

15-19 March 2027

INTERNATIONAL BUSINESS WEEK AT THE IBA IN DENMARK

International Economic Perspectives on Strategic SDG Choices

INTERNATIONAL BUSINESS ACADEMY

Welcome Message

Dear Students,

We are looking forward to welcoming you at IBA for our International Business Week "International Economic Perspectives on Strategic SDG Choices" on 15-19 March 2027.

During this week you will have a chance to work on the project in international groups as well as experience Danish culture and network.

The most important information for the week can be found in this brochure:

Pre-departure:

- Contact information
- Travel to Denmark, Kolding
- Arrival and accommodation
- Virtual sessions and pre-assignments

Week in Kolding:

- Detailed programme for the week
- Meal arrangements
- Project deliverables and grades

We hope that you will have a great time in Kolding with the other 180 international guests. It will be an incredible experience full of academic assignments, cultural events and funny moments with new friends.

With warm regards,

IBA Coaches and IBA International Team

Contact Information

IBA Coaches

You can contact them if you have any questions about the academic part of the programme (assignments, timeline etc.).

Tommi Skov - tosk@iba.dk

Lecturer, Business Economics and Statistics

Kerim Rebronja - kere@iba.dk

Lecturer, Financial Law

IBA International Coordinators

You can contact us if you have questions about your Erasmus+ paperwork, accommodation, food and other practical issues.

Alla Rozova

International Coordinator – BIP project coordinator. General organisation of the project

Anna Barseghyan

International Coordinator – Incoming Mobility. Documentation for incoming mobility (Learning Agreements, Certificates) organisation

Ildikó Antal

Director of IBA International & Confucius Institute

All coordinators can be reached at studyexchange@iba.dk or room 1.08 at the IBA Campus.

Social Media

You can find IBA on social media by clicking on the below icons:

Campus location

IBA has one campus located in the city centre of Kolding. It is only a 7-min walk from the main train and bus Kolding station.

Address: Havneparken 1, 6000 Kolding, Denmark

Opening Hours: 07:30 – 22:00



Accommodation

Students stay at the Kolding Hotel Apartments, which is located within a short walking distance of the IBA Campus. Accommodation is shared (you will share the room with 4-6 students of the same gender), with a separate living room/common area and bedrooms. You will have a bathroom in each apartment. You will be allocated with some of your fellow students in one apartment. Information on this will be sent to you via mail.

- Please remember that you get breakfast at IBA, not at the hotel.
- Your accommodation is booked from **Sunday, 14th March 2027 15:00 until Friday, 19th March 12:00**.
- You will need to check out of the hotel and take your belongings with you to IBA **on Friday morning**, the last day of the programme.

If you want to arrive earlier/leave later than the indicated dates, you will need to make the accommodation arrangements on your behalf.

Address: Kedelsmedgangen 2A, 6000 Kolding

Hotel Rules: **https://www.koldinghotelapartments.dk/footer/generelle-hotelregler/**

CHECK-IN AFTER CLOSING HOURS (Arrival after 22:00)

Upon arriving outside the opening hours of the reception, your keycard will be placed in our safebox outside the reception.

The code for the safebox you will get by contacting the reception within the opening hours.

Outside the opening hours of the reception, you will be able to call the guard on +45 4017 5418.

ID

At check-in, all guests in the apartment must present a valid photo ID. If requested, the ID must also include an address. All guests are asked to fill in a form with address, name, nationality and other information. This is to fulfil the requirements in relation to current Danish legislation.

