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DIGITAL PROGRAMMES

How DOES IT WORK

WATER WALL
GRAFFITY

Ownership
INTERACTIVE

WATER
RAIN ROOM

~~APP WATER BLUE~~
GRAFFITY WALL APP

DIFFERENCE

BLUE TOOTH

- LIBRARY CARD
- OWNERSHIP
- ARCHIVE

- WELCOME SCREEN

- ARTWORK ✓

SENSE OF TRUST

VIEW OF THE RAIN ROOM
FRAM OUTSIDE

kea

COPENHAGEN SCHOOL OF DESIGN AND TECHNOLOGY

KNOWLEDGE ALONE IS NOT ENOUGH. YOU NEED SKILLS.

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**MAKING SOMETHING FLY
IN THE REAL WORLD
IS THE PURPOSE
OF EVERYTHING WE DO**

DIGITAL PROGRAMMES

KEA DIGITAL

KEA Digital offers business-oriented study programmes covering a wide range of skills from programming, processes and systems to business development, digital design and concepting. KEA Digital has approximately 1800 students, over one third of whom are international full-degree students. This makes KEA Digital the largest and most international department at KEA.

KEA Digital offers six programmes taught entirely in English and accepts incoming exchange students to all of them:

<p>BACHELOR TOP-UP 1½ YEARS / 90 ECTS</p> <p>–</p> <p>DIGITAL CONCEPT DEVELOPMENT ●</p> <p>WEB DEVELOPMENT ●</p> <p>SOFTWARE DEVELOPMENT ●</p>	<p>BACHELOR 3½ YEARS / 210 ECTS</p> <p>–</p> <p>BUSINESS ECONOMICS AND IT ● ●</p>
<p>AP-DEGREE 2 YEARS / 120 ECTS</p> <p>–</p> <p>MULTIMEDIA DESIGN AND COMMUNICATION ● ●</p> <p>COMPUTER SCIENCE * ● ●</p>	

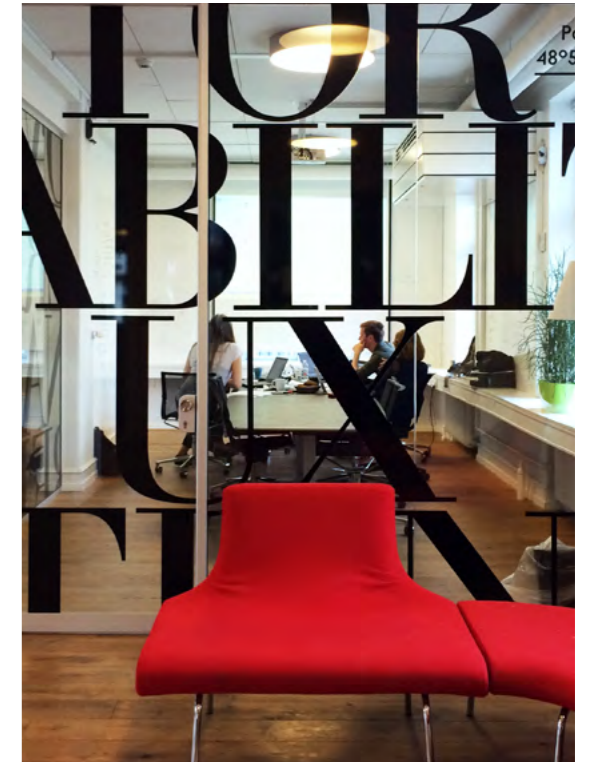
* 5 SEMESTERS / 2½ YEARS / 150 ECTS

Although there is some variation between programmes, the teaching is generally case-based and involves group work. All programmes focus on preparing students to implement their IT skills and knowledge in a business context. Lecturers have practical business experience and many draw on their business connections in case projects.

All students complete a compulsory (unpaid) internship, which lasts either 10 or 20 weeks, depending on the programme. Internships often take place in IT and Digital Design companies, but may also be done in a wide range of other businesses. Internships allow students to test what they have learned in practice and contribute enormously to their development as professionals in their field.

In keeping with the concept of lifelong learning, it is important that students take responsibility for their own learning – to an increasing degree as they progress through their studies and grow into professionals. Lecturers provide continuous feedback to help students develop within the field, but students should be prepared to make and discuss their own decisions.

There are approximately twenty contact hours between lecturers and students but the



programme requires full-time study (approximately 37 hours/week) and students are expected to work independently and in groups on projects outside the contact hours.

