

Managing Technological Industrial Products *from Technical Features to Customer Value*

Join Us for the Erasmus+ BIP at UCN!
From 2nd to 6th November 2026



Physical Program

2 November - Monday - Introduction

08:30 – 09:00 – Arrival to UCN Campus
09:30 – 09:45 - Orientation & introduction to the programme
09:45 – 10:45 - Icebreaker: Speed Dating & meeting groups in person
11:00 – 12:00 - Lecture
12:00 – 13:00 - Lunch on campus
13:00 – 13:45 - Lecture
13:45 – 14:15 - Coffee break
14:15 – 18:00 - Group Work – locations around the campus
18:00 - Dinner at campus

3 November - Tuesday – Company Visits and cultural trip

08:00 - Meet at UCN
09:30 – 11:00 - Company Visit (TBA)
12:00 – 13:00 - Lunch on the bus (complementary)
13:00 – 15:00 - Company visit (TBA)
16:30 – 18:00 - Cultural visit to Fyrkat Viking Museum

4 November - Wednesday – Group work on campus

09:00 – 10:00 - Lecture
10:15 – 12:00 – Challenge based group work
12:00 – 13:00 - Lunch on campus (complementary)
13:00 – 17:00 - Group work
17:00 – 22:00 - Social event

5 November - Thursday – Group work on campus

09:00 – 10:30 - Challenge based group work
10:30 – 11:00 - Coffee break
11:00 – 12:30 - Challenge based group work
12:30 – 13:30 - Lunch on campus (complementary)
13:30 – 15:00 - Challenge based group work

6 November – Friday – Presentation of findings

08:00 – 10:30 - Group presentations & peer feedback
10:30 – 11:00 - Coffee break
11:00 – 13:00 - Group presentations & peer feedback
13:00 – 13:30 - Evaluation and closing session



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Short Description

Technological industrial products play a critical role in modern industries, yet technical excellence alone does not guarantee market success. Companies must understand customer needs, regulatory requirements, quality expectations, and international market conditions to create value and achieve commercial success.

This Blended Intensive Programme (BIP) introduces students to the challenges of managing technological industrial products throughout their journey from technical solution to customer value creation.

Through lectures, company visits, workshops, and international teamwork, students will explore how companies balance technical performance, quality, compliance, sustainability requirements, and customer expectations when bringing industrial products to market.

The programme combines perspectives from product management, industrial marketing, product development and international business, enabling students to understand how technological products create value in increasingly complex and competitive international markets.

The programme will be assessed by presentation of findings combined with an online multiple-choice test upon completion of the physical stay in Aalborg.

To join the programme, please reach out to your local coordinator for acceptance and nomination.

Deadline for nomination is 15 September 2026



Why Participate?

When: The BIP will take place from **2-6 November 2026** at UCN in Aalborg. The online element will be held before and after the physical sessions (dates TBA).

Professional Growth: Gain insights into international marketing strategies and go-to-market approaches.

Practical Experience: Apply theoretical knowledge to real-world scenarios through challenge-based group work and company visits. Participate in hands-on workshops at UCN Campus, working on real company cases.

Networking: Build a professional network with peers, faculty, and industry experts.

Cultural Exchange: Experience Danish culture and collaborate with international participants. Explore Aalborg with local host students, enjoying cultural exchange and social networking.

Exclusive Activities: Enjoy special activities for lecturers, including visits to UCN Innovation House and social dinners.

Social Activities: Explore Aalborg with local host students from the Export & Technology Management programme, enjoying cultural exchange and local experiences.

What is included?

Participation is free. Welcome dinner, lunch throughout the week, company visits and a cultural visit are complimentary.

Who can participate?

Bachelor's and master's students in the fields of International Business, Marketing, Product Management, Product Development, Global Engineering, or other relevant fields.



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Why UCN Aalborg?

Aalborg is an ideal location for this program because:

Innovative Environment: UCN provides a dynamic and innovative learning environment with access to industry experts and local companies.

Cultural Richness: Aalborg offers a rich cultural experience, allowing participants to immerse themselves in Danish culture.

Strategic Location: The city is well-connected and offers excellent facilities for hosting international programs.

Participation Details:

A maximum of 20 students can join in addition to at least one institutional staff representative.

How to get there?

Participants can fly to Aalborg Airport (AAL) from major European hubs. Direct flights are available from Amsterdam, while connecting flights via Copenhagen or Amsterdam serves many European cities. The flight durations vary, typically ranging from 1.5 to 5 hours depending on the layovers.

For those preferring green travel, several international bus services, such as FlixBus, operate routes to Aalborg as well as trains with DSB and DB. Both often involves transfers in intermediary cities.

From the airport it is easy to find public transportation at [Rejseplanen.dk](https://www.rejseplanen.dk) or taxi which will take you to the city center in approximately 10-15 minutes.

To join the programme, please reach out to your local coordinator for acceptance and nomination.

We hope to see you in Aalborg for an enriching and collaborative experience!

For more information, please contact your international office. They can nominate you for this BIP. Further details will be provided once you have been nominated.



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