Inventory

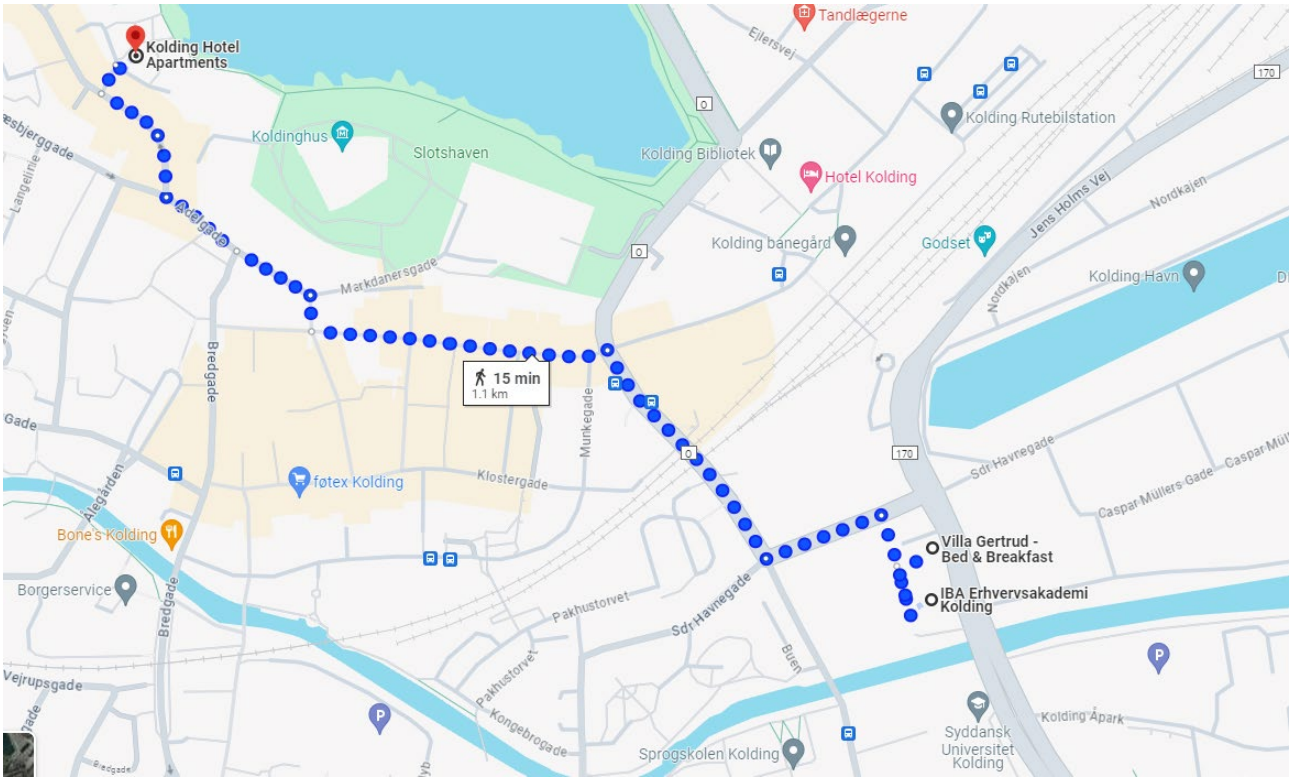
As a tenant, you are responsible for the furniture in the apartment. In special cases, a deposit may be charged for the booking. This will be announced prior to arrival.

Quiet after 10 pm.

After 22:00 there must be peace and consideration must be given to the hotel's other guests. Do you experience unnecessary noise and noise after 10 p.m., you can contact our guard on tel. 40 17 54 18

Non-smoking apartments

All the hotel's apartments are non-smoking apartments. Smoking must take place outdoors. Use the outdoor metal ashtrays or borrow an ashtray at reception.



Meals

	Breakfast	Lunch	Dinner
Monday, March 15th	Provided by IBA	Provided by IBA	Provided by IBA
Tuesday, March 16th	Provided by IBA	Provided by IBA (takeaway)	-----own expense------
Wednesday, March 17th	Provided by IBA	Provided by IBA	-----own expense------
Thursday, March 18th	Provided by IBA	Provided by IBA	Provided by IBA
Friday, March 19th	Provided by IBA	Provided by IBA (takeaway)	----------

We advise you to bring your reusable water bottles with you. Clean drinking water is available from the taps on/off campus.

There will be vegetarian and non-vegetarian options available. If you have written that you have dietary restrictions (halal, gluten-free etc.) we will accommodate this as well as possible.

IBA will open its own students bar on campus on Thursday evening. The bar will be open until 22:00. Drinks will be available for purchase: shots, beer, soda, and wine bottles. They accept cash (Danish currency only) or credit cards.

(For those of you who are staying Friday night as well, the Student bar is open from 12:00-17:00)

Internet Access

Free Wi-Fi is available at the hotel, and access will be provided by the hotel reception.

On campus, free Wi-Fi is available. You will be provided with the login information upon arrival.

Parking

If you drive to Kolding in your own car - Parking in Kolding is generally regulated, and students are advised to pay attention to local signage and time restrictions in public areas. Parking at the IBA campus is free of charge; however, all students must register their vehicle at the reception each day to obtain valid parking.