Exchange students should be aware of these requirements and be prepared to challenge themselves with a new way of working if they are used to a different approach to teaching and learning from their home institutions.



GLOBALISED EDUCATION

EXCHANGE STUDENTS – INCOMING AND OUTGOING

All programmes have opportunities for incoming and outgoing students, which are detailed in the individual programme descriptions in this brochure.

At KEA, the autumn semester runs from late August until late January, while the spring semester runs from the beginning of February until late June.

Exams for the autumn semester are held in January. If the semester at the partner institution starts at the beginning of January, every effort will be made in collaboration with the partner institution to permit incoming exchange students to KEA and outgoing exchange students from KEA to complete the required exams that take place in January at KEA.

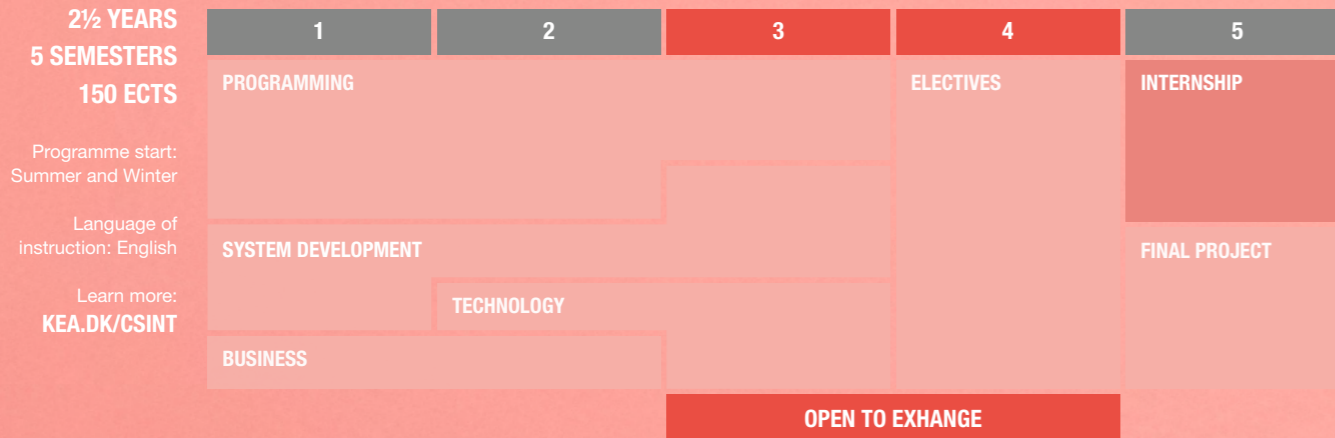
Arrangements may be made, for example, to take oral exams virtually (e.g. on Skype) if this is acceptable to the partner institution.

COMPUTER SCIENCE DK/INT

TRANSLATING PASSION FOR PROGRAMMING INTO VALUABLE EDUCATION

Computer Science is a 2 ½-year programme focusing on databases and their structure. Students learn to program and to develop and maintain IT systems as well as to analyse business requirements and implement solutions. The teaching combines classroom instruction and individual and group project work. A cross-disciplinary, applica-

tion-oriented approach is taken. Close ties to the business community are fostered, for example, by students writing papers in cooperation with public sector organisations or private sector businesses. A mandatory ten-week internship in a relevant business ensures that students have the opportunity to use their competences in practice.



JOB OPPORTUNITIES

Typical jobs for a computer scientist include web developer, systems administrator/developer, programmer, IT consultant and system designer.

FURTHER EDUCATION

Possibility of continuing to a 1½ year top-up BA in Software Development, Web Development or Digital Concept Development at KEA. Possibility of applying for a BSc in IT Technology or Software Engineering at DTU.

EXCHANGE

OUTGOING EXCHANGE STUDENTS

KEA Students can go on exchange in their 4th semester, which consists of 30 ECTS of electives. This means that they have flexibility in their choice of courses as long as they are within the field of Computer Science. They can also take math-based IT courses.

INCOMING EXCHANGE STUDENTS

Exchange students are accepted to the 3rd and 4th semesters. There is only one uptake per year (summer), so the 3rd semester is always in the autumn and the 4th in the spring.

There is a focus on group work and project management. Please note as well that in contrast to Computer Science programmes at many other institutions, KEA's programme does not include mathematics.

