BRAIN BREAK

May 2010

NIBS p.4-9

New Zealand p.14

15 seconds of... p.24
I BA - BRAIN BREAK MAY 2010

BRAIN BREAK

Content

Welcome to the May 2010 Brain Break – by Jette Gøbel page 03
IBA hosting the NIBS 2010 - by Ian Charles page 04
Life after IBA – by Bang Nguyen page 10
International Week page 12
Our Placement in New Zealand - by Allan, Sarah, Charlotte, Peter & Selma page 14
My Semester In France - by Júlia Mózer page 17
The Dublin study Tour - by Louise Larsen page 18
Finance Placements Stories - by Anders & Louise page 20
The Road From IBA - by 2nd year communication line students page 22
15 seconds of fame, USA trip - by Ian Charles page 24
The Ejection Seat – with Henrik Semmelin Sønnichsen page 27

Address:
The International Business Academy
Skamlingvejen 32, 6000 Kolding, Denmark
Switchboard: (+45) 72 24 18 00
Homepage: www.iba.dk
Email: iba@iba.dk

IBA Brain Break is not responsible for misprints.
Articles in Brain Break can be quoted with clear marking of
IBA Brain Break as a source including month and year,
and within the rules of quotation.

Layout and graphics: IBA/SappoMedia

Printed by:

xerox
Dear Reader

Welcome to the Spring 2010 Brain Break.

With the IBA continuing to grow – with more full time and more study exchange students – we are taking part in an increasing number of activities – many of them international. This year’s biggest event so far has been the 2010 NIBS International Case Competition which IBA hosted in March, with more than 70 visitors from around the world competing, coaching and judging this unique event. We also increased our study abroad offer – and we have articles on two of the places visited by IBA students this semester. Our International Week is also featured and, together with stories from students on internship and another success story from a former IBA student, I hope you’ll find plenty to interest you in this issue.

I wish you all a wonderful summer and our exchange students and final year students the best for your future studies and career.

Jette Gøbel
Dean
Like many of you might know, IBA hosted the 2010 NIBS Case competition. It was an exciting week with a combination of social events and competition with around 60 guests from all around the world. Brain Break got some insight into what the competition is all about as well as an input from the members of the winning team; Bishops University.

The competition was closer than it has been in some years, producing semi-finalists from Canada, Belgium and Ireland. The final was all-Canadian and won by the narrowest margin by Bishops University over Memorial University who have graciously offered to host the competition in 2011.

by Ian Charles

The 2010 NIBS (www.nibsnet.org) International Case Competition was hosted at the IBA 7.-13. March. As usual it was keenly but fairly fought. For students, coaches and administrators it was at times stressful and challenging but it was always fascinating and great fun – and a superb learning and social experience.
As the 2010 hosts, the IBA chose to invite not only NIBS members but also several of its other institutional partners, enabling this wonderful international event to be seen by a larger audience and to give them the chance to see our superb learning and teaching environment.

More details and pictures from this year’s competition and link to an entertaining film made by the winning team can be found on the IBA web site www.iba.dk.

We look forward very much to next year’s competition hosted by Memorial University.

*This year's winning team shared their thoughts with Brain Break. Here you can see an interview with The Bishop’s team.*

**Andrew Willis**

**How was your experience of the NIBS Case Competition in IBA, Kolding?**

My experience at the NIBS Case Competition in IBA, Kolding was excellent. I believe the competition was very well organized. Everything from the lodging to the ceremonies, to the sandwiches we had during our cases had been well timed and well thought-out. Moreover, the administrators and helpers had a great attitude, completing a professional setting. Within the competition, I was very impressed with the caliber of the students and coaches who competed this year. I found that their diverse and accomplished backgrounds brought opportunities for mutual learning and a great competitive challenge!

**Have you been in Denmark/Kolding before?**

I have not. This was actually my first time in Europe and I am glad we had such a wonderful town to host the competition.

**What do you think was the most interesting or fun thing about Denmark?**

I found the reasonably balanced income distribution to be the most interesting aspect about Denmark. I was very impressed with the financial structures in place to promote equality, while publicly available resources topped many other Western counterparts. How many small towns have their own water park?
- about the NIBS Case Competition?
I very much enjoyed the ability to practice discuss and present your ideas in a high pressure situation. I am glad to have a preview of an activity which may be common in the daily lives of many business students.

Did you experience any cultural differences while you were here?
Asides from the value surrounding income distribution, I found the environmentally-conscious outlook to be very developed. This could tie in with the interest in aggregate social welfare and was very evident with your preferred source of energy in wind power.

Do you keep contact with some of the other students you met?
I do. Thanks to social networking, I have kept in contact with many of the students. I was impressed to see the student helpers joining in the network.

Anything else you want to tell or share?
I would like to thank all of the organizers, helpers, coaches and students for attending this competition. Events like these take a large amount of commitment and effort from all parties.
I think the IBA NIBS Competition of 2010 continued to set the high standard for future competitions.

Victoria Schaefer
How was your experience of the NIBS Case Competition in IBA, Kolding?
The experience of the NIBS Case Competition in IBA, Kolding is one that I will remember for the rest of my life. I loved the city and the atmosphere provided by the beautifully designed school. I wouldn’t have changed a single thing about the competition.

Have you been in Denmark or Kolding before?
I had never been in Denmark previous to the March trip for NIBS.
What do you think was the most interesting or fun thing about Denmark?
The most interesting thing about Denmark was the design. The hotel we stayed at was incredible. Each building was designed as a different shape. The school was so beautiful with water flowing freely through it. Not only was everything well designed, but it was extremely functional as well which made the buildings that much more beautiful.

Did you experience any cultural differences while you were here?
I would say the biggest cultural differences were that of language. Because of NIBS, I believe we were all able to relate to similar experiences which helped eliminate any cultural differences that may have existed.

Do you keep contact with some of the other students you met?
I definitely hope to keep in contact with some of the other students I met in Denmark. We added each other on Facebook the day after the competition ended. I sincerely hope that if any one of the NIBS participants makes their way to Canada that they contact one of us!

Anything else you want to tell or share?
I would really like to extend a huge thank you to the organizers and IBA students who made this experience one of the most positive of my life.

Elliott Verreault

How was your experience of the NIBS Case Competition in IBA, Kolding?
Great! I enjoyed it very much.