Travel to Kolding, Denmark

Health Care & Insurance

If you require healthcare, you will be asked to provide proof of insurance. Therefore, ensure that you have adequate coverage. Remember to take any necessary medication from home as well. If you have a Blue European Health Insurance Card, please bring it with you as well.

Currency & Payment

The official currency in Denmark is the Danish Kroner (DKK). Please note that the EUR is not accepted in shops/supermarkets.

Make sure you have organized several different ways to access your money in your home country before you arrive in Denmark. International credit or debit cards are accepted at most, but not all shops.

Weather

Expect typical early spring weather – still quite wintery by many standards. Temperatures are usually around **2–8°C**, and it can feel colder due to wind. You might experience a mix of **sun, rain, and possibly even light snow**. Days are getting longer, but it can still be grey and cloudy at times.

We recommend bringing:

- Warm layers (sweaters, etc.)
- A waterproof jacket
- Comfortable, weather-appropriate shoes

Please check the forecast and be prepared to dress accordingly. It is advised to bring a mix of warm and lightweight clothing, as well as a raincoat and waterproof shoes.

Arriving in Denmark

If you arrive by train or bus, you will usually come to the Kolding Train station.

If you are flying - the nearest airport to Kolding is Billund Airport.

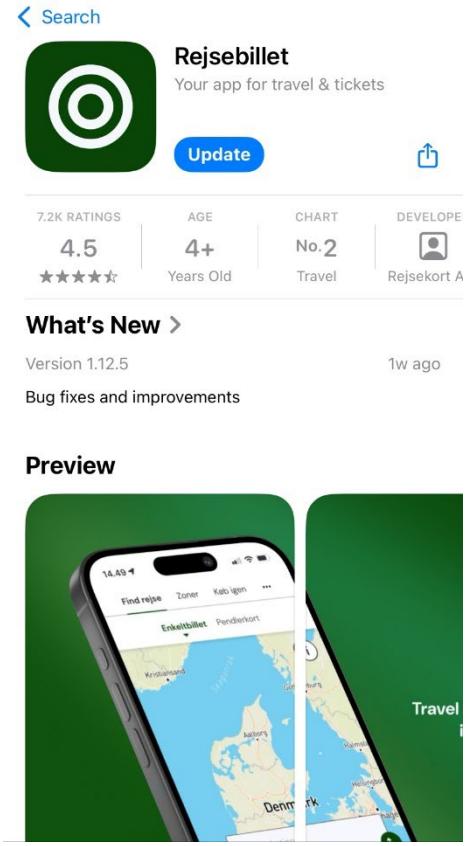
The fastest way to get to Kolding from Billund Airport is by bus no. 166.

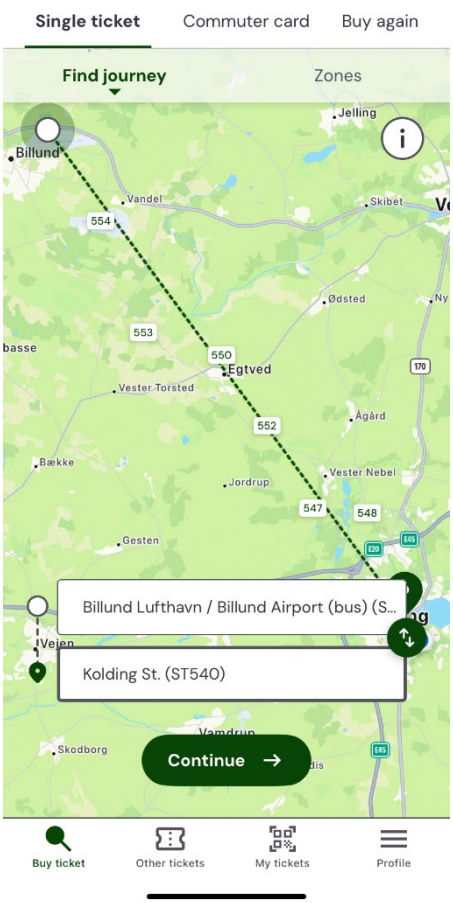
The website of Billund Airport:
https://www.bll.dk/en/parking-and-transport/to-and-from-the-airport/busser