3RD SEMESTER COURSES

SYSTEM DEVELOPMENT: 10 ECTS

System Development is designed to provide students with the competencies to participate professionally and efficiently in the development of IT systems with relevant qualities.

Moreover, the core area is intended to enable students, from initial idea to running system, to further develop and integrate IT systems on a systematic basis using situation-specific, modern system development methods and techniques.

In the 3rd semester, students will learn how to choose a situation-specific system development method and work systematically with this method on a specific project. Students will be introduced to different agile processes in general and get a thorough introduction to SCRUM.

Students will hand in one mandatory assignment during the semester, which will allow them to take the exam in System development held at the end of semester.

TECHNOLOGY: 10 ECTS

Technology is designed to provide the students with the competencies to help select and apply technology in connection with system development

and programming of IT systems, and provide the student with basic knowledge of technological aspects.

This course deals with security-related threats, the use of virtualisation, programming interfaces for communication purposes and the use of application protocols when developing distributed systems.

PROGRAMMING: 10 ECTS

Programming is designed to provide the students with the competencies to efficiently and professionally implement IT systems with relevant qualities using modern, up-to-date programming techniques and software construction tools.

The student will learn to construct programs that support multiple simultaneous users and are based on collaborative processes in a distributed architecture. Additionally, the student will learn to develop software components and web applications.

There is one interdisciplinary exam for Technology (20% of the grade) and Programming (80 % of the grade). In order to take the exam, students must hand in two mandatory assignments.

4TH SEMESTER COURSES

The 4th semester consists entirely of electives. The number and type of electives offered depend on the number of students enrolled in a particular semester and the interest of certain topics.

A catalogue is put out the semester before and shortly before the beginning of the semester, a decision is made on which electives will be offered based on the number of students who have signed up for each one. Often the same electives are offered, as they cover popular and highly relevant topics.

Examples of electives are: "Front-end Web Programming with Angular 2 and UX", "Web Development with ASP.NET Core MVC", "C Programming for Devices" and "Cops and Hackers".

Each elective is worth 10 ECTS and students must hand in two mandatory assignments to be allowed to take the exam.

DO YOU DREAM OF DESIGNING AND MANAGING DIGITAL PRODUCTS?

There are four core areas of the two-year multimedia design programme:

- Design and Visualisation
- Interaction Development
- Communication and Presentation
- Business

Students learn to work with frontend development, User Interface Design (UI), User Experience Design (UX) and understanding the business context. Cooperation in the form of student projects and internships with businesses ranging from agencies to companies and cultural organisations is an important part of the programme.

<p>2 YEARS 4 SEMESTERS 120 ECTS</p> <p>Programme start: Summer and Winter</p> <p>Language of instruction: English</p> <p>Learn more: KEA.DK/MMDINT</p>	1	2	3	4
	COMMUNICATION/ PRESENTATION			INTERNSHIP
	BUSINESS			
	DESIGN/ VISUALISATION			FINAL PROJECT
	INTERACTION DEVELOPMENT/ PROGRAMMING		ELECTIVES	
OPEN TO EXCHANGE				

JOB OPPORTUNITIES

Multimedia designer, web designer, webmaster, game designer, project manager/coordinator, marketing assistant, web and mobile developer or entrepreneur.

FURTHER EDUCATION

BA in Digital Concept Development, BA in Design & Business and BA in Web Development at KEA. Possibility of applying for a Master's programme at the IT University of Copenhagen or pursue further studies abroad.

EXCHANGE

OUTGOING EXCHANGE STUDENTS

KEA students can go on exchange in their 3rd semester.

It is important that they take courses at the partner institution that match the courses they would have taken at KEA. This means that the students should have mainly courses focusing on creating digital content for web: UX Design, User Interface Design, front-end programming, digital video, and digital business knowledge.

Courses combining elements of programming and design, such as 3D development, digital video and games programming would be good choices for KEA Multimedia students.

INCOMING EXCHANGE STUDENTS

Exchange students are accepted to the 3rd semester. They are required to have some basic programming skills and basic skills in the Adobe package. As there is summer and winter uptake to the programme, the 3rd semester can be taken in the autumn or spring.

3RD SEMESTER COURSES

The 3rd semester consists of a mandatory part, where the different courses are organised around cases, and an elective, which the students can choose from a set list.

The mandatory element of the 3rd semester consists of 4 core areas: Interaction Development (5 ECTS), focusing on front-end development such as Javascript and HTML, Design and Visualisation of 5 ECTS (3D, Animation, Digital Video), Communication and Presentation of 5 ECTS (UX Design and user testing) and Business (5 ECTS), which focuses on digital business models. The four cores themes are taught in an interdisciplinary module over the first 10 weeks of the semester.

