“Doing Business in... Copenhagen”  
*B86.3302.0A*

Copenhagen, Denmark  
May 2005

*Arranged by*  
NYU Stern’s MBA International Programs Office  
in collaboration with  
*Copenhagen Business School, Denmark*

**Dates**
- Monday, April 11, 2005 (4:30-5:45PM)  
  o Mandatory Pre-Departure Class Session  
- Monday, May 16, 2005 – Tuesday, May 31, 2005  
  o 14-day program, including 10 days of academic and 4 days of non-academic programming

**Course Description**
This course is a 14-day intensive course exploring doing business in Copenhagen, Denmark and Malmo and Lund in Sweden. The faculty of the Copenhagen Business School teaches it.

Topics covered include:
- **Biotechnology**
- **Innovation as a Natural Resource: Knowledge-Intensive and Artistic Industries**
- **Regionalism and regional investment within the EU**
- **Ethics and Corporate Responsibility**

Students study Danish innovation as a natural resource, featuring areas of business based on knowledge intensive and artistic industries. Included are visits to the biotech industry and “Medicon” Valley, Scandinavia’s pharmaceutical and biotech corridor and Danish design and entertainment companies.
Included is a side trip to southern Sweden to visit Oresund region (southern Sweden + Denmark) as an example of a region designated by the EU for economic development. In this case, the developing industry is pharmaceuticals.

The structure includes a mix of class lectures, presentations, and discussions in English at the Copenhagen Business School in Copenhagen, Denmark with additional site visits to local companies and government institutions in Denmark and Sweden. Students will receive 3 credits from Stern for their participation in the course.

**Location**

Denmark is actively involved in European Union issues. With only 5.5 million inhabitants and few natural resources, Denmark has generated enough wealth to have one of the highest standards of living in the world. Copenhagen in May is attractive from a tourist point of view, with long “white nights” approaching summer solstice. Visit Denmark’s tourist site: [http://www.visitdenmark.com/](http://www.visitdenmark.com/)

**Copenhagen Business School** ([http://www.cbs.dk/cbs_international/](http://www.cbs.dk/cbs_international/))

Copenhagen Business School (CBS) is EQUIS accredited which is the European equivalent of AACSB. It is the third largest business school in Northern Europe with a large, 300+ size faculty.

**Campus Facilities:**

- The Faculty of Economics and Business Administration building opened in 2000 with a state of the art library, large computer rooms, cafes, student organization spaces, and bookstore
- Main building houses the International Office where a mailbox is kept for each international student, many classrooms, some computer rooms, lounge, restaurant
- Library and bookstore in each of the two main buildings
- Library has plenty of English-language books, magazines and newspapers
- Other buildings have classrooms, student organization offices, IB faculty office, a small cafeteria, small student lounge, duplicating rooms and mailboxes for APIM students

**Course Requirements**

Students will be required to complete pre-trip, background readings, attend the pre-departure class session in NYC and **all** lectures, presentations and site visits in Copenhagen during the entire academic program, and complete a ‘synopsis’ exam (a 10 page written assignment with a following oral defence.)

Exam: The assignment and the oral examination will be carried out in small groups. The assignment is handed in to the professor 2 days before the oral examination to allow time for the professor to read it and prepare for the oral exam. Two professors take part in the exam for each group. The oral defence will take 45 min. including 10 min. for the professors to finalize their
evaluation and deliver the grades with their comments. The oral exam will begin with a short student presentation of the project (PowerPoint slides) before the questioning from the professors.

Grade: The grades are individual, but in most cases, do not differentiate within the group.

Topic: Topics will be assigned and will incorporate topics and learning from the course.

**Pre-Departure Class Session**
A mandatory pre-departure class session will be held on Monday, April 11 from 4:30-5:45PM in New York City to hear a short lecture, form study groups, review logistics and discuss pre-work. Location will be announced to participants closer to the date.