Have you been in Denmark/Kolding before?
No.

What do you think was the most interesting or fun thing about the NIBS Case Competition?
The most interesting/fun thing about the Case competition was definitely the finale in the castle. Being in that atmosphere was so unique. The culmination of the competition could not have been better. I also really enjoyed the friendliness of everyone at IBA, especially that of our assistant, Isolda.

Did you experience any cultural differences while you were here?
No, not really.

Do you keep contact with some of the other students you met?
Yes, Facebook.

Anything else you want to tell or share?
I want to thank IBA for setting up such a great event. We had a wonderful time. It was very well organized.
How was your experience of the NIBS Case Competition in IBA, Kolding?

Great! I really enjoyed my experience at the case competition in Kolding.

Have you been in Denmark/Kolding before?
No. I had never been to Denmark or Kolding before.

What do you think was the most interesting/fun thing about Denmark?
The most interesting fun thing was the experience in the Castle, it was a really nice chance to see some more of the city and such an interesting part at that. The most interesting part about Denmark was going through the countryside by train and the fitness center in Kolding both of which I felt really revealed a lot about the country.

- about the NIBS Case Competition?
The best thing about the Nibs Case Competition was the final gala where there was a much better chance to meet the other teams.

Did you experience any cultural differences while you were here?
There were not too many opportunities to experience cultural differences in my opinion as most of my time was spent sleeping/preparing/ and competing.

Do you keep contact with some of the other students you met?
I am keeping in contact with number students, especially those from Lahti, Rotterdam and Tennessee.

Anything else you want to tell or share?
I think one day with some international business speakers would be very beneficial for future NIBS competitions, it would give us a chance to learn as well as spend some more time with other teams.

Finally, I would like to thank you for hosting a great event that was very enjoyable and demanding.
I graduated from the IBA in Kolding in 2004 with the Diploma of Higher Education (DipHE) in International Business/‘Markedsføringsøkonom’.

Today, I work as a Lecturer at RMIT International University (Royal Melbourne Institute of Technology) in Ho Chi Minh City, Vietnam, which is the international branch of RMIT in Australia. Since graduating from the IBA, I have been very active in my studies, building on the knowledge that I acquired from the IBA with various university programmes. Six years later, and with a lot of different experiences in my bag, I now hold a PhD in Marketing from Oxford Brookes University in Oxford, UK.

Whilst studying for the PhD, I saw a job advert for the position as a Lecturer on a UK website, and I thought it would be a great opportunity to apply for the job mainly because it was in Vietnam, which is where my family is from. I applied, and just one week after I submitted my thesis, I started my new job at RMIT. After all those years of studying, it was a fresh start and I find the whole experience in Vietnam enriching at many levels, professionally as well as personally.

At RMIT, I teach both at undergraduate and postgraduate levels including courses for their Bachelors- and MBA programme. I mainly teach Marketing Principles and Marketing Management. Working here is a great experience and living in Ho Chi Minh City offers great opportunities to have fun and enjoy a completely different atmosphere and life than from what I am used to.

As I work in academe, I use the knowledge I gained from the IBA on a daily basis. In fact, not only do I study as well as lecture about marketing every day, I also contribute to the development of the marketing field through research. My research area focuses on Marketing, Customer Relationship Management, Consumer Behaviour and Perceptions of Unfairness. I am actively engaged in research and write journal articles and attend conferences to present these papers. Last year, I presented papers at two marketing conferences in Leeds and Brighton in the UK.

Teaching can be very rewarding because of the interaction that you get with the students. When I was at the IBA, I never thought that I was going to become a lecturer, but my interest in the development of marketing has attracted me and got me involved in the academic sector, and I am very happy with my choice. I always knew that I wanted to specialise in marketing and become an expert, and this path is as good as it gets. Here at RMIT I teach 12 hours a week and the rest of the time is preparation time. This gives me the freedom and flexibility to manage my own time and workload so this is one of the benefits of working in academe.

Students in Vietnam are great to teach in that they are very intelligent, creative and motivated...
to learn. Students are also very orderly and behave very well in the class. My facebook account has exploded with student requests and I am not sure whether this is a good thing or a bad thing haha.

Conducting research can be very tough because your work will constantly be reviewed by other academics. However, this is obviously necessary to improve the theory development and is part of the game. Publishing articles is essential in academe because it will enhance the reputation of the university as well as yourself. One of the key factors for success in academe is that you have a network of people that you can work well with and publish articles together with.

Another aspect of being a lecturer is that you can work as a consultant. This is not something that I am currently involved with, but I know that in the foreseeable future, it will absolutely be something that I will look into. Overall, I am happy that I got introduced to marketing concepts at IBA – you may say that my journey started in Kolding. I now look forward to secure my future in the field through publishing articles and books. Moreover, I am happy with the fact that I can help, support, motivate and inspire students in a developing country to become future business leaders with a sound knowledge of marketing principles. That contribution makes life a bit more fun.

Who is Bang?
Bang was born in July, 1982 in Singapore, but moved to Denmark the following month. He was raised and lived in Denmark for more than 20 years before relocating to UK where he lived for 5 years in order to enhance his studies. He studied at four different universities including, the University of Greenwich, Brunel University, the Warwick University and Oxford Brookes University. His family is Vietnamese. Since 2009, Bang has lived in Vietnam.

In his spare time, Bang loves to follow the real estate market as well as seeing friends, reading and travelling. He also enjoys running, bicycling and tai chi as often as the opportunity arises. Bang has 20 years of experience in various forms of martial arts and is a certified instructor in taekwondo. Outside academe, he owns a self-built property portfolio in the UK valued over $500,000 and is also involved in many environmental sustainable business projects.

What is RMIT?
RMIT International University Vietnam is the Asian hub of RMIT University. RMIT Vietnam is creating an innovative research, teaching and learning culture. It is committed to providing internationally recognised high-quality education and professional training for its students, clients and members of the community.

As an internationally recognised Australian University based in Asia, RMIT Vietnam assists in the development of human resources in Vietnam and the region by providing opportunities for students from around the world to belong to an international educational community that supports them to achieve their potential in an increasingly globalised world.