In this module, students work with a company to create the best solution to a current issue. Throughout the module, lectures, exercises and assignments will develop the students' skills so they can deliver a well-rounded product at the end of the module. Students have, for example, worked with Laerdal - a company that produces resuscitation aids - to inspire them to use emerging technologies in their work.

The elective covers the last seven weeks of the semester. Here, students can choose to specialise within an area of interest such as video, 3D, entrepreneurship or graphic design.

The electives on offer vary from semester to semester and are subject to minimum enrolment numbers. An example of an elective catalogue can be sent upon request.

In the 3rd semester, there is a mid-term exam covering the first 20 ECTS and a final exam covering the elective. Students must hand in a number of mandatory assignments to be allowed to take the exams.



BACHELOR TOP-UP: DIGITAL CONCEPT DEVELOPMENT ^{INT}

LEARN HOW TO DEVELOP AND UNFOLD STRATEGIC DIGITAL CONCEPTS

Digital Concept Development is a 1½-year programme teaching strategic concept development within digital commerce, design, marketing and communication. The programme qualifies graduates to work with developing communication and design concepts, digital solutions and strategic concepts for advertising and marketing agencies with a digital profile, as well as with e-commerce, web and design agencies. In addition, it qualifies

graduates to manage web shops and other digital commerce solutions. In addition to the mandatory elements, the programme includes electives, which allow students to tailor their education to their interests and ambitions. The entire program is run in an agency environment, where close collaboration with businesses from relevant industries, through guest lecturers, case partners and more, is a key part of the day-to-day work.

1½ YEARS
3 SEMESTERS
90 ECTS

Programme start:
Summer and Winter

Language of
instruction: English

Learn more:
[KEA.DK/
DIGITAL-CONCEPT](http://KEA.DK/DIGITAL-CONCEPT)

	1	2	3
CONCEPT AND BUSINESS DEVELOPMENT		COMMUNICATION AND MARKETING	INTERNSHIP
PROJECT MANAGEMENT A		PROJECT MANAGEMENT B	
USER RESEARCH AND METHODOLOGY		ELECTIVE: DIGITAL DESIGN	BACHELOR PROJECT
PHILOSOPHY OF SCIENCE			
UNDERSTANDING TECHNOLOGY			
		OPEN TO EXCHANGE	

<p>JOB OPPORTUNITIES</p> <p>Qualification to work within the field of marketing, commerce, design, advertising, and project management, in an agency environment or on the client side.</p>	<p>FURTHER EDUCATION</p> <p>Possibility of applying for a Master's programme on a number of Danish Universities, i.e. at the IT University of Copenhagen and CBS, or pursue further studies abroad.</p>
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EXCHANGE

OUTGOING EXCHANGE STUDENTS

KEA students can go on exchange in their 2nd semester and will need to find a course combination that is similar to what they would have had at KEA.

Students are allowed to take some production and practical media classes, but the main focus of their classes should be on concept development, marketing and digital design conceptualisation.

INCOMING EXCHANGE STUDENTS

Incoming exchange students are welcome in the 2nd semesters. Incoming students should be aware that the 2nd semester is equivalent to the 6th semester of a BA programme.

The prerequisite is four semesters of study in a relevant programme (business and/or communication design, possibly combined with project management, marketing or PR).

As there is summer and winter uptake to the programme, these semesters can be taken in the autumn or the winter semester. Students are placed in the appropriate semester according to their background by the academic coordinator at KEA.

2ND SEMESTER COURSES *

COMMUNICATION AND MARKETING: 10 ECTS

Students learn to analyse, develop and implement marketing concepts in companies and organisations that are capable of attracting, converting and keeping users/customers in the most effective manner. Students learn to develop digital concepts for companies and organisations in local and international markets based on communication strategies.

PROJECT MANAGEMENT B: 5 ECTS

Students learn to handle complex project management tasks. Students become capable of assessing and choosing the right method in the light of available project finances. Students learn to be an active player in negotiations and to prioritise resources to achieve the best possible quality in the project.

ELECTIVE - DIGITAL DESIGN: 15 ECTS

Students must learn to develop strategically based digital concepts for companies and organisations in local and international markets. Throughout the semester, students will complete 2-4 interdisciplinary projects, which they submit to both the lecturer and the participating company. The completion of these projects gives access to the final exam, where students are evaluated on all of the above learning goals.

