



AALBORG UNIVERSITET

# **CURRICULUM AND REGULATIONS FOR THE BSC IN ECONOMICS AND BUSINESS ADMINISTRATION AT AALBORG UNIVERSITY SEPTEMBER 2017**

BACHELOR (BSC)  
AALBORG

MODULER SOM INDGÅR I STUDIEORDNINGEN

## INDHOLDSFORTEGNELSE

Problem statement project 2018/2019 .....	3
Microeconomics 2018/2019 .....	5
Company Project 2018/2019 .....	7
Macroeconomics 2018/2019 .....	10
Project work 2018/2019 .....	12
Forretningsret 2018/2019 .....	15
Financial Accounting 2018/2019 .....	17
Management Accounting 2018/2019 .....	19
Organisational theory and qualitative method 2018/2019 .....	21
Quantitative Method 2018/2019 .....	23
Strategy and Marketing incl. project 2018/2019 .....	25
Corporate Finances 2018/2019 .....	27
Project work: "The company as a whole" - integrated company study 2018/2019 .....	29
Bachelor thesis 2018/2019 .....	31
Elective – Entrepreneurship and Innovation 2018/2019 .....	33
Elective – International Marketing 2018/2019 .....	35
Elective – consolidated accounts 2018/2019 .....	37
Electives - Management Accounting 2018/2019 .....	39
Electives - business models 2018/2019 .....	41

# PROBLEM STATEMENT PROJECT

## 2018/2019

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The group must prepare a project report including a problem formulation and an account of their experiences of cooperation in the group. The courses and supervision during this period provide support for these tasks.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

The student must through the module obtain knowledge about:

- Reflecting on how to create a problem formulation, i.e. substantiate, document and define a problem within the area defined by the theme of the project period
- Defining what constitutes a company.

##### SKILLS

The student must through the module obtain skills in:

- Substantiating and choosing a problem formulation which is relevant to the project period theme.
- Producing notes and a bibliography, using the correct methods.
- Assessing and using the literature on which their project report is based

##### COMPETENCES

The student must through the module obtain competences to:

- Describing their experience of collaboration in the group.
- Providing arguments for the type of problem formulation selected.

## EXAM

### EXAMS

Name of exam	Problem statement project
Type of exam	Oral exam based on a project
ECTS	5
Permitted aids	All written and all electronic aids
Assessment	Passed/Not Passed

Type of grading	Internal examination
Criteria of assessment	The group must prepare a project report including a problem formulation and an account of their experiences of cooperation in the group. The courses and supervision during this period provide support for these tasks.

## FACTS ABOUT THE MODULE

Danish title	Problembaseret projekt
Module code	BAEBA20171
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# MICROECONOMICS

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In the first part of the module, market demand and supply in a given market of complete competition will be deduced, based on presumptions regarding the behaviour of households and companies. The efficiency of the corresponding market equilibrium will be assessed and placed in relation to the equilibrium in a market of incomplete competition as well as the equilibrium in case of other market imperfections. Causes and solutions applying to these imperfections in the market, including economic policy and regulation, are discussed on the basis of the microeconomic theory and practical examples.

Analysis tools in the module's second part are related to strategy and organisational analysis. Game theory will be introduced and used in both the module's first (microeconomics) and second (managerial economics) parts. The reasons for and timing of market transactions within organisations or in a given market will also be discussed. Different types of organisations will be analysed in the course on organisational analysis. Finally, the behaviour of individuals and groups both inside and outside of the organisation will be analysed; in this context, the motivational and delimiting effects of incentive structures will be included.

## LEARNING OBJECTIVES

### KNOWLEDGE

The student must through the module obtain knowledge about

- Possessing knowledge of the behaviour of households and companies.
- Possessing knowledge of the assumptions behind complete competition as well as the efficiency of the corresponding market equilibrium.
- Identifying and exemplify microeconomic issues related to market imperfections.
- Possessing insight into theories, models and analysis tools within strategy and organisational analysis.

### SKILLS

The student must through the module obtain skills in:

- Applying comparative statics in connection with changes in a given market.
- Assessing the efficiency as well as the effects of taxation.
- Analysing issues related to the imperfections of the market.
- Applying game theory when analysing strategic behaviour.
- Applying theories, models and analytical tools on specific issues within strategy and organisational analysis

### COMPETENCES

The student must through the module obtain competences to:

- Identifying micro-economic issues.
- Arguing in favour of the use of micro-economic theory on examples and practical issues.
- Arguing in favour of the application of theories, models and analytical tools on strategic issues and organisational analysis.