Degrees are awarded by RMIT University in Australia, allowing Vietnamese students to receive an overseas education without having to leave home. RMIT Vietnam is also host to students from Australia and many other countries. All degree programs are recognised by the Vietnamese Ministry of Education and Training (MOET) and are audited by the Australian Universities Quality Agency. RMIT Vietnam is an English speaking university and all teaching is in English.
51 international and Danish students developed new marketing initiatives for LEGO. In week 12, twenty-four international students together with students from IBA took part in an intercultural project where new concepts were prepared for the company LEGO.

Søren Lethin from the Concept Lab at Lego and IBA have collaborated on a project in which a total of 51 students worked on user-driven innovation, and over five days new product and marketing concepts have been thought up, which could be of interest for Lego to pursue in future.

The international students came from several European universities which have partnerships with IBA in Belgium, Holland, France and Germany. Interest in taking part in the project week was very high as Lego is a company with a good image abroad and with which international students would like to collaborate.

At the beginning of the week the students visited Lego and, following a strategic presentation from Søren, serious work was done on activities in intercultural groups until Friday, when a winner was selected and presented with a prize sponsored by Lego. Several social activities were arranged alongside the academic activities.

This is the third year that Lego and IBA have worked together on such a project, which according to both the students and participating lecturers brings a great deal of benefit, as students work on many practical and current problems.

Brain Break was present at the International Week and interviewed some of the participating students. Let’s look at what they had to say about the arrangement....

Korneel Van Hoof
Belgium

What are you doing in the International Week?
Working on a concept for Lego
How does that relate to your studies?
To see how marketing is done in a foreign country and to improve my communication skills
What has been the most interesting part of the week?
The visit to the Lego museum with the history about Lego and how to work in an international group of people
What do you think about events like that in general (like the International Week)?
Good to know and see how students and companies function in a foreign country
Thank you for your time, is there anything else you want to add?
This is an amazing school, I never seen anything like it before

Susan Christiansen
Denmark

What are you doing in the International Week?
We are working on a task about Lego. We try to solve a problem about mothers’ motives to buy toy to their children
How does that relate to your studies?
Mostly marketing, f.ex. the 4 P’s
What has been the most interesting part of the week?
Yesterday we went and visited Lego and saw some of their products and heard some things about Lego
What do you think about events like that in general (like the International Week)?
Good idea. Exciting to meet people from other countries
Thank you for your time, is there anything else you want to add?
No thank you!

Nicole Etti
Germany

What are you doing in the International Week?
Working on a project with Lego
How does that relate to your studies?
It relates very well to my studies. In this project our studies at the University can be used in a practical work
What has been the most interesting part of the week?
The visit to Lego
What do you think about events like that in general (like the International Week)?
Very good, it improves my English and allows me to meet other students
Thank you for your time, is there anything else you want to add?
No

Mickey Hansen
Denmark

What are you doing in the International Week?
We are working with a project about Lego. We meet new people from different countries and cultures and work with them
How does that relate to your studies?
We are using knowledge from marketing and communication in this week
What has been the most interesting part of the week?
The most interesting part of the week is to work with students from different countries and see how they work
What do you think about events like that in general (like the International Week)?

Anders Rerup
Denmark

What are you doing in the International Week?
We are helping Lego with their problems with the US moms and their lack of knowledge about Lego’s Duplo toys
How does that relate to your studies?
The problem relates to our marketing management studies
What has been the most interesting part of the week?
Meeting people from other countries and having to co-operate with them
What do you think about events like that in general (like the International Week)?
It’s good and makes the studies more interesting
Thank you for your time, is there anything else you want to add?
No!

Valérie Corten
Belgium

What are you doing in the International Week?
A task about Lego, as sort of challenge that they gave to us
How does that relate to your studies?
We have to work with marketing techniques we have learned at school and apply them to find new ideas for Lego
What has been the most interesting part of the week?
To learn to know new cultures and to meet people from everywhere
What do you think about events like that in general (like the International Week)?
It’s very nice and we learn a lot with this. You also improve your English very much
Thank you for your time, is there anything else you want to add?
It’s a very nice project, I really like it so I hope it will continue for other students who come in marketing after me - because it’s a great experience you just have to live!

Nicole Etti
Germany

What are you doing in the International Week?
Working on a project with Lego
How does that relate to your studies?
It’s a good way to meet new people and see how they work and then work together
Thank you for your time, is there anything else you want to add?
No

Valérie Corten
Belgium

What are you doing in the International Week?
A task about Lego, as sort of challenge that they gave to us
How does that relate to your studies?
We have to work with marketing techniques we have learned at school and apply them to find new ideas for Lego
What has been the most interesting part of the week?
To learn to know new cultures and to meet people from everywhere
What do you think about events like that in general (like the International Week)?
It’s very nice and we learn a lot with this. You also improve your English very much
Thank you for your time, is there anything else you want to add?
No
Every year several IBA students take their placement semester in New Zealand. Brain Break was curious to know what they were up to down there. Here are some of their stories!

Harnessing Your Own Future by Allan Clarke

Getting the opportunity
How often do you get the opportunity to go to New Zealand for three months? It doesn't happen to me very often. I got presented with the opportunity to go to New Zealand and do my internship for a company named Powerhouse Wind. This company is developing their own one-bladed small wind turbine. It took me less than 24 hours to see the possibility and opportunity of this company.

The process was to get it all arranged with Clare Dorking. After this it was just a question of waiting. Waiting for three months until the plane left for Dunedin, New Zealand.

Going abroad
When I got to Dunedin I was greeted by my hostess, Pat. A lovely woman prepared to make my stay in New Zealand even better. When choosing to do an internship in New Zealand you’ve already realized that you can’t get any further away from home. This makes a hostess the best choice. Everybody in New Zealand is sure to know other people. Your network will quickly expand because of your hostess and her network.

Getting to know these people will give you benefits later on in your internship.

Dunedin has lovely beaches, a lot of young people, good pubs and bars, impressive nature locations within the city and the world’s steepest street, Baldwin Street.

New Zealand is much more than just Dunedin. I think the majority of people know that New Zealand is well known for its nature. Queenstown and especially Wanaka have been visited more than once. Queenstown is the place you want to go if you’re seeking adventure - bungy jumping, rafting, sky diving, etc. Wanaka is the place for relaxation.