* Equivalent to the 6th semester of a BA programme



BACHELOR TOP-UP: WEB DEVELOPMENT ^{INT}

DO YOU WANT TO DESIGN AND PROGRAM WEB APPLICATIONS?

The 1 ½-year top-up programme in Web Development covers the design and construction of web applications of all sizes. Students work creatively with coding, creating realistic projects while they improve their development and programming skills to a professional level. Students in this program

come from both programming heavy Computer Science and Design focused Multimedia Design. Close contact with the business community is emphasised, with students writing assignments in cooperation with businesses and doing an internship to test their competencies in practice.

1½ YEARS
3 SEMESTERS
90 ECTS

Programme start:
Summer and Winter

Language of
instruction: English

Learn more:
[KEA.DK/WEB-DEVELOPMENT](https://kea.dk/web-development)

1	2	3
WEB DEVELOPMENT	DEVELOPMENT ENVIRONMENTS	INTERNSHIP
INTERFACE DESIGN AND DIGITAL AESTHETICS	ELECTIVES	FINAL EXAM PROJECT
DATABASES		
OPEN TO EXCHANGE		

JOB OPPORTUNITIES

Front or Back-end Developer, Programmer, Web Master, Web Shop Developer or Web Designer.

FURTHER EDUCATION

With a BA in Web Development, there is the possibility to apply for a Master's programme, for example at the IT University of Copenhagen, DTU, or pursue further studies abroad.

EXCHANGE

OUTGOING EXCHANGE STUDENTS

KEA students can go on exchange in their 2nd semester and will need to find a course combination that is similar to what they would have had at KEA.

Courses relevant for Web Development students deal with Java, C# or other web based technologies. Courses with a heavy focus on math or physics are not normally a good match for these students.

INCOMING EXCHANGE STUDENTS

Exchange students are accepted to the 1st and the 2nd semester. Incoming students should be aware that the 1st semester is equivalent to the 5th semester of a BA programme, while the 2nd semester is equivalent to the 6th semester of a BA programme.

The prerequisite is three semesters of study within a related field with a focus on programming. As there is summer and winter uptake to the programme, these semesters can be taken in the autumn or the spring semester.

1ST SEMESTER COURSES *

WEB DEVELOPMENT: 10 ECTS

This module is divided into two themes:

Back-end Programming, where the students work with design patterns, fundamental protocols of the World Wide Web and the advantages and limitations of client/server architecture. They learn to create web-based programs, apply basic programming principles, use web APIs and document program structures.

Front-end Programming, where the students work with fundamental protocols of the World Wide Web, advantages and limitations of client/server architecture, particular characteristics, weaknesses and strengths of different media. They learn to program and implement a dynamic web application, build suitable interfaces for applications and establish the communication from the user interface to the backend system.

DATABASES: 10 ECTS

This module covers database systems, concepts and architectures on an intermediate level. The students will, among other things, work with ER modelling; SQL DDL and SQL DML statements; views, cursors, authorisations and permissions; indexing and DB optimisation; database normalisation; stored procedures, user-defined functions,

triggers, transactions, and prepared statements; accessing databases from a web application; introduction to No-SQL DB.

INTERFACE DESIGN & DIGITAL AESTHETICS: 10 ECTS

The module covers the connection between functionality and design, working with themes such as Visual Design (Visual Styles, Colors and Typography), Information Architecture (for example Navigation and Content Organisation, Complex Data Display, and Responsive Design using Flexbox and Media Queries) and Interaction Design (for example Forms and Actions, Performance Optimisation, and Transitions and Animations).

Students must complete a number of mandatory assignments in each class to be allowed to take the exams at the end of semester. Each class will have an individual exam.

* Equivalent to the 5th semester of a BA programme

2ND SEMESTER COURSES *

DEVELOPMENT ENVIRONMENTS: 10 ECTS

The objective of the module is to enable students to develop modern web applications using the object-oriented programming paradigm and the opportunities provided by the asp.net MVC Framework while working with the Integrated Development Environment Visual Studio. During the module, students will gain knowledge of a strongly typed programming language (C#); knowledge of a Version Control System (Git); object oriented programming skills; and familiarity with the asp.net MVC framework and Visual Studio 2015.

ELECTIVES: 20 ECTS

Two elective courses are determined at the start of the semester. These may be selected from the list of electives, but are not limited to these.

