

About Copenhagen Business School

Copenhagen Business School (CBS) and the Department of Marketing welcome all delegates to the 39th EMAC conference which will take place at Solbjerg Plads, the central main building of the CBS campus.

CBS is one of the largest business schools in Europe with more than 16,000 students and almost 1000 staff members. CBS was established in 1917 and became integrated as an institution of higher education in the Danish education system in 1965. To accommodate the steady growth in research and education activities CBS has over the course of time developed a beautiful Campus. It covers several modern buildings designed by internationally known architects as well as the old Royal Porcelain Factory buildings that have been converted and completely refurbished for the use of research and education.

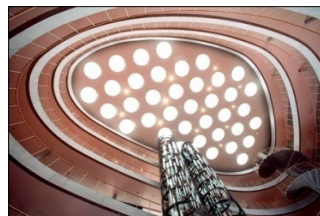


International Orientation with Regional Anchoring

CBS regards itself as a European university. In addition to being one of the largest business schools in Europe it strives to be among the top business schools in Europe. The research and teaching is structured in line with international standards, and the level of quality is measured in comparison with foreign top universities.

CBS has participated in international research forums, bilateral exchange agreements for both students and faculty, and strategic alliances for several decades. It is a tradition which the school is proud of. CBS has earned international recognition and accreditation as a result of the fruitful efforts of its personnel and students alike.

CBS is EQUIS and AMBA accredited, the Danish member of CEMS and partner in PIM.



Partnership with the Business Community

Co-operation with Danish and foreign business communities is of very high priority. CBS develops study

programs that meet the needs of business executives and employees for lifelong learning. CBS also participates in application-orientated research collaboration in connection with internationally-oriented basic research. This includes joint research projects, the CBS Partnership Programs and the increasing number of new business research centres that perform research in collaboration with enterprises and organizations.



The Learning University

CBS seeks to provide a learning environment that focuses on learning and individualized skills development rather than focus on teaching and mass education. At CBS, students are actively involved in the learning process, and new projects and problem-based teaching methods are developed.

- CBS offers world-class research-based degree programs at undergraduate, graduate and PhD levels as well as executive and other post experience education programs
- CBS creates and provides original and relevant knowledge through publishing, participation in the public debate, consultancy.
- CBS develops and shares knowledge in partnership with other universities, enterprises and organisations and contributes to the development of business and society

Getting to Copenhagen Business School

CBS is a campus university with five main buildings in Frederiksberg, a municipality encapsulated by Copenhagen. It is unique in that it has three metro stations connecting all the buildings and allowing fast and easy access to downtown Copenhagen (6 minutes) and the airport (21 minutes). You can also get to CBS by bus: number 18 (Falkoner Alle), 29 (Nylandsvej), 39 og 100S (Nordre Fasanvej).

Tickets

A single-ride (two-zone) ticket costs DKK 21 while a two-zone multi-ride ticket with ten clips (rides) costs DKK 130 (as of May 2008). The two-zone ticket allows you to ride unlimited on busses and/or metro for one hour - Cash tickets can be bought on busses (do not bring large notes) and inside all train and Metro stations. The multi-ride tickets are also available in most kiosks/newspaper stands and supermarkets. You may choose to purchase a [Copenhagen Card](#) that allows you to ride all public transportation as much as you like at no extra charge.

Tickets validity

- Tickets / stamped ten-trip cards for 2 and 3 zones are valid for one hour.
- Tickets / stamped ten-trip cards for 4, 5 and 6 zones are valid for 1.5 hours.
- Tickets / stamped ten-trip cards for all zones are valid for 2 hours.

Night fares

Ticket tariffs are doubled if you board the Metro between 1 and 5 a.m. If you use a ten trip card you'll need to punch twice during night-time.