I have also visited Milford Sound and Fox Glaciers which have scenic views you won’t find anywhere in Denmark.

Making more out of less
Powerhouse Wind is a company developing their own one-bladed small wind turbine for on-site generation. It is a unique product with unique benefits not found anywhere else.

They have a product with a lot of possibilities for now and in the future. In a world with a fixed amount of natural resources and a world with an increasing number of electrical appliances - who wouldn’t want to generate some of the energy without any costs?

It’s a company with two people working full-time and two working part-time. This meant that I was the third person. A small company, but that sure has its benefits. I took me about two weeks to learn about their one-bladed small wind turbine and the market situation. They answered any questions I had and helped me further in my learning process.

My main objective at Powerhouse Wind was to build them a marketing mix. For any new company it’s vital they get into the market correctly and in the most efficient way.
Being project manager twice, and the company marketing manager the entire time, they have given me a lot of responsibility. I’ve been project manager of a promotional video for their product, Thinair 102, and am currently finishing another project.

They let me look at all their company papers and files, let me attend every meeting and let me speak when I have an opinion or comment about anything. I really feel part of the company. It has been agreed that I will continue some work for the company during my summer vacation back in Denmark.

All in all this has been a greater experience than I ever thought possible - and I had high expectations.

A website worth visiting: www.powerhousewind.co.nz

My placement in New Zealand
By Sarah Leenknecht

When I first met Clare Dorking, she was talking about New Zealand. She said she could give us the opportunity to do an internship in New Zealand. My first idea was: I’m not going to the other side of the world to do an internship. But after a while, she convinced me by talking about all the positive aspects of the country, showing pictures, and talking about the good companies who were keen to have students.

Now I’m doing my internship in Dunedin in the South Island. The company I’m working for is called Rhubarb, which is a licensed café and wine shop. I’m placed at the wine shop. The main goal for this internship is to attract more people to the wine shop and by this create more brand awareness. Rhubarb is a very unusual company in which to do an internship. That’s because a café is combined with a wine shop. I only have positive comments regarding my company. I am able to join all the wine tastings they organize and have delicious lunches in the best restaurants in Dunedin. Also my bosses are very flexible. It is just so interesting to work with a real company and see all the opportunities and threats they are exposed to.

Next to all that, my bosses give me a lot of opportunities I can do with their business. Because of this I’ve done several things regarding their main challenge for the wine shop.

Doing an internship abroad gives so many opportunities. You meet a lot of new people, discover a new culture, and have the possibility of transferring everything you learned at school into a real business. The kiwi people are very friendly. They just help you with everything.

Next to all the work for the thesis, there is also some time to travel and discover the country. Queenstown is a very nice place to do all kind of activities. I have done many things including skydiving, been on the shotover jet, and had helicopter flights. Together with a friend, we went to Milford Sound, swimming with the dolphins, going to Christchurch, doing horseback riding with the views of Lord Of The Rings and looking for Albatrosses. And there is still so much to see. When we are finished with the internship, we will travel to the North Island in order to see as much of the country as possible.

It is a really great opportunity to do an internship in New Zealand. I only have positive experiences regarding this. I’m also still enjoying the work I’m doing for my company and of course the good wines.

IBA Internship in NZ
By Charlotte Verbiest

I am Charlotte Verbiest, an international EBM student. This is a three year program of the KHL in Belgium where you study the first year at the IBA. This is where I met Clare. She spoke with so much enthusiasm and energy about NZ that I decided to do my second year internship over there. Now, one year and a lot of experiences later, I think this is the best decision I could have made. I came to NZ with some other classmates in the beginning of February. Whereas it was still snowing in Europe, it was midsummer in NZ. Although some people would think NZ
I have to disappoint you: this is not true. But the summer season lasts until March so we could enjoy our first summer of 2010. Except for not being the hottest country in the world, NZ is certainly one of the most beautiful countries: lakes, mountains, beaches, dolphins, etc. They have it all and we have experienced it all!

Here in NZ I live and work in Queenstown. Queenstown is known as the adventure capital of the world. To give you some idea: the first commercial bungee jump was done here in QT and this is just one of the many activities you can do here. Clare found me a really nice host family: a young couple who had built their house. So actually it is just like living with friends: we have lots of fun!

As an intern I work in a BTB tourism company which is called Whyte Waters. They make advertising material for activity operators and provide this information to hotels and other accommodation properties. Whyte Waters is an excellent company to do an internship in. They have had students for more than 5 years, so they know perfectly how to coordinate their students.

My thesis this year is to make a marketing plan for the company. This includes a lot of research but there are also some live activities I have done. In this way I went on a free business trip to other cities in NZ to visit our hotel clients, I visited other activity companies to interview them and I even featured in a training video for hotels.

Finally the nice thing of doing an internship is that this time it is for real. Of course as a student there are some projects where you analyze real companies. But when I come back to Europe as the Whyte Waters Marketing Manager (myself), I will have created the first real marketing plan and the company will use this to base their business on for the next couple of years.

“AMI Last Night of the Proms”
By Peter Botond

I am doing my internship with The Southern Sinfonia which is an orchestra based in Dunedin, New Zealand. It is the main orchestra in the south of the South Island. Annually it presents about 35 concerts. Of these the biggest one is the “AMI Last Night of the Proms”. This concert took place 2 weeks after my arrival in the Company. For this concert the audience usually dresses up in red, white and blue which are the colours of the English flag. The hall is also filled with red, white and blue balloons, flags and streamers. Audience participation is really important in this concert and towards the end they all stand up and join in the singing of “Land of Hope and Glory”. It’s kind of crazy, but a lot of fun. All these ‘antics’ are traditional and based on the way the concert is undertaken in Britain.

It was the first time that I had been to this kind of concert. Erzsébet Jakab, another IBA student working in Dunedin, joined in and helped me distribute programmes. We both had a really good time and enjoyed it immensely - we can recommend it to everyone!

This has only been one of the activities I have been involved with at the Southern Sinfonia, but it has certainly made a lasting impression!

New Zealand equals diversity, meaning there is something here for everyone!
By Selma Krak

I remember when I read my first Brain Break, the first article was from a student in NZ. Wow! I was thinking they were so lucky to have had the opportunity to go there to do their internship. At that point it didn’t cross my mind that I should try to do the same. I thought it was only possible for some people. But no, here I am in Auckland writing this article. I have been here for almost three months and have had the best time of my life!