Examples: Android Development (10 ECTS), iOS Development (10 ECTS) Human Computer Interaction (10 ECTS), Project Management (10 ECTS). Some electives are held jointly with students from the Software Development programme.

Students must complete a number of mandatory assignments in each class to be allowed to take the exams at the end of semester. Each class will have an individual exam.

* Equivalent to the 6th semester of a BA programme

BACHELOR TOP-UP: SOFTWARE DEVELOPMENT ^{INT}

DO YOU DREAM ABOUT A FUTURE WITHIN THE SOFTWARE INDUSTRY?

In the top-up programme in Software Development, students learn how to design and program large, data-heavy and distributed systems. They work with all of the various aspects of the software development process, such as databases, contracts, tests, system integration, project management and system development.

Students in Software Development usually come from a Computer Science program. There is close contact to the business community. For example, students write assignments in cooperation with a business and do an internship in a business to test their competences in practice.

1½ YEARS
3 SEMESTERS
90 ECTS

Programme start:
Summer and Winter

Language of
instruction: English

Learn more:
KEA.DK/SD

1	2	3
DATABASES FOR SYSTEM DEVELOPERS		INTERNSHIP
SYSTEM INTEGRATION		
DEVELOPMENT OF LARGE SYSTEMS		
TESTS		FINAL EXAM PROJECT
ELECTIVES		
OPEN TO EXCHANGE		

JOB OPPORTUNITIES

Software Developer, Software Coordinator, Software Analyst, Software Programmer or IT Architect.

FURTHER EDUCATION

With a BA in Software Development, there is the possibility to apply for a Master's programme, for example at the IT University of Copenhagen, DTU, or pursue further studies abroad.

EXCHANGE

The 1st and 2nd semesters are combined. This means that there are a set number of courses that run in the autumn and another set number of courses in the spring. When the full degree students have completed an autumn and a spring semester, they can continue on to their final semester.

OUTGOING EXCHANGE STUDENTS

KEA students can go on exchange in their 2nd semester and need to find a course combination that is similar to what they would have had at KEA. Outgoing exchange students are allowed to take math or physics based courses according to individual qualifications, but for KEA students in general these courses are not the best match.

INCOMING EXCHANGE STUDENTS

Exchange students are accepted to the 1st and the 2nd semester, according to the autumn/spring schedule of courses described above and the module descriptions below. Incoming students should be aware that 1st semester is equivalent to the 5th semester of a BA programme, while the 2nd semester is equivalent to the 6th semester of a BA programme.

AUTUMN SEMESTER COURSES

SOFTWARE TESTING: 10 ECTS

Students learn to plan and execute tests. They also gain an understanding of the strategic role of testing in the development process and the skills to be responsible for the internal QA in a project.

Students plan a test sequence based on a test model; use black-box and white-box test techniques; do both verification and validation; ensure traceability between requirements and tests at all levels; use tests for quality assurance during development; construct tests that verify upholding contracts, including internal contracts for subsystems; use techniques and tools to automate various kinds of tests; and build systems to monitor test and error handling during development

ADVANCED DATABASES: 10 ECTS

The objective of this module is to qualify the student to be able to select and utilise different types of databases appropriately in relation to different domains of application. In addition, the student should be able to analyse and work with large databases, including redesigning and optimising their performance.

The following themes and technologies will be explored: Database Fundamentals; SQL; database

development lifecycle, business analysis and data modeling; database design and normalisation; database programming and implementation; OLTP, transactions management and optimisation; ORM, object-relational mapping; database administration, management, and maintenance; introduction to business intelligence, data warehousing, OLAP, and data mining; introduction to big data and NoSQL databases; and introduction to cloud computing with databases

ELECTIVE: 10 ECTS

Electives are determined at the start of the semester and some are held jointly with students from the Web Development programme.

Examples of electives are Project Management, iOS App Development and Web Security. Each elective counts for 10 ECTS.

The students must complete a number of mandatory assignments in each class to be allowed to take the exams at the end of semester. Each class will have an individual exam.

SPRING SEMESTER COURSES

SYSTEM INTEGRATION: 10 ECTS

This course studies the process of integrating different systems and software applications by examining current and emerging trends, strategies, and techniques for developing systems integration solutions effectively.

Example topics covered include, but are not limited to: implementing integration solutions using service oriented architecture; designing integration solutions reusing patterns; documenting integration requirements using business process models; IDE functionality and components, programming tools and utilities; development of methodologies and visual modeling instruments; object-oriented programming in Java; Java-based technologies, web services and integration.

