



PROMOTING »Study in Denmark« in India

Targeted Marketing and Focused Promotion at times need general country specific promotion in order to reach out to the target audience - group of students, parents and institutions.

European diversity can be too general a picture to draw, although an important framework. Smaller and not so famous countries especially might have the need to present a country profile. Such an attempt was done in an »Impact Feature« in one of the leading weekly magazines in India called India Today Aspire in August 2008.

iEBC contributed to the magazine in form of a generic promotional article covering the features of studying in Denmark and about Danish education system for the Indian audience.

See our solution on the next page.



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AnIMPACTFeature

STUDY IN Denmark

When I accepted my Erasmus Mundus Scholarship to undertake my further studies to do a European Masters in Denmark, everyone who knew me well directly confronted me by posing only one question - why are you leaving to study in Denmark? And those who did not know me so well wondered at the decision taken by me, especially since I, at that point in time, was dealing with the higher education issues at the British Council. I initially felt that these concerns may have been triggered since I was working for the British Council as Head ICT & Vocational Education. UNIKERI, people around me anticipated me to go to the known destinations for higher education viz. the UK or the US.

Why were all the people seemingly asking the same question? I could, on contemplation, reach only one conclusion and it seemed very obvious. Well! We all know Denmark only for its Danish cookies and diary products, and, at the most Hans Christian Anderson and his famed children's books like the Little Mermaid and The Ugly Duckling. And that is as far as it goes. But today, on nearing completion of my Masters, if one had to ask me why study in Denmark, I can go on for hours and provide several reasons for the same.

When we Indians begin looking for preferences for selecting courses for studying abroad, we along with our parents, look out for some pertinent choices. These include those which need convincing answers regarding the country which provides us with the best education, saleability thereafter, a good, safe and secure life, as well as the best job opportunities eventually. Some of the basic questions targeted by the anxious students on the look out for study abroad, and their over anxious parents naturally, as per the experience of FADs have been addressed here for the uninitiated.

Course content: Is the course content relevant in today's globalised world? While the selection of the course depends upon the individual's choice, however, Denmark's higher education is well-known for its innovative teaching approach and high international standards. Thus, in Denmark one has the alternative of choosing courses which are very modern and innovative meeting the needs of the globalised world. The course content is knitted in such a way that it provides individuals with learning opportunity and gives them liberty to share and discuss their views. The learning of the international group along with the Danish and European students provides the right platform and proots one for the modern society and the job market.

Quality: What is the quality of the programme? Higher education in Denmark is regulated by the state, and all public institutions are subject to continuous approval and evaluation processes. The institutions have high degree of autonomy, but they are required to follow the national regulation. Denmark is a small country with a population of 5.5 million which is not even half of Delhi. The size of the population gives them an edge as it helps the teaching faculty to experiment and increase the quality of the courses. Today international organisations like the European Commission, the OECD, World Bank & the UN look to countries like Denmark to set standards for the quality of education.

Recognition: Is the course recognised? All institutions of higher education in Denmark use the European Credit Transfer and Accumulative system (ECTS), which facilitates international credit transfer. Students receive certificates and all relevant documents in English which provides them with recognition all across the globe. The standard of the taught programmes in the universities are of international level and the academic environment is flooded by visiting faculties from different parts of the world.

Employability: Would I get a job? Denmark is a modern welfare state with an international outlook. It has a thriving economy and it needs highly qualified professionals to manage it. The society is constantly in the need of skilled labour force and thus the government on completion of the programme extends the resident permit for six months in order to employ all qualified professionals. The work culture in Denmark is very flexible and friendly and the informal style of working provides lots of comfort for the international students. As an international student one is allowed to work for 15 hours a week and the minimum wages are 100DK/hour (—Rs 850.00).

Safety & Security: Is the country safe and are people friendly? Denmark is a safe and secure society in which anyone can go anywhere they want, even the queen goes shopping with minimum security guards. It has an excellent social safety net and many welfare services provided to everyone who needs them. We as Indians are respected for our education, culture and the society.

In addition, Danish higher education institutions offer a range of opportunities for international students. The institutions are highly international and have a large number of programmes and course taught in English. It is vital to stress to Indian students and highly qualified workers that Denmark offers quality of life, e.g. through a rich variety of high-quality cultural offerings. Denmark has a tradition of broad-mindedness and openness that allows room for creativity and innovation. Hope it motivates you to think of Denmark as the innovative, modern, safe and secure study destination with lots of scholarships on offer and affordable tuition fees.