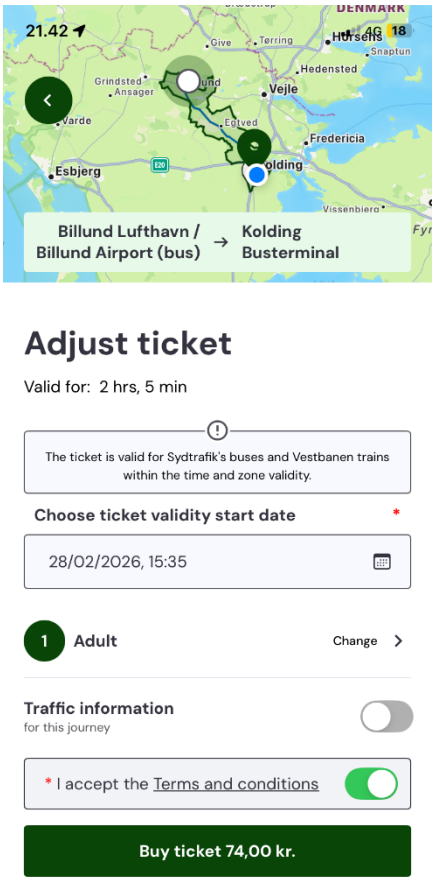
You can check the schedule for the bus 166 here. Remember to look at Billund Lufthavn – Billund – Kolding when travelling to IBA. When travelling back, you need a schedule for Kolding – Billund – Billund Lufthavn. Note that there is also a separate schedule for Sundays and other weekdays.

The price for one ride is **74 DKK**. You cannot pay by card on the bus, so please make sure you have **cash** to pay for the ticket or use the **App** called "Rejsebillet" (available in English). See the screenshots below.

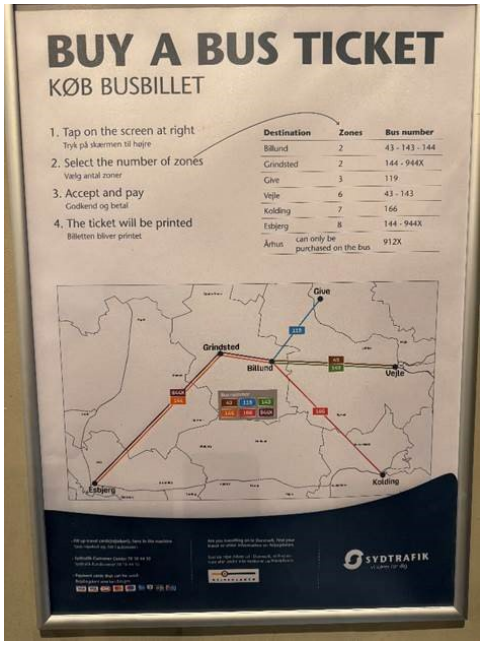
Taxis are rather expensive in Denmark, but if you come with the group, it might be an option to explore. Uber is not operating in Denmark.





