

MASTER OF SCIENCE IN ECONOMICS AND BUSINESS ADMINISTRATION BUSINESS RELATIONSHIP MANAGEMENT (BRM)

FACULTY OF SOCIAL SCIENCE



PROFILE

In the light of an increasing global competition, the focus of the BRM-programme is the management of customer and supplier relations. The BRM-programme aims at giving the students competencies to solve problems in Business-to-Business Marketing, Supply Chain Management and International Marketing Management. Therefore, these three courses are the compulsory courses of the study.

The study provides a frame of reference that enables the student to be able to see the value creation of company in a broader perspective, from sub-supplier to end-user. The interaction and relations between the individual players in the supply chain (sub-suppliers, producers, customers/distributors, end-users) will be considered in great detail.

A special feature of the study programme is the student's close interaction with the companies. This means that the student will be closely affiliated with a company during the study, and the student can select a company internship for the third semester. The third semester is the 'elective' semester where the student has the following three possibilities:

- **Study abroad semester:** Here all the 30 ECTS are earned abroad by passed exams from foreign universities. Before going

abroad the course programme has been approved by the study coordinator

- **Company internship:** The internship itself has a credit load of 10 ECTS. Students are required to hand in an internship report before the start of the 4th semester. Based on the internship students also have to write a theoretical seminar paper (10 ECTS) related to the practical experiences from the internship
- **Elective courses at SDU:** If the student chooses this option, all the 30 ECTS are secured by passing three of the elective courses offered at SDU.

CAREER PROSPECTS

The study is intended for jobs that require a general knowledge of a company's value creation system and an in-depth understanding of B-t-B marketing, logistics and sourcing as management tools. Possible jobs are:

- Supply chain coordinator
- Logistics employee
- International marketing coordinator
- Purchaser
- Seller on the B-t-B market
- International Key Account Manager

STRUCTURE

60 ECTS = 1 year's workload

COMPULSORY COURSES:

Autumn:

- Business Marketing 10 ECTS
- Supply Chain Management 10 ECTS
- International Marketing Management 10 ECTS

Spring:

- Social Research and Methodology 10 ECTS
- Business Environment 10 ECTS
- Organisational Management & Strategy 10 ECTS

Elective Courses (third semester – Autumn)

- International Negotiation 10 ECTS
- Human Resource Management 10 ECTS
- Theoretical Seminar 10 ECTS

Changes in the optional courses can occur.

Master's Thesis (30 ECTS)



ENTRY REQUIREMENTS:

A complete undergraduate degree in Business Administration (approx. 3 years of study at university level which is roughly equivalent to a Danish Bachelor's degree). The main field of the undergraduate degree must include subjects within the areas of 1) Economics, 2) Business Economics and 3) tool subjects (e.g. Introductory Programming and Data Processing, Mathematics, Statistics, Quantitative Methods and Business Law) where Business Law, Marketing, Financing, Macroeconomics, Managerial Accounting, Organisation Theory, Sociology and Statistics are most important. Please enclose course descriptions: Aim of the course, main topics,

year's workload/ECTS and literature as a minimum.

For *Non-EU/EEA citizens* the IELTS (or TOEFL) is necessary if your first degree was taken outside the European Union, Scandinavia, Switzerland, USA, Australia, or New Zealand.

IELTS with a score of min. 6.5 or TOEFL with a score of min. 575 paper based, computer based min. 230, internet based 88.

PLEASE NOTE: The University of Southern Denmark has access to the IELTS Verification Service; therefore we accept the IELTS test results/score in copy. TOEFL is only accepted in original sent directly from the

test centre or the educational testing service (ETS) before registration deadline.

EU/EEA citizens are not required to document their English skills but are of course expected to meet the language level in English required at graduate level.

TUITION FEES	For Non-EU/EEA citizens: Full Master's Degree (2 years) (120 ECTS) EUR 17,000.	REGISTRATION DEADLINES	Study starting 1 September: 1 March. EU citizens 1 May Study starting 1 February: 1 August. EU citizens 1 November	FURTHER INFORMATION	University of Southern Denmark, Sønderborg The International Office Alsion 2 DK – 6400 Sønderborg Phone: +45 6550 1170 Fax: +45 6550 1093 SDU homepage: www.sdu.dk Faculty homepage: www.sam.sdu.dk E-mail: int@adm.sdu.dk
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