**Course Materials**
Students will receive a compendium of readings from CBS which is included in the Program Fee.

**Course Schedule**
For the detailed course schedule with company visits and social activities please visit the following weblink:
[http://www.stern.nyu.edu/mba/international/DBI_Program/DBI_copenhagen_Academic%20program%20Final.pdf](http://www.stern.nyu.edu/mba/international/DBI_Program/DBI_copenhagen_Academic%20program%20Final.pdf)

A quick overview of the tentative course schedule:

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<tr>
<th>Monday, May 16</th>
<th>ARRIVAL</th>
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<tr>
<td>Tuesday, May 17</td>
<td>The Knowledge Intensive Industry - NOVO A/S</td>
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<td>Wednesday, May 18</td>
<td>Biotechnology - SYMBION</td>
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<td>Thursday, May 19</td>
<td>Ethics and Corporate Social Responsibility</td>
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<td>Friday, May 20</td>
<td>New Safe Medicines Faster Profitability of Biotech Industries - Carlsberg</td>
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<tr>
<td>Saturday, May 21</td>
<td>Northern Zealand, Karen Blixen Museum and Kronborg - Tivoli</td>
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<tr>
<td>Sunday, May 22</td>
<td>Church, Canal Tour and National Museum</td>
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<td>Monday, May 23</td>
<td>Globalization &amp; The Biotech Industry - Ideon Agro Food, Sweden</td>
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<td>Tuesday, May 24</td>
<td>Innovation and the Creative Industries - B&amp;O</td>
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<tr>
<td>Wednesday, May 25</td>
<td>Innovation and the Creative Industries - ZENTROPA FILM</td>
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<td>Thursday, May 26</td>
<td>Scandinavian Management Practices - IBM</td>
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<td>Friday, May 27</td>
<td>Hand in Synopsis and Prepare for Exam</td>
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<tr>
<td>Saturday, May 28</td>
<td>Free-Time, Study Time</td>
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<tr>
<td>Sunday, May 29</td>
<td>Free-Time, Study Time</td>
</tr>
<tr>
<td>Monday, May 30</td>
<td>EXAM</td>
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<tr>
<td><strong>Tuesday, May 31</strong></td>
<td><strong>DEPARTURE</strong></td>
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**Visits:**
For details on the visits, locations and tips, click on the **Social and Practical Guide:**
**Class size**
Maximum of 35 students

**Registration**
Students must lottery for this course during the Spring 2005 lottery. Admitted students will be notified with the registration lottery results. A non-refundable $500 deposit to secure your seat is due by December 8, 2004. Students are registered for three credits in the Spring 2005 term. These credits are outside of the program credit loads and limits for Spring 2005. See DBI Program website for additional DBI program details on registration, drop, withdrawal, and refunds.

**Drop/Withdrawal/Refunds**
See DBI Program website for policies and procedures that apply specifically to the DBI courses and the schedule below for dates.

**Accommodations**
Lodging is included in the DBI program fee. Lodging is for arrival on Monday, May 16 and for departure on the morning of Tuesday, May 31. Rooms are double-occupancy. Students stay in a local hotel with easy access to the city center, university, shopping, and cultural activities.

**Meals**
Dinner at Tivoli is included in the fee. All other meals are on your own and are not included in the DBI program fee. An entrée at a local restaurant runs about $8 to $33 depending on the restaurant. Check the Practical and Social Guide for details on restaurants.

**Group Events**
Included in Program Fee (see Social & Practical Guide for event details):
- Train Card which covers transportation by bus, metro and s-train within three zones
- Walking Tour
- Louisianan Museum of Art (transportation and entrance fee)
- Day trip to and from Northern Zealand
- Karen Blixen Museum (transportation and entrance fee)
- Guided Tour at Kronborg
- Opera in the new Opera house (medium priced seats)

**Transportation to/from Copenhagen**
Students must arrange and pay for their transportation to/from Copenhagen, Denmark and to/from the airport. Students must arrive at CBS Monday, May 16 and plan to depart on the morning of Tuesday, May 31.