Technologies used in the class include Java, Net-Beans IDE TomCat, GlassFish, Camel framework and MySQL

DEVELOPMENT OF LARGE SYSTEMS: 10 ECTS

Students learn to plan and manage a development process with many project members and to design and implement large systems that are divided into smaller parts and developed by independent development groups.

ELECTIVE: 10 ECTS

Electives are determined at the start of the semester and some are held jointly with students from the Web Development programme.

Examples of electives are Project Management, iOS App Development and Web Security.

Students must complete a number of mandatory assignments in each class to be allowed to take the exams at the end of semester. Each class will have an individual exam.

KEEN ON HAVING AN ENTREPRENEURIAL CAREER IN BUSINESS AND IT?

The unique combination of Business Economics & Information Technology provides students with the

ability to analyse, design and execute projects within the area of IT and business process development.

3½ YEARS
7 SEMESTERS
210 ECTS

Programme start:
Summer

Language of instruction: English

Learn more:
KEA.DK/BEIT

1	2	3	4	5	6	7	
MICRO-ECONOMICS	MACRO-ECONOMICS	BUSINESS STRATEGY		ELECTIVES/ STUDYING ABROAD	INTERNSHIP	PHILOSOPHY OF SCIENCE AND PROJECT METHODOLOGY	
BUSINESS ECONOMICS AND ORGANISATION		STRATEGIC MARKETING	INFORMATION TECHNOLOGIES			BACHELOR PROJECT	
SOFTWARE CONSTRUCTION		INFORMATION TECHNOLOGIES					
SYSTEMS DEVELOPMENT							
COMMUNICATION & PRESENTATION	INTERNATIONAL BUSINESS LAW	INNOVATION & ENTREPRENEURSHIP					
OPEN TO EXCHANGE							

JOB OPPORTUNITIES

Work within IT and leadership, i.e. project management, business processes, systems development, management and IT consulting or follow the path as an entrepreneur.

FURTHER EDUCATION

With a BA in Business Economics and IT, it is possible to apply for a Master's programme or pursue further studies abroad.

EXCHANGE

OUTGOING EXCHANGE STUDENTS

KEA students can go on exchange in their 5th semester (autumn). The students can choose to focus on marketing and business or IT and Systems Development or to study a combination of the two.

INCOMING EXCHANGE STUDENTS

Exchange students are accepted to the 3rd and 5th semesters (autumn) and the 4th semester (spring). Prerequisites are basic training in programming and databases along with business courses, such as organisational theory and micro/macro economy.

3RD SEMESTER COURSES

During the 3rd semester, students work within the following subjects:

- Understand and work with business strategy and strategic marketing
- Identify and describe strategic IT applications
- IT governance and IT security
- Understand and work with supply chain management and ERP systems
- Understand IT technologies
- Project management (planning, QA and leadership)
- Modelling of IT systems and UX

The semester consists of three interdisciplinary modules and concludes with an oral exam in all three.

MODULE 1

STICK TO WHAT YOU DO BEST

Business strategy, Information technologies, project management, SCRUM.

MODULE 2

GET IT OUT, WHERE?

Strategic marketing, creating an IT system using UML and a developing tool, business strategy.

MODULE 3

MAKING THE WORLD GO ROUND

Supply chain management, ERP, IT Governance, BPM, QA and project management.

Students who pass the exam are granted 10 ECTS in Business Strategy, 5 ECTS in Strategic Management, 5 ECTS in Information Technology and 10 ECTS in Systems Development.

4TH SEMESTER COURSES

During the 4th semester, students work within the following areas:

- Bringing IT, innovation, systems development, service management and business strategy together for business development
- How to create requirement specifications for IT systems
- Understanding and working with IT strategy, complex systems development and IT architecture
- Project management of complex projects
- How to handle innovation and how to start up your own company.

The semester consists of three interdisciplinary modules and concludes with an interdisciplinary exam.

MODULE 1

BUSINESS DEVELOPMENT

Digitalisation, service management, cloud computing, creativity and innovation, start-ups, MIS and business strategy.

MODULE 2

IT STRATEGIES AND SOFTWARE ACQUISITION

Managing IT projects and optimising business

processes; building and managing systems; IT distributed systems and IT client server architecture; user requirements and QA.

MODULE 3

SYSTEMS DEVELOPMENT AND INTEGRATION

Creating an IT strategy; IT web services and security; IT systems architecture; financial management of IT.