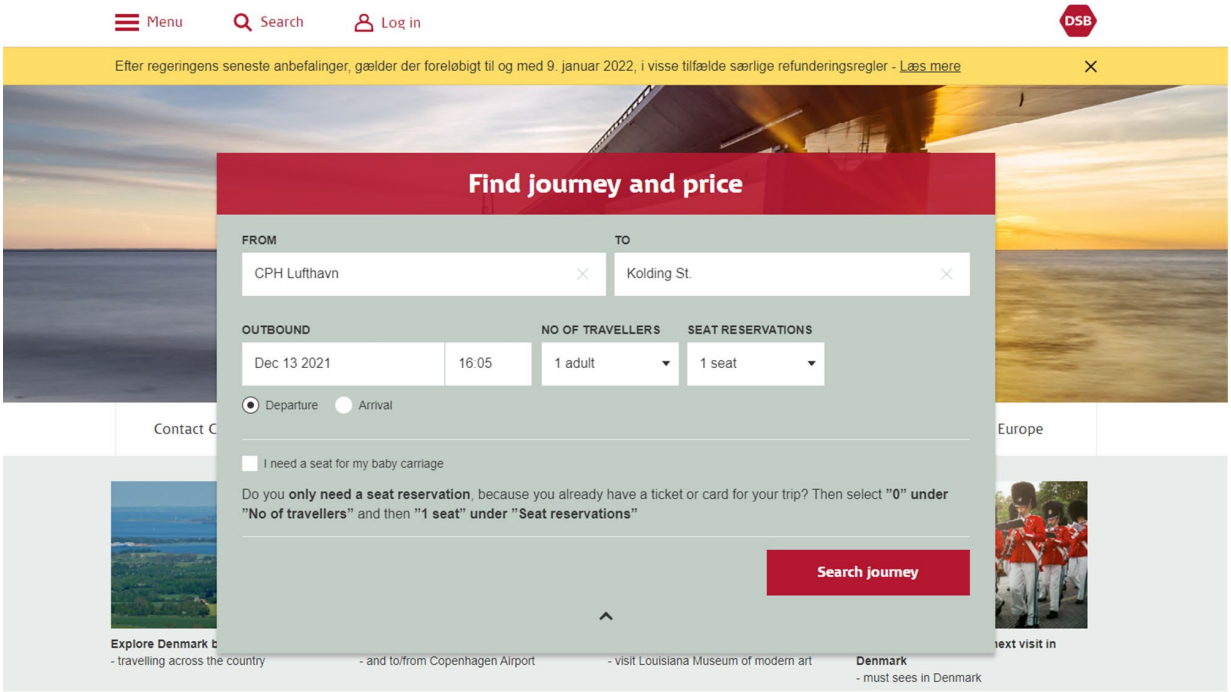


Another way you can buy bus ticket is upon arrival at Billund Airport (just before the exit at the terminal). You can also find information on the different routes and buses, where you can pre-purchase your ticket and pay with cash or by card at the automat – see below.





If you are flying to Copenhagen Airport, you can buy the train tickets upfront on the official website here: https://www.dsb.dk/en/ or at the ticket kiosks right at the Airport Terminal.



Virtual sessions and pre-assignments

Before the physical international week at IBA you are scheduled for a virtual session:

Tuesday, March 2nd from 16.00 – 17.30
The online session will be conducted via Microsoft Teams. You can join the session directly by clicking HERE

The online session will include:

- Introduction to IBW project
- Practical information

Please note that it is **mandatory** to participate in these sessions as they include important information about the project you will be working on during the 15-19 March.

Pre-assignment and secondary research

A) **Pre-assignment discussion** on your perception on the importance of and how breweries can be more sustainable in 2027. Are there any consequences if a production company, in your country, does not have a sustainable mindset in regards of production, business decisions etc.

B) **Secondary research** Conduct research on the content of the UN's 17 Sustainable Development Goals and ultimately get an understanding/perception of the importance of and the reasons why businesses need to implement the UN SDGs into their supply/value chain anno 2027.

Apply the UN website and various reports on SDG and other sources of your choice.

Assignment - International Business Week, IBA 2027

A Danish brewery aims to expand the market share of one of its specialty brands by entering an international market while maintaining its commitment to the Sustainable Development Goals (SDGs).

The beer industry is highly competitive, dominated by a few major brands alongside a growing number of niche brands. To strengthen its global presence, a Danish brewery is exploring market entry into a specific region in China. Its strategy involves market development through integration— offering locally brewed beer to the population while also introducing selected specialty brands to the market.

In this project, you will identify three Sustainable Development Goals (SDGs) and propose strategies for how the Danish brewery can incorporate them into its business operations.

Additionally, you will analyze key macroeconomic variables to assess the feasibility of entering the Chinese market. Your final output will include a concise business cycle analysis of the Chinese economy, helping to determine whether market entry would be a profitable decision.

Furthermore, you must consider Chinese culture and drinking habits, as these factors will influence consumer preferences, market demand, and the positioning of the Danish brewery´s products in the local market.

Purpose and Analytical Output

The board of the Danish brewery seeks your insights into the potential impact of pursuing Sustainable Development Goals (SDGs) while entering the Chinese market. Additionally, they request your evaluation of key macroeconomic variables relevant to market development, which will inform them of their preliminary decision on market entry.

Furthermore, the board wants your assessment of whether acquiring Quinjang Ltd. breweries in Southwestern China would be a sound business decision. They also seek an evaluation of Chinese culture and drinking habits, as these factors will influence consumer preferences, market demand, and the positioning of the Danish brewery´s products in the local market.

Finally, they are looking for your evaluation of the overall profitability of their business case, considering the integration of sustainability goals into their strategy.