**Local Transportation**
*From Hotel to University*: A guide from the CBS pick will pick you up on the first day at the hotel. The guide will distribute the train tickets. The program fee includes a train/metro/bus monthly pass, which covers the costs of transportation to and from the CBS. The school is 5 min from the Cab-Inn Hotel by Metro.
• To Corporate Visits: Transportation to and from all corporate presentations is included in the DBI program fee.
• To Group Events: Group program activities include transportation, and it is included in the DBI program fee.
• From Airport to Hotel: A taxi from the Airport to the Cab-Inn hotel is approximately 200-250 DKK (35-40 USD) and the train 24,50 (6 USD.)
• Personal activities are on your own.

Costs for Program

1. Stern Tuition for 3 Credits

2. DBI Program Fee for Copenhagen = $1,800
   Includes:
   o CBS university expenses
   o Hotel room with breakfast for 15 nights (double-occupancy)
   o Corporate visits with transportation
   o 6 group trips with transportation
   o 1 group dinner
   o Compendium of Readings for Course
   o Train ticket (covers train/metro/bus within three zones for local transport.)

3. Additional Expenses to be Covered by Student (EXCLUDED from DBI Program Fee for Copenhagen)
   o Airfare
   o Transport to/from airports
   o Tourist visa or entry fee ($100)
   o 14 Lunches on your own (each approximately $8-33 – see Social & Practical Guide.)
   o 13 dinners on your own (each approximately $8-33 – see Social & Practical Guide.)
   o Pre-trip books
   o Personal expenses
   o Any personal trips or visits

Key Dates

<table>
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<tr>
<th>Date</th>
<th>Event</th>
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<tr>
<td>Oct 21 - Nov 10, 2004</td>
<td>Submit lottery request in the Spring 2005 Lottery</td>
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<td>November 23, 2004</td>
<td>Lottery Notifications: 2005 Grads</td>
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<td>November 29, 2004</td>
<td>Lottery Notifications: 2006 Grads</td>
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<tr>
<td>December 1, 2004</td>
<td>Lottery Notifications: All Others</td>
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<td>December 8, 2004</td>
<td>DBI Non-Refundable $500 Deposit Due</td>
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<tr>
<td>December 9, 2004</td>
<td>Pull from Waitlist if openings after Deposit Due Date</td>
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<tr>
<td>December 10, 2004</td>
<td>DBI Non-Refundable Program Fee ($1800 Less Deposit) Due</td>
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<tr>
<td>December 10, 2004</td>
<td>Spring 2005 Tuition Payment Deadline</td>
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Up to April 10  Drop Class - 100% tuition refund only
April 11, 2005  Drop Class - 70% tuition refund

April 11, 2005  Mandatory Pre-Departure Meeting
April 12, 2005  Drop Class - 55% tuition refund only
April 13, 2005  Drop Class - 25% tuition refund only
April 14 to May 16  Withdrawal with 0% tuition refund
May 16 - 31  Program in Copenhagen, Denmark

Copenhagen Visa or Entry Fee
US, Canadian and European citizens do not need visas for a two week stay in Denmark. They can enter the country as tourists. If there are participants with nationalities that require visa it is important that they apply app. 3 months in advance. Those students who are required to have a visa will need an invitation from CBS, and it is important that the application process is begun by February. The following link has visa requirements for all nationalities:
http://www.udlst.dk/english/Visa/who_needs_visa.htm
There is a cost involved, but that may vary. Updates on this information can be achieved at the Royal Danish Consulate General, New York (212) 223-4545.

Questions
Contact MBA International Programs at intl@stern.nyu.edu or visit on the 6th floor during office walk-in hours: M-F 12-1pm and 4-5pm.

Copenhagen, Denmark

Copenhagen, Dan. København [köˈbɛ̃hʊ:`n], city (1992 pop. 464,566; metropolitan area 1,339,395), capital of Denmark and of Copenhagen co., E Denmark, on E Sjælland and N Amager islands and on the Øresund. It is a major commercial, fishing, and naval port and is Denmark's chief commercial, industrial, and cultural center. It is also a rail hub. The Store Bælt bridge (1998),
between Sjælland and Fyn islands, links the city to Denmark's mainland; the Øresund Fixed Link (2000) connects the city with Malmö, Sweden. Manufactures include ships, machinery, pharmaceuticals, processed food, beer, textiles, plastics, marine engines, furniture, and the celebrated Copenhagen ware.

