Copenhagen Business School
25 June – 5 August 2011
International Summer University Program (ISUP)
Application Deadline: 4th 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

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.
Timing and Duration of the Program

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

Students must arrive in Copenhagen no later than the 25th 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
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
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

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
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
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
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
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
HA 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
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](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.
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
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

Note: Accommodation must be reserved well in advance (applications are due by the 1st 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 1st 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.
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

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 4th March 2011. No late applications will be accepted. The application and instructions are available online at 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.
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 (15th 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.
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

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

Erin Martin – Postgraduate enquiries only
erin.martin@mq.edu.au

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