The learning outcomes and competences obtained in this project:

- Knowledge of the Sustainable Development Goals (SDGs) and their potential impact on company strategy
- Knowledge of the importance of assessing various macroeconomic variables in relation to market development and as input to strategic business decisions on market entry

- Understanding of how to evaluate the implications of acquiring production facilities abroad, including performing sensitivity analyses on assumptions related to turnover, cost structures, and other financial variables
- Ability to present results effectively and convincingly, using appropriate visual and communication tools
- Ability to collaborate across educational backgrounds and cultures
- Development of cross-cultural understanding, with specific emphasis on analyzing and applying knowledge of Chinese culture, preferences, and consumer behavior as a key factor for successful market entry

Deliverables

Decision paper	Decision paper concerning SDG. 3 SDG's - comment on why they are chosen and how to make an impact. No more than 2 pages. Upload to Canvas, Tuesday March 16th at 16:00	30 %	Submit to Canvas
Creative presentation of your ideas and calculations	Prepare a visual presentation of your ideas with calculation. Requirement/presentation method is decided by a draw Thursday, March 18th - Be creative! Deadline: Friday March 19th at 8.30 am.	70 %	Submit to Canvas and Presentation in Room 3.01
Materials	Various materials in relation to SDG/ESG, Brewery industry etc. will be uploaded to the IBW Canvas module		
Assessment and feedback	Participating students receive: 1) Grade (Danish 7-scale) 2) A certificate for participating in the project.		
Course workload	3 ECTS		

The program

This is a provisional program that might be slightly changed.

14th March, Sunday

Time	Location	Activity
From 15:00	Kolding Hotel Apartments Kedelsmedgangen 2A, 6000 Kolding	Check-in to the hotel

15th March, Monday

Time	Location	Activity
07:30	Kolding Hotel Apartments	IBA students/staff will meet you at the reception
08:00 – 09:00	IBA Canteen	Breakfast at IBA and registration
09:00 – 09:15	IBA Auditorium	**Welcome!** *Carsten Vikkelsøe, Rector* *Ildikó Antal, Director of IBA International & Confucius Institute*
09:15 – 10:15	IBA Auditorium	**"Alice in LegoLand…"** *Speaker:* *Anatolie Cantir, Associate Prof., Culturalist, Expat Expert & Speaker*
10:15 – 10:45		Group Photo
10:45 – 12:30	IBA Auditorium	**"Alice in LegoLand…"** *Speaker:* *Anatolie Cantir, Associate Prof., Culturalist, Expat Expert & Speaker*
12:30 – 13:15	IBA Canteen	Lunch
13:15 – 15:00	IBA Room 3.02	**Student presentations** 10 min. each country
15:00 – 15:15	IBA Room 3.02	**Introduction to the IBW case, content and assignment A, B, C** by Kerim and Tommi
15:15 – 16:00	IBA Room 3.02	**Study Group** Formation and teambuilding session
From 18:30 until approx.. 22:00	Asian Restaurant Sydbanegade 2A, 6000 Kolding	**International Welcome Dinner with Chinese flavour** We ask you to arrive directly at the restaurant on time, by 18:30 sharp, as there is a special surprise scheduled for the evening. Attire: business casual (wear something red 😊)

16th March, Tuesday

Time	Location	Activity
08:00 – 09:00	IBA Canteen	Breakfast at IBA
09:00 – 09:45	IBA Room 3.02	**External Guest Lecture by Sehrzada from Spirpapir** will give a presentation on sustainability. She will briefly present the company's history and founding ideas, with sustainability as the core focus. She will also provide insight into concrete day-to-day decisions regarding materials, production, suppliers, and the balance between price and impact. Finally, she will touch upon positioning, competition, and the company's possible work with the UN Sustainable Development Goals.
09:45 – 10:00	IBA Room 3.02	Group discussion on how the insights provided by the external lecturer can be used in regards of assignment A
10:00 – 10:30	IBA Room 3.02	**Guest Lecture by Lars Bach with Introduction to assignment B** - Analysis of Micro- and Macroeconomic variables in relation to the Chinese Economy.
10:45 – 11:15 Assignment A	IBA Room 3.02	Based on blended learning session (4th March) continue discussions & research in groups – The 17 Sustainable Development Goals https://sdgs.un.org/goals **Define your 3 SDG's and how to achieve the Goals** Idea development
11:15 – 11:45	3.02	Lunch
11:45 – 12:30 Assignment A	IBA Room 3.02	Continue your work with assignment A
12:30		Departure for the company visit from IBA Campus
13:00 – 15:15	Company Visit	"Kolding Gaardbryggeri" – visiting the brewery in Kolding, including beer tasting, learning about the history behind the beer, and seeing how it is brewed.
16:00 – 18:00	Social Activity	**Tour de Kolding** (social activity with buddies) / Own time