Everyone who really wants to come to NZ is able to do it. It requires saving up, being a responsible student and meeting with Clare, who is the contact person, to arrange it all. I have been travelling around the country and it is just amazing, the nature is so beautiful and people are so nice and helpful.
Júlia Mózer from Hungary took her first year at IBA, one semester in France as an Erasmus student and now she is off for her placement semester. Brain Break was curious to hear about her experience in France.

By Júlia Mózer (Hungary)

I spent the first year of my studies in Kolding at the IBA and had one of the most exciting years of my life there! I made a lot of friends and learnt a new way of studying while improving my English. The teaching methods are very different from the traditional approach: the theoretical part is not as important as being able to use it in practice. In undertaking all the projects we put this approach into practise. Students are more than welcome to participate in the lesson and have to learn the basic oral tasks; for example making a presentation. Also, working in groups gives a new point of view and teaches students how to handle different personalities when it comes to a project.

But studying is not the only thing about being abroad – we had a lot of parties with a lot of fun! Down Under the student bar was the centre of the student life as well as the local pubs and clubs. After all, it was an amazing year and it was really hard to say goodbye to my friends, even though I knew we would keep in touch.

As the IBA participates in the Erasmus exchange program, I had the opportunity to spend a wonderful semester in France, in a city called Rennes.

Rennes is in the middle of Bretagne, around 2 hours from Paris, not far from the ocean. It’s a great city to live in! It has lovely streets: some are typically French, some are typically Breton, as originally it was the county of the Bretons and it belonged to Great Britain. If somebody ever goes there, they will definitely become familiar with the history of the region, as they are very proud of it and happily share the details with foreigners!

Rennes is a real student city: it has three big universities and more than 60,000 students living there! Accordingly, the many clubs and bars are willing to serve them, including the most famous one, the “Rue de la Soif”, which means “The Street of Thirst”: it is indeed a street full with just bars where you have an extremely wide range of choice where to drink. Beside the bars and clubs, the city offers a lot to the culture-lovers: museums, concerts, opera, theatre, cinemas and also the public library which is a nice place to hang around.

Not only is the city great, but the school too! This semester, we had more than 150 international students from Korea to the US, from Mexico to Canada and of course from almost all the countries in Europe as well as thousands of French people. The modules are really interesting and you can choose from many. The teachers are almost all French and willing to help you, and not surprisingly projects are included in the teaching methods. ESC Rennes can really keep you busy with studies but it’s so worth it.

Although, it does not mean excluding social life: the school has a Welcome team that organizes a lot of events to entertain and bring international students together. There are parties, museum visits, trips to different places; for example Mont Saint Michel or Disneyland Paris. Living in France really means getting closer to their culture, their history, their way of living, which is really different from Denmark, but it’s definitely enriching and a great experience to try.

The next semester is the time to do my internship: even though I have some offers, I still haven’t made up my mind exactly where to go. But the most important thing is that now, thanks to my international experience, I am not afraid to go and live in another country: it’s a wonderful experience and a huge adventure for me.
The market economist students went on a study tour to Dublin in the spring semester. Brain Break got an insight into the trip from one of the participating students, Louise Larsen.

In the autumn, when we were presented with the possible study tours, I was in no doubt that I had to choose Dublin. I had heard about the amazing culture and not least about the nature over there. Before the study tour, we were presented with our programme and the assignment to be prepared in relation to the visit, which heightened the excitement about the trip even more.

When the day finally came and we were ready leave, we were all excited about the adventures that lay ahead. We were a group of approximately 35 students from different streams at the school, made up of both Danish and international students. This made it possible for us to get to know students from other classes during the trip, which created a community completely different from what we were used to at home. This group also helped make the trip very special as the trip included both academic and social activities. During the trip we visited The Guinness Storehouse, which was founded in Dublin in 1759 and is one of the world’s most famous beer brands. In addition, we also visited The Old Jameson Distillery, which among other things is known for being the world’s favourite quality whiskey. Aside from these academic events, we also all went on a pub crawl which was arranged by the hostel we were staying at. The person who spearheaded the pub crawl was called Gary, and he became the top entertainment, too. He introduced us to various pubs and clubs and at the end we were able to
go back to the most attractive ones. This experience was unique as like the other activities it gave us the opportunity to get to know each other on a level separate from the academic context at school.

On one of the evenings we all ate at a nearby hotel, where the menu and entertainment were fantastic. We had the opportunity to taste some of Ireland’s traditional dishes, including the famous Irish Stew, which I can certainly say tastes wonderful! The evening also offered entertainment in the form of some Irish comedians, who were really funny. In addition, we also saw a team of fantastic “River Dancers”. It was quite a special experience, particularly to have while being in Ireland.

I can highly recommend accepting the IBA’s offer of study tours. We had a wonderful trip to Ireland and I would certainly love to visit again. The school constantly made sure we had the opportunity to experience Dublin, while also giving us the freedom to explore the city on our own. The teachers on the trip were open to events and seemed to enjoy themselves at least as much with our company as we enjoyed theirs.

While travelling I have stayed at backpacker places. I loved that part too because I have met so many people from different parts of the world.

I fell in love with a town in the South Island called Queenstown. It just amazed me with its beauty and adventures. There is just something about the place.

Sky diving was on the top of my list of things to do there, together with a cruise around Milford Sound. Both of them were even more special than I had imagined.

Sky diving was on the top of my list of things to do there, together with a cruise around Milford Sound. Both of them were even more special than I had imagined.

I am doing my internship at YellowTM, which is one of NZ’s big companies with 600 employees. It is very interesting because the company is going through a lot of changes, after being separated from Telecom, another of NZ’s big companies.

I am working in the Marketing department of YellowTM and it is really interesting to observe how professional marketers are working. I think it will help me a lot further on to have been a part of this organisation and seen how things work in the real life.

As for writing the main thesis based on a big company which is going through a lot of changes, it is really challenging. There is a lot of information about different things, but it is still hard to find the right information. It is necessary to talk to a lot of different people to be able to understand how the business works.

