011

Marketing

[CM SU4F - Marketing Decision Models](#)

[CM SU81 - Integrated Marketing Communications](#)

[CM SU82 - Innovation and New Product \(including Green Products\) Management](#)

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## Communication

[CM SU8A - Negotiation & Conflict Management \(intensive\)](#)

[CBL SU01 - Language and Leadership](#)

## Business Ethics, Value Based Management & CSR

[CM SU2C - Humanitarian Operations \(intensive\)](#)

[CM SU8L - Industrial Ecology](#)

## Finance

[CM SU85 - Microfinance and Development \(intensive\)](#)

[CM SU84 - Graduate Corporate Finance](#)

[CM SU06 - Topics in Finance](#)

## Innovation and Entrepreneurship

[CM SU5B - Entrepreneurship: Innovation, Enterprise, Success](#)

[CM SU91 - Innovative Thinking for Business](#)

## Organization

[CM SU92 - Human Resources Management](#)

## Corporate and Business Strategy

[CM SU8G - Corporate Turnarounds \(intensive\)](#)

[CM SU8H - Corporate Governance \(intensive\)](#)

[CM SU72 - Foundations of Strategic Management - Maintaining the Competitive Edge in an Evolving Global Economy](#)

## Management

[CM SU66 - Change Management](#)

## Financial and Management Accounting

[CM SU9E - Sustainable Performance Evaluation and Reporting Systems](#)

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Globalization, International Business, Markets and Studies

[CM SU8I - International Business Strategy \(intensive\)](#)

[CM SU97 - Cross-Cultural Management \(intensive\)](#)

[CM SU8J - Opportunities and Challenges in International Mergers and Acquisitions](#)

Supply Chain Management and Logistic

[CM SU3D - Supply Chain Management, Relationships, Chains & Networks](#)

Economics, Macro Economics and Managerial Economics etc.

[CM SU9A - International Monetary Economics](#)

Statistic and Mathematics

[CM SU8K - Statistics for Business and Economics](#)

Information Systems

[CMIT SU01 Introduction to Android Application Development \(intensive\)](#)

Business Psychology

[CM SU1J - Psychology of Decision Making](#)

Political Leadership, Public Management and International Politics

[CM SU93 - International Leadership](#)

## **UNDERGRADUATE COURSES 2011**

Marketing

[DØK HU2A - Topsim Marketing – Management Simulation](#)

[HA HU1I - Consumer Behaviour and Customer Analysis](#)

[DØK HU2D - Internet Marketing](#)

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[HA HU1H - Cross-Cultural and Global Marketing](#)

[HA HU72 - Introduction to Marketing](#)

Communication

[HA HU81 - Corporate Communication](#)

Business Ethics, Value Based Management & CSR

[HA HU26 - Value Based Leadership](#)

[HA HU82 - Sustainable Business](#)

[HA HU83 - Ethical Decision Making in 21st Century Global Markets](#)

Finance

[HA HU86 - Financial Derivatives](#)

[HA HU02 - International Finance](#)

[HA HU71 - Corporate Finance](#)

[HA HU73 - Managerial Finance](#)

[HA HU9B - Investment Analysis](#)

Innovation and Entrepreneurship

[HA HU4B - Entrepreneurship and Small Business Formation](#)

[HA HU87 - Innovative Thinking for Business](#)

Organization

[HA HU04 - Organisational Behaviour](#)

Corporate and Business Strategy

[HA HU31 - Paradoxes in Strategic Management](#)

Management

[HAIT HU01 - Topsim General Management - Management Simulation](#)

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## Financial and Management Accounting

[HA HU88 - Management Control Systems for Competitive Advantage and Innovation](#)

[HA HU2Q - Principles of Financial Accounting](#)

[HA HU1A - Managerial Accounting](#)

## Globalization, International Business, Markets and Studies

[HA HU34 - Managing Across Cultures](#)

## Language and Intercultural Studies

[HA HU20 - English for Business Purposes](#)

[HAI HU01 - Danish for Beginners](#)

## Economics, Macro Economics and Managerial Economics etc.

[HA HU2B - Microeconomics](#)

[HA HU1B - Macroeconomics](#)