17th March, Wednesday

Time	Location	Activity
08:00 – 09:00	IBA Canteen	Breakfast at IBA
09:00 – 09:15 Assignment C	IBA Room 3.02	**Introduction to Investment assignment C** Presentation by Tommi
09:15 – 11:15 Assignment A+B	IBA Room 3.02	Finish your work with assignment A and start to work with assignment B
11:15 – 11:45	IBA Canteen	Lunch
11:45 – 13:00 Assignment A+B		Finish your work with assignment A and continue to work with assignment B
13:00	TEAMS	**DEADLINE:** Assignment A (upload to teams)
13:00 – 13:45	IBA Room 3.02	**Market and Culture abroad** Presentation by IBA Confucius Institute on Chinese culture and business ethics etc.
13:45 – 16:00	IBA Room 3.02	Finish your work on assignment B or continue with assignment C
16:00	TEAMS	**DEADLINE:** Assignment B (upload to teams)

18th March, Thursday

Time	Location	Activity
08:00 – 09:00	IBA Canteen	Breakfast at IBA
9:00 – 10:00	IBA Room 3.02	Finish your work with assignment C
10:00	TEAMS	**DEADLINE:** Assignment C (upload to teams)
10:00 – 11:15	IBA Room 3.02	Pitch your proposal/ business idea to the responsible lectures. 5 minutes pitch per Group and 5 minutes feedback.
11:15 – 11:45	IBA Canteen	Lunch
12:15 – 15:00	IBA Room 3.02	Adjust and finalize your presentation for Friday's panel meeting in front of the company board
15:00 - 18:00		Visit Koldinghus or free time activity
From 18:00	IBA Canteen Area	**Students Dinner at IBA Campus** Attire: Casual

19th March, Friday

Time	Location	Activity
Before 08:00	Kolding Hotel Apartments	Check-out of the rooms; you can bring your luggage with you to IBA
08:00 – 09:00	IBA Canteen	Breakfast at IBA
09:00 – 11:30	IBA Room 3.02	**Presentations**- 15 minutes for each group
11:30 – 12:00	IBA Room 3.02	**Winners are announced.** Tears and goodbye
12:00	3.02	**Lunch** ("Grab-and-go") – sandwiches

List of participating students:

List of participating students from IBA:

List of participating staff from partner institutions:

Dear Guest

Welcome to Kolding Hotel Apartments, we hope you will enjoy your stay.

House rules:

All apartments are non-smoking apartments. Please use the metal ashtrays placed outside of the buildings. Avoid throwing cigarettes on the ground. Smoking out of the window is also prohibited.

It's not allowed to party or be loud after 10pm. Please respect the other guests and be silent after 10 pm.

The beds and furniture in the apartments are not allowed to be moved around in the apartment or to other apartments.

The apartment should be left in nice condition. Kitchen service should be cleaned, and trash sorted and thrown in the right garbage bins. The dishwasher should either be empty or started.

Nice to know:

Parking: You will need a parking card placed in the front window of your car, to avoid getting any tickets. Ask in reception if you need one of these.

WIFI: Choose the strongest Wi-Fi signal called "Hotelguest xxx" - use password: Koldingapt

From 10:00 pm until 06:45 am the reception will be closed - but there is a guard available to assist you on +45 40 17 54 18.

Should you encounter noisy neighbors before 10 pm please consult the reception. Should you encounter noise after 10 pm please contact our guard via telephone, on the number +45 40 17 54 18.

The Guard is also able to assist you in case you have been locked out of your apartment. Furthermore, the guard will walk 2 rounds around the hotel, each night, to check that everything is in order.

The reception is open from 6.45 am until 10 pm.

- Remember that the Hotel offers discounted tickets to the swimming bath and fitness center.
- Have a look in the "Loan Service" in the reception. We have everything you might need, ranging from make-up mirrors and boardgames, to extra kitchen equipment like Airfryer.
- If your apartment has some faulty equipment, please contact the reception as soon as possible, so we can get it fixed.
- Dishwasher tablets, extra towels, dishtowels, garbage bags or toilet paper can be found in the reception.

Departure: check-out is at 10 am.

We hope you have a great stay.

The best greetings
Kolding Hotel Apartments