It is also very challenging to write the thesis without being able to talk with your supervisor. I know that it would have been much easier to have stayed in DK because of the main thesis. But I love being here and I am still so happy that I came.
For their 4th semester, the Finance Economist students at IBA take their placement in different businesses in Denmark. There they get the opportunity to put theory into practice. Anders Garbrecht and Louise Rasmussen told Brain Break about their experience during the internship.

My internship at Aller Aqua A/S
By Anders Garbrecht

During my 4th semester I was an intern at Aller Aqua A/S which is a part of Aller Aqua Group A/S. I had a place in their finance department where I was for around 15 weeks. Aller Aqua A/S are concerned with fish food and are known within this sector all over the world. They sell to more than 30 countries and have their production divisions in Denmark, Poland and Germany. Aller Aqua A/S have dealt with fish food for 40 years so are one of the world's most experienced suppliers of fish food products.

During my 15 weeks in the finance department I experienced and learnt a lot which I will be able to use in future. Some of my work duties:
- I learnt to balance accounts in Danish kroner and also in other foreign currencies
- I learnt to enter invoices and credit notes into the company’s finance system
- I was involved in finalising monthly accounts
- I entered payments into their finance system
- I went to the bank for various assignments

I also had the pleasure of being a driver for 4 of the company’s business people from Norway who needed to go to Billund Airport, so I learnt a little Norwegian for a day.

Aller Aqua have been focusing on decreasing their expenses. They already had low stock in trade before the financial crisis really took hold, so I don’t think I was able to notice that they were hit by the financial crisis. On the other hand many of the company’s customers were, and they sometimes found it difficult to settle their accounts on time because they didn’t have any liquid funds to pay with.

I would gladly think of looking for a job in a finance department, though I don’t know whether I will work within this sector again.

In my extended essay I did a credit rating of Aller Aqua Group A/S from the perspective of a credit insurance institute and what they place value on in their assessment. I will write my dissertation about Aller Aqua Group A/S as well, but am still working on what will be the exact topic.

My internship at Nybolig Kolding
By Louise Refsing Rasmussen

I was the first in the class to get an internship at an estate agent. I went round different estate agents in the centre of Kolding and struck luck at the fourth place. I managed to get an internship at Nybolig Kolding!

I began on the 6th July 2009 with butterflies in my stomach and could barely wait to get started. For the first couple of weeks I closely observed what the four estate agents at Nybolig did and went out with them on viewings and valuations. But, as time went on, I got more responsibility and was allowed to set up files (which of course were checked afterwards), produce the property magazine and conduct viewings myself. The latter was the most challenging thing I had tried in a long time, but also the most exciting. I suddenly felt like a real estate agent. Unfortunately they didn’t lead to any sales, but it was worthwhile anyway.
During the internship period I wrote an extended essay where I described the start of a property deal – from the valuation to the sale. In addition I touched upon the external factors which influence Nybolig such as the recent banking collapse and lower interest rates, which at the moment make the property market attractive for first-time buyers.

Currently I am writing my dissertation based upon a questionnaire where I will find out how much people know about Nybolig Kolding and which estate agents people know best etc. I will do this to see where Nybolig can market themselves more and make themselves more visible. After having been on my internship I found out it is still what I want to do, so now the struggle begins to find a trainee place at an estate agent!

**How you made money**

A young man asked an old rich man how he made his money.

The old guy fingered his worsted wool vest and said, “Well, son, it was 1932. The depth of the Great Depression. I was down to my last nickel.

“I invested that nickel in an apple. I spent the entire day polishing the apple and, at the end of the day, I sold the apple for ten cents.

“The next morning, I invested those ten cents in two apples. I spent the entire day polishing them and sold them at 5:00 pm for 20 cents. I continued this system for a month, by the end of which I’d accumulated a fortune of $1.37.”

“And that’s how you built an empire?” the boy asked.

“Heavens, no!” the man replied. “Then my wife’s father died and left us two million dollars.”

**Nerds versus jocks**

An answer to the eternal question “Is it better to be a jock or a nerd?”

Michael Jordan will make over $300,000 a game: $10,000 a minute, assuming he averages about 30 minutes per game.

Assuming $40 million in endorsements next year, he’ll be making $178,100 a day (working or not)!

Assuming he sleeps 7 hours a night, he makes $52,000 every night while visions of sugarplums dance in his head.

If he goes to see a movie, it’ll cost him $7.00, but he’ll make $18,550 while he’s there.

If he decides to have a 5 minute egg, he’ll make $618 while boiling it. He makes $7,415/hr more than minimum wage (after the wage hike).

He’ll make $3,710 while watching each episode of Friends.

If he wanted to save up for a new Acura NSX ($90,000) it would take him a whole 12 hours.

If someone were to hand him his salary and endorsement money, they would have to do it at the rate of $2.00 every second.

He’ll probably pay around $200 for a nice round of golf, but will be reimbursed $33,390 for that round.

Assuming he puts the federal maximum of 15% of his income into his tax deferred account (401k), he will have hit the federal cap of $9500 for such accounts comfortably at $65,000 a year.

If you were given a tenth of a penny for every dollar he made, you’d be living comfortably at $65,000 a year.

He’ll make about $19.60 while watching the 100 meter dash in the Olympics.

He’ll make about $15.600 while the Boston Marathon is being run.

While the common person is spending about $20 for a meal in his trendy Chicago restaurant, he’ll pull in about $5600.

Next year, he’ll make more than twice as much as all of our past presidents for all of their terms combined. Amazing isn’t it?

But: Jordan will have to save 100% of his income for 270 years to have a net worth equivalent to that of Bill Gates.

Nerds win!
From IBA student in Kolding to marketing at Brøndby IF

By a second year student in the Communication line at IBA, who visited Jacob at Brøndby IF.

Jacob Thiesen (23), a former student at IBA, has been employed for the last 18 months as a marketing and events coordinator for the professional football club Brøndby IF. Jacob was offered a job based on his internship and dissertation about the club. Today his work consists of arranging events, planning campaigns and merchandising.

The marketing department was relatively new when Jacob started 1½ years ago, and one of Jacob’s first assignments was to create a newsletter. He later became responsible for the project “Hit the City”, which enabled the club to increase loyalty in the local area by, for example, giving out free tickets and holding competitions.