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Information on Studying in Denmark

Danish higher education institutions offer a range of opportunities for international students. The institutions are highly international and have a large number of programmes and courses taught in English, which means that one can obtain an internationally recognised qualification or gain credits towards a degree.

Study Options: International students in Denmark can choose between several programmes taught in English

- Degree Programmes
- Programmes for exchange/visiting students
- Summer Schools

Post-graduate Studies

International students can choose between different types of Danish higher education institutions, all offering high quality education www.studyindenmark.dk

Universities: The Danish universities are based on the continental European tradition of integrating education and research and offer higher education programmes from undergraduate to PhD level. Study options range from the more traditional academic subject areas to innovative disciplinary programmes. Most universities are multi-faculty institutions covering a wide range of disciplines with a few specialising in science and technology, IT, business, architecture, fine arts and music. The universities are located in larger cities and many of them have close partnerships with business, industry and other research institutions. The following study programmes are offered by the institutions:

- 3 Year Bachelor's programme (BSc / BA)
- 2 Year Candidate / Masters Programmes (MSc / MA)
- 3 Year PhD Programmes and
- Various postgraduate diploma and executive Master's programmes are offered primarily through part-time study

University Colleges: The university colleges combine theoretical study with practical application in a range of subject areas. Work placements are always included in the programmes, which prepare the students to enter specific professions. Courses are offered in areas such as business, education, engineering, IT, nursing, social work etc. Some university colleges are located in large cities and others in more tranquil surroundings in small towns. Most of the institutions have a regional engagement and strong links to local business and industry. The following study programmes are offered by the institutions:

- 3 to 4 year Professional Bachelor's programmes
- Various postgraduate diploma and executive Master's programmes are offered primarily through part-time study

Academies of Professional Higher Education: The programmes offered at the academies of professional higher education combine theory with practice. They are available in a range of disciplines, including business, technology, IT, multimedia, food industry, tourism, etc. The academies are located in both large and small cities and have strong links with local business and industry. The following study programmes are offered by the institutions:

- 2 Year Academy Profession (AP) programmes
- Various adults and continuing education programmes offered primarily through part-time study.

Undergraduate studies

Before you choose from the many different undergraduate courses offered by Danish higher education institutions, you should decide on the purpose and profile of your studies. If you want a professionally oriented qualification and a fairly structured study programme with periods of compulsory work placements, you might wish to consider one of the Academy Profession or Professional Bachelor's programmes. If you would prefer a more research oriented programme with more time for independent study, group activities and project work, you might wish to consider the Bachelor's programme offered by the universities.

Academy Profession degree: Academy Profession (AP) programmes are two year higher education programmes, which combine theory and practice and are suited for employment in business and industry. Students are provided with both analytical and professional skills. In addition to attending lectures, students undertake project work in small groups and work placements in Danish companies or abroad. AP Programmes taught in English include qualifications in marketing management, computer science, design and technology, multimedia design, communication and hospitality and tourism management. Main characteristics:

- 2 years (120 ECTS Credits)
- Work placements

Bachelor's degree: There are two kinds of Bachelor's degree offered by Danish higher education institutions – (1). a Professional Bachelor's degree and (2). a university Bachelor's degree.

1. Professional Bachelor's Degree: this is awarded after 3 to 4.5 years of successfully completed study. The programmes provide students with a theoretical foundation, which is applied practically through work placements. In order to successfully complete the programme, students have to submit a final project. This degree is offered at university colleges. With more than 23 subject areas to choose from, including engineering, IT, management, nursing, teacher training, journalism and social education, university colleges provide a unique opportunity to undertake a career-oriented education programme.
2. University Bachelor's degree: this is awarded after the completion of a 3-year undergraduate programme, normally undertaken within one or two subject areas. Teaching is research based and gives students a broad academic foundation as well as specialised knowledge. Towards the end of the programme students are required to submit a final project. The programme qualifies students to enter the labour market and to pursue post-graduate studies.

LIST OF USEFUL WEBSITES:
For information about studying in Denmark www.studyindenmark.dk
For information about residence and work permit: www.newtodenmark.dk
For information about living in Denmark www.denmark.dk
For information about working in Denmark www.workingindenmark.dk
For information about ECTS http://ciriusonline.dk/default.aspx?id=4539