## EXAM

### EXAMS

Name of exam	Microeconomics
Type of exam	Written exam
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Mikroøkonomi
Module code	BAEBA20172
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# COMPANY PROJECT

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Project work within the module theme: "The company: economics, innovation and sustainability". The project work is supported by courses in:

- Problem-oriented and scientific method.
- The company: Economics, innovation and sustainability
- Group and work process competences.
- Descriptive statistics.
- Literature search and source management.

## LEARNING OBJECTIVES

### KNOWLEDGE

The student must through the module obtain knowledge about:

- Demonstrating knowledge of the elements that constitute a company.
- Demonstrating basic knowledge of concepts of the philosophy of science and of scientific methods.
- Demonstrating knowledge of problem-oriented project work (problem formulation, project methodology, analysis and conclusion).
- Demonstrating knowledge of different methods of literature search.

### SKILLS

The student must through the module obtain skills in:

- Demonstrating knowledge of the elements that constitute a company.
- Demonstrating basic knowledge of concepts of the philosophy of science and of scientific methods.
- Demonstrating knowledge of problem-oriented project work (problem formulation, project methodology, analysis and conclusion).
- Demonstrating knowledge of different methods of literature search.
- Identifying, formulating and analysing a business economics problem within the theme of the module. Substantiate choice of theory and methodology.

- Assessing the quality of the selected documentation in relation to the project problem.
- Disseminating the results of the project work orally and in writing in clear and correct language while adhering to the academic conventions governing source management, documentation, bibliography and notes
- Applying methods for the organisation and execution of group and working processes, as well as analysing and assessing the importance of the selected methods for own learning, group learning and project quality.
- Reflecting on and remaining critical of the use of statistics.

## COMPETENCES

The student must through the module obtain competences to:

- Providing a perspective on the connection between the selected problem, theory and methodology and other problems, theories and methodologies within business economics.
- Completing problem-based project-work at a basic level
- Reflecting on how the experience of project work can be translated into the improvement of practice.
- Taking a reflective approach to the functionality of the preparation and implementation of group and work processes.

## EXAM

### EXAMS

Name of exam	Company Project
Type of exam	Oral exam based on a project
ECTS	15
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Virksomhedsprojekt
Module code	BAEBA20173
Module type	Project
Duration	1 semester
Semester	Autumn



Curriculum and Regulations for the BSc in Economics and Business Administration at Aalborg University September 2017

ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# MACROECONOMICS

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The lectures will convey an understanding of the macroeconomic system and will introduce the individual elements of this. They will include such key concepts as GDP and economic growth, inflation and unemployment and the importance of these for a company. The course will present three overall models for the total production of the economy, i.e. in the short, medium and long terms. The equilibrium in the commodity, money and labour markets for an open economy in an international context will constitute a point of departure. Subsequently, the models will be used to explain the effect macro-economic shocks and changes in the economic policy in Denmark and internationally have on socio-economics and on a company.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The student must through the module obtain knowledge about:

- Demonstrating knowledge of key socio-economic concepts, theories, models and perspectives, including the socio-economic system and the fields of action of the general economic policies in Danish and international economies as well as their importance for the company.

#### SKILLS

The student must through the module obtain skills in:

- Applying socio-economic theories and models for the analysis of concrete socio-economic issues and understanding the implications of these for the company.
- Reflecting on the applications and limitations of the theories.

#### COMPETENCES

The student must through the module obtain competences to:

- Analysing, synthesising and reflecting on how different socio-economic concepts, theories and perspectives in combination make it possible to understand and work with socio-economic issues, including their importance for the possibilities of the company.

## EXAM

### EXAMS

Name of exam	Macroeconomics
Type of exam	Written exam
ECTS	5
Permitted aids	All written and all electronic aids

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Makroøkonomi
Module code	BAEBA20174
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# PROJECT WORK

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The activity consists of four modules, each of which extends over a limited period and has its own academic content within the theme framework of the module, and a block which includes philosophy of science:

Block 1:

Based on a selected case and on the presentation and discussion of selected and relevant models and theories, the students will work in groups to conduct a number of analyses of an international company. A particular focus will be on the international company as a phenomenon and on the role of the business economist in developing the international company.