Students who pass the final exam will be granted 10 ECTS in Business Strategy, 5 ECTS in Information Technologies, 10 ECTS in Systems Development, and 5 ECTS in Innovation and Entrepreneurship.

5TH SEMESTER COURSES

The 5th semester consists of two electives, each worth 15 ECTS. The electives are chosen by popular demand before the semester starts and may vary from semester to semester.

Examples of electives are:

BUSINESS PROCESS MANAGEMENT

The student will gain IT-based knowledge of and practice with Business Process Management. Students gain skills in modelling, designing and deploying business process and applications.

Students develop competences in using BPM skills to improving business efficiency and effectiveness.

MARKETING IN A BROADER PERSPECTIVE – CUSTOMER RELATIONSHIP MARKETING

Students gain an understanding of the relationship between a traditional marketing framework and cutting-edge service design on the B2C as well as the B2B market.

Students become familiar with the basic areas of advertising, and learn to navigate between the various concepts and to handle marketing issues of a quite complex nature.

BIG DATA IN SPORTS

Students create a project definition for a medium-size project that covers IT and organisation; understanding (big) data, database and analysis concepts; understanding advanced analytics, operations research in sport; understanding neural networks and machine learning; and practical problem identification and solving for advanced analytical problems.

Students will participate in a project team with a set role structure, a project manager, technology experts, systems analyst profiles and an ambitious goal, and create and present a proof of concept for an implementation project.



WORKSHOP FACILITIES

KEA IS A PLAYGROUND, A COMMUNITY, A WEALTH OF ACTIVITIES AND RESPONSIBILITIES

KEA Digital's programmes are taught in three buildings located in close proximity of each other; all courses from the same programme are taught in the same building. There are both traditional classrooms and rooms or areas for group work. All buildings have wifi and printing services but students are expected to bring own their computers to classes.

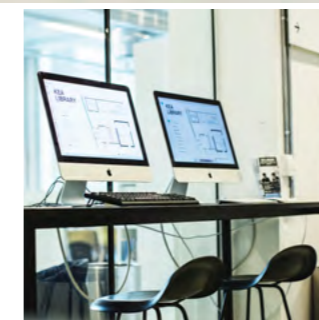


Some classes require that students have certain programs installed – if a cost is involved, students must pay for themselves, but there are often student discounts. All KEA students have access to the KEA library, which has many online resources and Material Connection as well as KEA Makerlab, which offers an introductory workshop at the start of each semester.

LIBRARY AND MATERIAL CONNEXION

An essential part of KEA is the library service. The staff provides profound guidance to students, lecturers and external stakeholders. The library is not only filled with books, but also has online searching platforms and a material box with samples of all the materials the students use on the different programmes at KEA.

KEA has one of the world's leading material libraries. In autumn 2013, KEA became the seat of the largest material collection in the Nordic region, a project carried out in collaboration with Material ConneXion in New York. Material ConneXion includes approximately 1,500 physical samples on display and gives online access to more than 7,000 material samples.



CREATIVE ENVIRONMENTS AT EVERY CORNER

At KEA, there is a new challenge around every corner. KEA offers endless opportunities to experiment and develop ideas into products in the different workshops and labs, which are equipped with everything from CNC milling machines and 3D printers to a wide range of digital hardware. KEA has cozy corners, roof terraces, cafes and bars that students can use for meetings and socialising.



KEA PLAY

KEA Play has a selection of equipment and labs that students and staff from the DIGITAL programs can borrow during projects.

Video and sound: Cameras, sound and lighting equipment along with dollies, tripods and flycams.

Internet of Things: IoT suitcase containing VR glasses, Apple Watch, iBeacons, Arduino Kits, Littlebits, Affordable Eyetracker, 360 flycam and more. It is also possible to borrow a drone.

Visualisation of Programming: A programmable Märklin model railway where students can see the direct effects of their code.

Labs: Studio for video and sound recording with green screen and lighting, a UX Lab and a Projectlab with meeting space and group rooms.



KEA MAKERLAB

KEA's prototype workshop can be found across from the reception at Guldbergsgade. Here the students have access to several workshop facilities, including a wide range of machines and equipment like a CNC milling machine, a laser cutter or different 3D printers, allowing them to elaborate on their ideas from concept to final product.

More information about Makerlab at kea.dk/kealabs/workshopgbg



**KNOWLEDGE ALONE IS NOT ENOUGH.
YOU NEED SKILLS.**

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