[HA HU8E - Economics and Current Policy Issues](#)

[HA HU8F - Entrepreneurial Economics](#)

## Statistics and Mathematics

[HA HU8G - Introductory Business Statistics](#)

## Political Leadership, Public Management and International Politics

[HA HU90 - Doing Business in Europe](#)

## Methodology

[HA HU8H - Business Research Methods](#)

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## Credit Transfer

Undergraduate students are **required to take a minimum of 2 courses during the ISUP at CBS**. This is a requirement of CBS, the only exception being students taking intensive courses where only one course can be taken. **Students are required to transfer at least one course back to Macquarie.**

Postgraduate students in the MIB and MCom degrees must take one of the “intensive” three-week courses. It is not possible to study a second subject in this instance.

Students in these degrees will enrol in the unit BUS870 for credit.

Postgraduate students in other degrees may be able to enrol in either the intensive or other non-intensive (6-week) courses at the discretion of their department at Macquarie.

Students must have their subjects approved by the academic departments at Macquarie prior to leaving for CBS. More information about this process will be given to successful applicants after they have been accepted into the program by Macquarie.

Students will need to obtain a signature from the Exemptions Officer at the relevant department on a specific ‘Study Plan’ form. This will indicate the year level, subject area and credit point value of the unit being undertaken. Students will be required to keep copies of all approval and enrolment forms.

Students wishing to know more about the approvals process can find information at <http://www.international.mq.edu.au/goingabroad/process/information.aspx?mi=621#results>

Please note that postgraduate “intensive” subjects for MIB and MCom students are pre-approved by the Graduate Studies Office as equivalent to BUS870.

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## Costs

To apply to participate in the program, students must submit an application to Macquarie International via the online application system.

There is an **application fee** of **\$110** to apply for any short-term program. This fee must be received by the application deadline, and must be paid either in person at the MI Shop in Building E3A (payable by EFTPOS or credit card only), or online at the MI Shop webpage:

<http://www.international.mq.edu.au/mishop/Products/StockSelection.asp?C1=37&C2=44&Page=1>

### Students are also responsible for the following costs:

- **Accommodation** (approx. \$1500 - \$2300 depending on residence and room size)
- **Social Program** (optional; approx. \$100)
- **Enrolment at Macquarie** (attracting regular HECS or Full Fee rates). Students will be enrolled in a corresponding exchange unit at Macquarie each subject they are enrolled in at CBS. Or, in the case of MIB and MCom postgraduates, students will be enrolled in the BUS870 unit. Standard tuition fees must be paid to Macquarie for these subjects or deferred to HECS as usual. Students do **not** pay tuition fees to CBS.
- **Airfare** (price subject to change depending on time of booking) Students must not purchase airfare or make travel arrangements until they have been formally accepted by CBS.
- **Living expenses** will include meals, travelling around Copenhagen and general expenses like travelling on weekends and going out. This amount really depends on your personal taste. CBS provides a living expenses estimate on their website

[http://www.cbs.dk/cbs\\_international/summer\\_university/prospective\\_isup\\_students/information\\_faq#Money%20spend](http://www.cbs.dk/cbs_international/summer_university/prospective_isup_students/information_faq#Money%20spend)

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## Living Arrangements

Student accommodation is arranged through CBS's accommodation service. Macquarie International will help with the application process, however arranging accommodation is ultimately the responsibility of the student and a separate application for accommodation will be required.

The price of CBS accommodation ranges considerably; from around \$1500-\$2300 for the 6 week period\*, depending on room size and bathroom facilities (some rooms have ensuite facilities and others have shared bathrooms). The price includes electricity, water and (in most cases) broadband internet access from your room. More information about accommodation is available from the CBS webpage at:

[http://www.cbs.dk/cbs\\_international/summer\\_university/prospective\\_isup\\_students/housing](http://www.cbs.dk/cbs_international/summer_university/prospective_isup_students/housing)

Note: Accommodation must be reserved well in advance (applications are due by the 1<sup>st</sup> of April). Non-refundable deposits are also required and the full amount must be paid by the beginning of June directly to CBS. Applications which are cancelled after 1<sup>st</sup> June will incur the full program accommodation fee.