Block 2: The companies in political and institutional contexts

In this block, the students will analyse the framework conditions of the companies, which are affected by the political system, labour market institutions etc. The block will focus on the effect on companies of different policy areas, i.e. economic policy, employment policy and industrial policy. Next, the effect of the regulation of the labour market through collective bargaining and social security schemes on company staffing strategies will be expounded. Finally, students will explore how the welfare state may affect the business climate of a community by promoting trust and social capital.

Block 3: Companies seen in an international context

In this block students will analyse the businesses in an international perspective. We will examine, among other things, the effect of globalisation and Europeanisation on international businesses in the shape of new economic and political dynamics. We will demonstrate how the EU internal market operates and discuss the consequences of Brexit and - in more general terms - the potential effect of a showdown with the liberal multilateral world order on the businesses. Finally, we will study theories from the subject of comparative political economy which explain how the institutional framework of businesses contribute to supporting the competitiveness of companies and to a great extent shape the comparative advantages of the companies in an international market.

Block 4:

In this block students will analyse the international company in a future perspective and put into perspective the role a business economist can and must play in the development of the international company in which technological changes constitute a major driving force for change.

Block 5: Philosophy of science

1st semester courses in scientific method will be further expounded by courses in different fields of philosophy of science. The course supports the student's work to understand and translate theory and empirical evidence through examples and exercises, thus enhancing the student's awareness of and ability to include considerations of the philosophy of science in connection with study activities in the BSc in Economics and Business Administration generally and in future project work in more concrete terms.

## LEARNING OBJECTIVES

### KNOWLEDGE

The student must through the module obtain knowledge about:

The objective is to enable students to reflect on companies in international political and economic contexts, including:

- Demonstrating knowledge of how globalisation and the various types of market economies promote different types of competitiveness - including the EU's internal market.
- Showing insight into the role of the business economist in the international company.

- Distinguishing between different analytical models for understanding the international company.
- Demonstrating knowledge of different concepts and perspectives of the philosophy of science.

## SKILLS

The student must through the module obtain skills in:

- Applying skills in the analysis of business issues relating to the international contexts of a company, i.e. the company's competitive possibilities in an international market.
- Applying concepts from the philosophy of science in project work and reflecting on the basis of the philosophy of science on the individual aspects of the project and their interrelationships.

## COMPETENCES

The student must through the module obtain competences to:

- Selecting and reflecting on key business issues relating to the dynamics of an international context.
- Assessing which specific aspects should be taken into account when managing an international company.
- Applying the philosophy of science in future study activities in the programme BSc in Economics and Business Administration.

## EXAM

### EXAMS

Name of exam	Project work
Type of exam	Oral exam based on a project
ECTS	20
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Projektarbejde
Module code	BAEBA20175
Module type	Project
Duration	1 semester

Curriculum and Regulations for the BSc in Economics and Business Administration at Aalborg University September 2017

Semester	Spring
ECTS	20
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# FORRETNINGSRET

2018/2019

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

The course gives a general introduction to topics of business law, enabling the student to independently assess less complex business law issues and the need to draw on legal expertise. Topics include a general overview of the legal system and a wide range of the most common legal issues in the day-to-day operations of the company. The module combines lectures with exercises, and students will be invited to submit a group assignment and an individual assignment.

### LÆRINGSMÅL

#### VIDEN

The student must through the module obtain knowledge about:

- Knowledge about common, frequently occurring business law issues in the day-to-day life of the company.

#### FÆRDIGHEDER

The student must through the module obtain skills in:

- Reflecting on the legal system and frequently occurring legal issues in the day-to-day operations of the company.

#### KOMPETENCER

The student must through the module obtain competences to:

- Managing less complex business law issues and assessing the need to draw on legal expertise.