Why Visit Copenhagen?
Copenhagen is the modern metropolis that never forgot its history. It's a captivating, friendly city where your senses can roam and where there's always something wonderful around the next corner -- to see, hear, smell, taste, or feel. You can start by wandering among the charming narrow streets of the old city; each winding road is lined with unique, beautifully preserved old houses.

And then there are the royal castles, the parks, the squares and the plazas. Not to mention their precious pearl, Nyhavn (picture at top), the New Harbor. Archaeological finds bear witness to settlements here as far back as 5000 - 6000 B.C. The actual founding of the city, though, dates to 1167 A.D., when Bishop Absalon built a fortress on Slotsholmen. Christiansborg Castle, housing the nation's parliament, also still stands.

The arts are thriving and waiting to be enjoyed at Copenhagen's many museums, galleries, and theaters. At the Tycho Brahe Planetarium, you can experience breathtaking natural phenomena, or take the kids to the family-friendly Experimentarium, with its many exciting interactive exhibits. A fairy-tale universe unfolds for you at Tivoli Gardens, where amusements, concert performances, and a profusion of flowers await. If your explorations inspire your appetite, you'll find the whole world is on the menu at the hundreds of restaurants and cafes dotting the city.

Year round, there's always something going on in Copenhagen, and all within easy walking distance. Copenhagen is not a city to rush through. There are too many details to be enjoyed. And it helps to be curious. Enjoy the many little ornaments and curlicues of its architecture, and the old-fashioned signs that hang from storefronts telling you from far away what's being sold inside. Even the humble manhole covers are designed and beautifully ornamented. Take time to get into the details.

Denmark - Economic Overview
Once essentially an agricultural country and still possessing a visibly rural landscape, Denmark after 1945 greatly expanded its industrial base so that by the 1990s industry contributed over 25% of the gross domestic product and agriculture less than 5% (Denmark's other traditional industries of fishing and shipbuilding have also declined). Financial and other services, trade, transportation, and communication are also important.

The main commodities raised are livestock (pigs, cattle, and poultry), root crops (beets, kohlrabi, and potatoes), and cereals (barley, oats, and wheat). There is a large fishing industry, and Denmark possesses a commercial shipping fleet of considerable size. The leading manufactures include food products (especially meat and dairy goods), chemicals, machinery, metal products (made almost entirely from imported raw materials, since Denmark has practically no mineral resources), electronic and transport equipment, beer, textiles, and paper and wood products. Tourism is also an important industry.
Denmark's main exports are agricultural and industrial machinery, teak and oak furniture, meat, fish, and metals and metal manufactures; the chief imports are machinery, metals, motor vehicles, and fuels. The country's leading trade partners are Germany, Sweden, Great Britain, and other European Union countries as well as the United States. Denmark suffered severe economic problems throughout the 1980s, and in the 1990s it had a high unemployment rate, large public-sector expenses, and a massive foreign debt. However, tight fiscal and monetary policies combined with an increasing export base held some promise of economic recovery.

The government has been successful in meeting, and even exceeding, the economic convergence criteria for participating in the third phase (a common European currency) of the European Economic and Monetary Union (EMU), but Denmark has decided not to join 12 other EU members in the euro; even so, the Danish Krone remains pegged to the euro. Given the sluggish state of the European economy, growth in 2003 was a mere 0.3%.

More Information

- Denmark – Tourist:  http://www.visitdenmark.com/
- Copenhagen Business School:  http://www.cbs.dk/cbs_international/

Questions?

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Email: intl@stern.nyu.edu

Office Hours:
Monday, Thursday, Friday: 9 a.m. – 5 p.m.
Tuesday & Wednesday: 10 a.m. – 6 p.m.

Walk-in Hours:
Mon-Thu: 12 – 1 p.m.; 4 – 5 p.m.
Appointments: 24 hour in advance