Partnership with Bruuns Bazar

The latest project Jacob is working on is between Brøndby and the clothing manufacturer “Bruuns Bazar” which has been designing collections using Brøndby IF’s logo printed discreetly. Jacob has also participated in a project based on “user-driven innovation”, which offered Brøndby fans the opportunity to design T-shirts. All the clothing along with other gift products can be bought in Brøndby’s store at the stadium or on the club’s homepage.

“Brøndby kids”

It is important that children have good experiences with their local football club, so Brøndby has established “Brøndby Kids”, giving children up to the age of 13 the chance to come to the club before the game starts to meet the players and get autographs, have some snacks and play games. Jacob says that it’s important to involve children in the club’s activities because later on they might become loyal Brøndby supporters.

Sponsors meet in Denmark’s largest lounge

There are several lounges where sponsors can meet before the match and “network”.

From IBA to Brøndby IF

Jacob Thiesen is originally from the island of Falster, but chose to move to Kolding to start his degree at IBA, where he was able to study “Communication and the Experience Economy”. Jacob’s ambition was to pursue a career within this field, so he applied for internships with that in mind; one of them was the football club Brøndby IF. Jacob was an intern there for the last 4 months of his studies, where he finished his assignment by writing his dissertation, which resulted in a permanent position within the organization.
The largest – *the Michael Laudrup lounge* – is Denmark’s biggest, and the most generous sponsors meet here before home matches. They have used the “storytelling technique” here as each lounge is named after a famous former Brøndby player, and decorated to recreate the story surrounding the individual player.

**Barcelona’s football club is the model**

Jacob explained during my visit that Brøndby IF play with UNICEF written across their shirts, which many people recognize from the well-known football club in Barcelona, and they, too, have a social engagement in their neighbourhood. A further connection with the club is that they both have the same values and have the slogan “more than a club”. Brøndby IF also took part in an event before the Climate Conference in December, where players wore shirts which advertised “Hopenhagen”, which was a voluntary initiative to raise awareness of the world’s climate problems and thereby influence the politicians who took part in the Climate Conference.

---

**Social Activities**

*IBA arranges different kind of social activities with the students. Here you can read about some of the recent ones.....*

**Walk and Talk** is an opportunity to do just that. On Saturday the 17th of April we went to Marialunde and walked in the woods while we talked about all manner of things. It was a bit cold so we had to end the walk with hot chocolates and cafe lattes – yummy!

*The 21st of April saw the *Biggest Best Class Bowling Battle*. Sixty students participated and for 2 hours they bowled their hearts out. The winners were: from the 09D class: Anders, Dorte, Jens, Klaus, Mickey and Peter...a very impressive unit with buckets of talent! The outstanding team,* with all the right gear and a great name, was the *Fruit Salad Team* from the 09B class. Mr Ananas, Mr Banana, Ms Orange, Ms Cherry, Ms Peach and Ms Apple...very cool!

**Coming Up!**

*Connect the World*  
*Wine Tasting*

**Pot luck meal + debrief on student activities**

**Grill + Summer party!**
Every year IBA students take off to the USA for a study trip, and 2010 was no exception. As usual, the two main locations visited were Washington DC and New York. The students worked hard to combine some intensive academic activities (visits, lectures and presentations and a school project) with some sightseeing.

This is the blog, or diary, from this year’s visit
By Ian Charles

Day 1. We meet rather early – 0615 – in order to get to Copenhagen in time to check in for our flight to Washington DC. Miraculously, everyone turns up although one or two look as if they might have been up all night. Connie has most thoughtfully brought along some food for the journey. Apart from a minor scare over one student’s visa arriving only a couple of hours before we are due to take off, the flight is fairly uneventful and we land 20 minutes early. We all get through immigration remarkably quickly and easily and even the two students who forgot to eat or throw away their fruit before going through Customs were delayed only a few minutes. We check in at our hotel, run round the corner to get something to eat, and it’s off to bed fairly early to see if the jet lag can be nailed down quickly. That said, some of the girls come back to the hotel after an hour already laden with shopping. No time to waste for the serious stuff.

Day 2. To our delight and surprise, the sun is shining and it isn’t too cold. After seeing the pictures of Washington just a couple of weeks ago, we are very relieved. In fact it’s an almost perfect day for sightseeing, and we set off early taking in the basics of this splendid city – the White House, the Washington Monument... and at some point the temperature hits 10 degrees which is a mighty improvement on what we had expected.

Everyone seems very impressed with the city and it is hard not to be. Apart from taking in an array of interesting and beautiful sights, we all seem to have a good plan for our free day on Sunday. The evening is spent as guests at the home of Katherine and Tom Kirlin. Katherine works at American University and has arranged our visit there on Monday. Tom is a retired university professor. What has possessed them to be kind enough to invite us all is a mystery, but they have, and we enjoy a terrific evening with American food, something to drink (a rare opportunity
for the under-21’s to have any alcohol on this trip) and very interesting conversation with our two hosts and members of their family who are there as well. It really is a special privilege to be able to spend time inside an American home, something few tourists can expect. We leave for the hotel tired but fired up for the day ahead.

**Day 3.** Sunday is our ‘free day’. Most of us seem to have got up very early, in some cases in order to be at the front of the queue for tickets to go to the top of the Washington Monument. We visit a range of museums, sights and monuments. Some students have even got started on their assignment, displaying an extraordinary level of commitment and motivation.

**Day 4.** Up bright and early to another gloriously sunny and not-too-chilly morning for what will be our most challenging day of the whole trip. In the morning we walk to the International Finance Corporation (part of the World Bank Group) passing on the way the World Bank itself and its sister organisation the International Monetary Fund. This is serious stuff. After going through some rather stringent security that seems to be especially afraid of Belgian watches and belts, we are treated to a light breakfast before being given a very interesting and informative presentation about the work of the IFC. Clearly it provoked a lot of thought amongst our group who asked a lot of (very smart) questions afterwards.

Then to American University where we were given a tour of the campus by one of the ‘student ambassadors’, Alex. US universities are so different from European universities: Alex explained how, even as a business student, he was able to take two semesters of piano lessons and be given full semester credit towards his degree. His presentation seemed to divide our group – some expressing scepticism about a system that offers such broad choices and late-on specialisation, while others thought it was a dream place to study.