## EKSAMEN

### PRØVER

Prøvens navn	Business law
Prøveform	Skriftlig
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FAKTA OM MODULET

Engelsk titel	Business law
Modulkode	BAEBA20176
Modultype	Kursus
Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningsprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævnet for Erhvervsøkonomi
Institut	Institut for Økonomi og Ledelse
Fakultet	Det Samfundsvidenskabelige Fakultet



# FINANCIAL ACCOUNTING

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The student must achieve an understanding of the possibilities and limitations of financial accounting as a communication means to external stakeholders. This knowledge is a necessary prerequisite for the students' effective use of financial accounting data. Both in the context of specific financial accounting analyses and as a key tool, it will help identify more PBL oriented issues in the concrete company or organisation.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The student must through the module obtain knowledge about:

- Gaining an insight into key concepts, principles and methods included in financial accounting.
- Reflecting on the possibilities and limitations of financial accounting as a communication means to external stakeholders.
- Explaining and describing the rules and conventions in force regarding accounting standards, including the Danish Financial Statements Act.

#### SKILLS

The student must through the module obtain skills in:

- Application of key concepts, principles and methods included in financial accounting.

#### COMPETENCES

The student must through the module obtain competences to:

- The students must acquire logical and mathematical skills that enable them to account for the contexts of financial accounting and to work with this.

## EXAM

### EXAMS

Name of exam	Financial Accounting
Type of exam	Written exam
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination

Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.
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## FACTS ABOUT THE MODULE

Danish title	Regnskab
Module code	BAEBA20177
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# MANAGEMENT ACCOUNTING

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module in advanced management accounting a number of management accounting models will be expounded. Both traditional Danish and international management accounting models will be introduced, and financial as well as non-financial information will be included.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The student must through the module obtain knowledge about:

- Reflecting on the idea and objectives of management accounting.
- Understanding and defining the company's basic economic structure.
- Explaining Scandinavian management accounting models.
- Understanding the link between cost management and decision-making.

#### SKILLS

The student must through the module obtain skills in:

- Preparing budgets and follow up on these, including preparing variance analyses.
- Conducting financial performance measurements.
- Determining internal transfer pricing as well as measuring and managing internal processes.
- Measuring and managing a product's life cycle costs.
- Calculating customer profitability and managing customer relationships.

#### COMPETENCES

The student must through the module obtain competences to:

- Analysing the behavioural effects of management accounting.

## EXAM

### EXAMS

Name of exam	Management Accounting
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Type of exam	Written exam
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Ledelsesregnskab
Module code	BAEBA20178
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# ORGANISATIONAL THEORY AND QUALITATIVE METHOD

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module consists of three integrated components: 1) organisational theory, 2) qualitative method 3) project work.

In the module, students will work with different perspectives of organisational theory on how to understand and analyse an organisation and its various processes. The different perspectives of organisational theory will be linked to their respective underlying scientific method approaches. Therefore the module will also introduce different scientific method approaches to the study of business economics phenomena and issues. Thus, this organisational field will be used as a subject field when practising the use of scientific method approaches. Both organisational theory and the scientific method approaches constitute important elements in the project work.

## LEARNING OBJECTIVES

### KNOWLEDGE

The student must through the module obtain knowledge about:

- Acquiring knowledge about basic organisational theory and scientific method approaches.
- Explaining different perspectives on the organisation and its processes.

### SKILLS

The student must through the module obtain skills in:

- Engaging independently and methodologically in problem-based project work.
- Developing scientific study designs which may be used to identify and study business economics issues.
- Understanding the use of different qualitative methods for the acquisition of knowledge about business economics issues.
- Diagnosing and analysing organisational issues and taking a critical stance to these.
- Accounting for knowledge of the qualitative method.

### COMPETENCES

The student must through the module obtain competences to:

- Developing independently and critically concept and reflection frameworks which may contribute to the solution of organisational and methodological business economics issues.

## EXAM

### EXAMS

Name of exam	Organisational theory and qualitative method
Type of exam	Oral exam based on a project
ECTS	15
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

### FACTS ABOUT THE MODULE

Danish title	Organisationsteori og kvalitativ metode
Module code	BAEBA20179
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

### ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# QUANTITATIVE METHOD

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module in the quantitative method includes descriptive statistics, probability theory, stochastic variables and their distributions, sampling, estimation, hypothesis testing and comparisons of two populations, variance analysis, simple and multiple linear regression and logistic regression. Initially, the theories of these topics are taught, and afterwards students will practice their skills through exercises. This is supplemented further with a series of lectures focusing on the practical application of statistics in relation to business economics issues. The themes which are taught focus on how companies and organisations interact with and influence their surroundings.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The student must through the module obtain knowledge about:

- Acquiring theoretical knowledge of statistics, including descriptive statistics, probability theory, distributions, sampling, regression analysis, uncertainty and interpretation of their own results and those of others.
- Acquiring knowledge of applied statistics.
- Identifying knowledge of statistical software to be able to perform statistical analyses.