*\*Postgraduate students participating in one of the three-week "intensive" courses may be able to arrange housing for a one-month period by including a cover letter with their application requesting such an arrangement. More information on this option will be provided to successful applicants.*

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## Cultural Components

CBS run a comprehensive social and cultural program for students participating in the ISUP. The program is optional and includes a variety of activities including BBQs, tours and weekend trips. The social program for 2010 has not been released yet; however information regarding the 2009 program can be reviewed on the CBS webpage at:

[http://www.cbs.dk/cbs\\_international/summer\\_university/prospective\\_isup\\_students/social\\_program](http://www.cbs.dk/cbs_international/summer_university/prospective_isup_students/social_program)

Students wishing to participate in the social program will be able to arrange this upon arrival in Copenhagen. The cost of the social program is 500DKK (approximately AU\$100) and will be payable directly to CBS.

## Assignment and Assessment

Regular classes run for the first five weeks of the program, with exams taking place in the final week. Students grades are based entirely on the final exam. Students must sit this exam in order to pass the course and receive their transcript.

Intensive classes run for three weeks followed by a larger written assignment.

## Application and eligibility

Students must apply online to Macquarie Abroad no later than **Friday 4<sup>th</sup> March 2011**. No late applications will be accepted. The application and instructions are available online at [www.international.mq.edu.au/abroad](http://www.international.mq.edu.au/abroad)

All students MUST provide 2 email referees. The first MUST be a Macquarie Academic, while the second reference MUST be a non-academic referee.

Students must have a minimum GPA of 2.5 and must satisfy other criteria specified in the Macquarie Student Exchange Program Terms & Conditions.

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Postgraduate MIB and MCom students will need to be approved by the Graduate Studies Office (GSO) as well as by the Student Exchange Committee. Postgraduate students are responsible for ensuring that the unit BUS870 fits into their study pattern.

Successful students will then be guided through the rest of the application process for CBS.

**\*\*Please note that as CBS has a very early application deadline (15<sup>th</sup> March), students must be prepared to submit their online application to CBS ASAP upon confirmation of acceptance into the program by Macquarie\*\***

## **Selection Process**

This year, CBS have agreed to accept 30 Macquarie students (postgraduates and undergraduates combined). In past years there have been as many as 80 applications for about the same number of places. Therefore, the application process can be very competitive and the standard of successful application is high.

In the case where there are more applicants than places available, students will be selected based on GPA, and relevance of the course to student's Macquarie degree. It will also be taken into consideration if it is the only opportunity the student has to

participate on an exchange (especially students in year-long postgraduate programs). Other factors, such as references and personal statements, will also be considered.

## **Travel Grant**

The Macquarie University travel grant for this program is \$2000. You do NOT need to apply for the travel grant separately. Those accepted into the program will qualify automatically. These grants will be paid by EFT into your nominated Australian bank account close to departure time.

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## **Travel Insurance**

The Macquarie University Insurance Policy (provided by Chubb) will be an option for travel insurance coverage for participants on the program. The cost of this policy is covered by Macquarie and students are not required to pay. Students will be responsible for ensuring the policy meets their needs. Students will receive further information regarding this once they have been accepted into the program.

## **Notes for International Students**

International students must be aware of their Australian visa conditions for class attendance and pass rates whilst overseas – general requirements for international students, as dictated by the ESOS Act, must still be met. See:

[http://www.immi.gov.au/business-services/education-providers/third\\_country\\_exchanges.htm](http://www.immi.gov.au/business-services/education-providers/third_country_exchanges.htm)

International students are permitted to travel home before and/or after their program, however should note that they will not be covered by the Macquarie Travel Insurance for this part of their journey overseas.

## **Students should direct enquiries to:**

Joanna Rosenzweig – Undergraduate enquiries only  
[joanna.rosenzweig@mq.edu.au](mailto:joanna.rosenzweig@mq.edu.au)

Erin Martin – Postgraduate enquiries only  
[erin.martin@mq.edu.au](mailto:erin.martin@mq.edu.au)

Successful applicants will be given contact details for CBS following their acceptance.