We then had the joint class where Professor Heather Elms gave a very lively introduction to the case study we’d been given in advance. Her students were not business majors and had only just started so we were thankfully ahead of them academically, but nonetheless it was very interesting, lively and enjoyable. It was probably a little more ‘interactive’ than an IBA classroom session – and certainly vastly more interactive than a class in Belgium. Fascinating contrast.

Apart from a few blisters from all the walking, no mishaps so far on this trip and hopefully there won’t be any. Jet lag has caught up with some of the group, but tomorrow there’s a chance to sleep it off on the bus to New York.

Washington is a beautiful, interesting city and it would take a month of Sundays to explore all its cultural attractions. We’ve also been very lucky with the weather. But tomorrow, Day 5, we get the New York vibe…

**Day 5.** We leave after breakfast for New York. Our coach accommodates us exactly – one more person, one more bag, it wouldn’t have worked. Connie is an organisational genius and has the spatial skills of Leonardo da Vinci. The journey takes around 4 hours with a short break on the way. To our relief, NY is dry, bright and not too cold.

After checking in to our hostel, there is a mass disappearing act straight into Manhattan. The accommodation is basic to say the least, but this is New York. We’re right on the edge of Central Park and a 15 minute walk has us in Times Square followed by a brief stroll to the Empire State Building where some of us go up for the view. Two students are accosted by a delightful young woman who offers them tickets for David Letterman Live on tomorrow evening. New York rocks, no shadow of doubt about that.

**Day 6.** The weather has sprung an unpleasant surprise on us this morning – it seems to be raining for the first time since we arrived in the USA. We therefore take the subway to our destination.
Fortunately, it clears a little as we emerge to street level and the day doesn’t look so bad after all. We are at the New York HQ of a US company, Target, which is shortly closing its operations here and transferring to Minneapolis. However, they have kindly offered their facilities in order for us to be given a lecture on marketing and branding by Marshall Mermell. In a long career in this field, Marshall is a very experienced practitioner and gives us a presentation that is interesting, informative, provocative and very entertaining. An added bonus is the chance to meet Jacob Hansen (see picture), second year student who is doing an internship in Marshall’s company Marketing WorksNow – it seems that Jacob is both enjoying his stay enormously and also learning a lot. He makes the very interesting observation that by living and working in a relatively small town (Cold Spring, NY State), he has had a very special opportunity to be part of a community. But he has also been close to the Big Apple, so in some ways enjoys the best of two worlds. As things stand, Marshall has a number of enthusiastic candidates wanting to replace Jacob when he leaves.

Free evening, with the last ‘formal’ activity tomorrow morning.

Day 7. Our last ‘working’ morning and the visit to Dow Jones/News Corporation. After being given a light breakfast, we start our programme which is in three parts: first, we are given a history of Dow Jones by vice-President Howard Hoffmann who has worked as a journalist and editor prior to his present role. Then we are given a tour of the newsroom where we are shown the fascinating way in which news and information is gathered, analysed and published today. Finally, we are given a talk on social networking and how this impacts on companies and their future marketing strategies.

Afterwards, we have an afternoon for some sightseeing before we meet in the evening for a farewell drink and to celebrate Olivier’s birthday. We give him a book on New York, signed by everyone on the study tour which will hopefully help this to be a memorable birthday.

Day 8. An unbelievable amount of ‘speed shopping’. The quantity of goods bought by the group is just staggering. We should have some serious concerns as to whether the plane will be big enough. At least there is a small weight-saving: labels seem to have ‘fallen off’ some of the clothes...

We head off slightly chaotically in various taxis to the airport, check in and have a tiring (as all red-eye flights are) but uneventful journey. While not the best, SAS is by no means the worst airline these days. We could have suffered much more, and some of us have. Overall, was the trip a success? We certainly learned a lot and had some fun along the way. Some people would have liked an extra day or more, others would have preferred more days in New York, fewer in Washington. Our accommodation in NY could have been nicer but then we would have been further from the city. We were extremely lucky, especially after all the reports in recent weeks of blizzards, not to have encountered any bad weather. We had one morning of rain, the rest of the time it was dry, bright and for much of the time not too cold. No disasters, no serious illnesses, nothing was lost or stolen.

Yes, overall it can be said to have been a successful visit.
Brain Break likes to get to know the teachers at IBA a bit better. Therefore we have asked Henrik Semmelin Sønnichsen to tell us a little bit about himself.

- For how long time have you been with the IBA?
  I started working at IBA in August 2009.

- Do you have any role models?
  Not really. I am going my own ways.

- What kind of music do you prefer?
  I prefer all kinds of music especially from the 80s.

- If you won DKK 10 million, how would you spend it?
  Then I would invite my family to South Africa and the rest of the money will be invested in stocks and bonds.

- What has been your best travel experience?
  My best travel experience was a two weeks travel tour to Ibiza – Party party.

- What attributes should the perfect student have?
  The perfect student should be willing to make an effort to learn something new and should be persistent in the lessons.

- What attributes should the perfect teacher have?
  The perfect teacher most be a good communicator and have a good sense of humour.

- Your best television program?
  Good question maybe Bonanza an old movie.

- What does your perfect Sunday look like?
  Being at home relaxing or being together with my family or friends.

- What can make you happy?
  My family and friends.

- What do you always have in your fridge?
  Milk and a lot of fresh fruits.

- What would you like your life to be like in 10 years?
  I do not know. I am trying not to think that far. It is not true – it is a secret.
Dokument-outsourcing i verdensklasse

- Document Advisor Office
- Dokumentproduktion og -udgivelse
- Postrum
- Transaktionsproduktion
- Dokumentbilledbehandlings-services
- E-Print-sourcing
- Kreative services
- Xerox Office Services

XEROX GLOBAL SERVICES
BORUPVANG 5C - 2750 BALLERUP - TLF. 88 17 88 17 - FAX 88 17 81 16

Xerox er verdens førende firma inden for dokumentstyring og har branchens største udbud af produkter, serviceydelser og løsninger. Xerox Global Services, der er en af koncernens fire hoveddivisioner, leverer en række serviceydelser, lige fra konsulentbistand til implementering og styring, der hjælper firmaer med at udvikle praktiske løsninger på forretningsproblemer. Xerox Business Services er outsourcingafdelingen under Xerox Global Services.