#### SKILLS

The student must through the module obtain skills in:

- Applying the statistical model concept in such a way that they are able, independently and in groups, to formulate and conduct quantitative analyses.
- Applying it-based tools to perform statistical analysis.

#### COMPETENCES

The student must through the module obtain competences to:

- Identifying, formulating and analysing business economics issues using quantitative analyses.
- Conducting critical interpretation and evaluation of their own methods, data and results and those of others in the context of quantitative analysis.

### EXAM

#### EXAMS

Name of exam	Quantitative Method
Type of exam	Oral exam

ECTS	10
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Kvantitativ metode
Module code	BAEBA201710
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences



# STRATEGY AND MARKETING INCL. PROJECT

2018/2019

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The content of the module takes the company's external environment as a point of departure and includes work with marketing and market analysis as well as strategic theories, models and perspectives within business economics; moreover, project work, which seeks to apply these theories, models and perspectives on an issue from within marketing. The students may choose whether the project work should take as its starting point a case company, a concrete company, several companies or organisations or industries.

## LEARNING OBJECTIVES

### KNOWLEDGE

The student must through the module obtain knowledge about:

- Acquiring knowledge of markets, customers, management and an understanding of organisation, business operations, development, management and use of information systems, communication and business policy and strategy.
- Acquiring knowledge of the elements of marketing and market analysis.

### SKILLS

The student must through the module obtain skills in:

- Evaluating the theoretical and practical issues applying to strategy and marketing.
- Using and disseminating business economics methods and tools.

### COMPETENCES

The student must through the module obtain competences to:

- Managing complex and development-oriented situations; developing cognitive ability for critical thinking, analysis and synthesis, efficient problem-solving and decision-making through the use of qualitative and quantitative skills.
- Conducting a critical analysis of data, information sources and methods.

## EXAM

### EXAMS

Name of exam	Strategy and Marketing incl. project
Type of exam	Oral exam based on a project
ECTS	20

Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Strategi og marketing inc. projekt
Module code	BAEBA201711
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	20
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# CORPORATE FINANCES

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The following major topic areas are included in teaching activities:

- Formation of financial statements for the purpose of financial analyses
- General financial calculations
- Preparation of budgets, calculation of free cash flow and the establishment of a number of key figures
- The company's choice of financing
- The company's cost of capital
- Shares and bonds
- Valuation of companies

A large part of the subject areas of the course are included as the theoretical foundation for the implementation of the valuation of a company.

## LEARNING OBJECTIVES

### KNOWLEDGE

The student must through the module obtain knowledge about:

- Insight into the theories, concepts, models and methods of the discipline.
- Knowledge of the company's and shareholders' various financial issues.

### SKILLS

The student must through the module obtain skills in:

- Reflecting on and critically evaluating the uses and limitations of the theoretical frame of reference.
- Identifying theoretical and practical issues applying to companies and setting up and selecting solution models.
- Applying the theoretical frame of reference for the analysis of financial issues relating to companies and shareholders.
- Analysing and drawing conclusion from the selected solutions, including implications for the company and its shareholders.
- Conducting analyses and calculations of practical and theoretical issues in relation to the company and its shareholders.

## COMPETENCES

The student must through the module obtain competences to:

- Understanding how knowledge and reflection on the theoretical frame of reference of the discipline make it possible to understand and work with financial issues.
- Analysing and assessing the validity, application and limitations of results with a view to extracting a basis for decision making and a conclusion based on the analyses and calculations conducted.
- Communicating knowledge and analyses within the discipline and engaging in and contributing to the solution and discussion of concrete financial issues in a company.

## EXAM

### EXAMS

Name of exam	Corporate Finances
Type of exam	Written exam
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Corporate Finances
Module code	BAEBA201712
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# PROJECT WORK: “THE COMPANY AS A WHOLE” - INTEGRATED COMPANY STUDY

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The students will be assigned to a company or organisation, private or public, which they will work with throughout the semester. Students must apply their knowledge, skills and competencies from previous modules of the programme in connection with the preparation of the project.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The student must through the module obtain knowledge about:

- Gaining insight into the issues encountered by a given company.
- Designing and implementing a problem-based study of an organisation, applying relevant theories and models from within business economics and scientific method.

#### SKILLS

The student must through the module obtain skills in:

- Demonstrating the ability to work within the framework of problem-based project work.
- Applying a multidisciplinary approach and entering into professional collaboration with the company assigned to the group.
- Gaining an overview of a large amount of data about a given company for the purpose of creating a basis for the solution of business economics issues which are relevant for the company.
- Combining multiple theories and models appropriate to the issue, causing the company to be analysed on the basis of several disciplines from within business economics.

#### COMPETENCES

The student must through the module obtain competences to:

- Establishing and entering into binding collaboration with key people in a given company.
- Studying in depth one or a number of issues and preparing solution proposals.
- Communicating conditions for analysis, analysis processes and results both orally and in writing.

## EXAM

### EXAMS

Name of exam	Project work: "The company as a whole" - integrated company study
Type of exam	Oral exam based on a project
ECTS	20
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

### FACTS ABOUT THE MODULE

Danish title	Projektarbejde: "Virksomheden som helhed" - integreret virksomhedsundersøgelse
Module code	BAEBA201713
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	20
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

### ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# BACHELOR THESIS

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The bachelor thesis must include relevant theories and models from constituent subjects within the BSc programme in Economics and Business Administration.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The student must through the module obtain knowledge about:

- The bachelor thesis must demonstrate that the student possesses research-based knowledge of theory, method and practice within the fields of economics and business administration and social sciences.
- Demonstrating insight into theory, scientific methods and practices.

#### SKILLS

The student must through the module obtain skills in:

- Planning and conducting a theoretical and/or empirical analysis
- The student must be able to critically assess the selected theories and models and the empirical analyses in relation to the problem statement of the project.
- Demonstrating skills within problem-oriented project work, interdisciplinary method and the application of scientific methods and tools – including relevant scientific literature.
- Evaluating theoretical and practical problems and substantiating and selecting appropriate models of analysis and solution.
- Demonstrating skills in project management and in communicating scientific research problems and solution models orally and in writing.

#### COMPETENCES

The student must through the module obtain competences to:

- Managing complex and development-oriented situations and engaging independently in discipline-related and interdisciplinary cooperation with a professional approach.
- Identifying own learning needs and organising own learning in a variety of learning environments.
- Demonstrating cognitive ability for critical thinking, analysis and synthesis. This includes the ability to identify assumptions, evaluate statements on the basis of scientific evidence, detect false logic or reasoning, identify implicit values, define concepts and take a critical stance to generalisations.
- Effective problem-solving and decision-making through the application of relevant qualitative and quantitative skills.

## EXAM

### EXAMS

Name of exam	Bachelor thesis
Type of exam	Oral exam based on a project
ECTS	20
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

### FACTS ABOUT THE MODULE

Danish title	Bacheloropgave
Module code	BAEBA201719
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	20
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

### ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences



## ELECTIVE – ENTREPRENEURSHIP AND INNOVATION

2018/2019

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module provides an understanding of why skills in planning and management are important; how to pursue opportunities; but also on how to learn and practice these. While introducing a number of instruments for business planning and for understanding innovation, the course also provides a critical perspective on business planning and the 'innovative imperative' – the fact that all firms need to be innovative on a continuous basis.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

The student must through the module obtain knowledge about:

- Knowledge of differences between types of entrepreneurship and innovation.

##### SKILLS

The student must through the module obtain skills in:

- Accounting for the importance of entrepreneurship and innovation to a dynamic market economy and two businesses in such an economy. Accounting for the organisation and the management and implementation of innovation and new businesses.

##### COMPETENCES

The student must through the module obtain competences to:

- Demonstrating an understanding of business development within firms, including the ability to provide an account of the role, limitations and structure of a business plan.

### EXAM

#### EXAMS

Name of exam	Elective – Entrepreneurship and Innovation
Type of exam	Written exam
ECTS	5
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.

## FACTS ABOUT THE MODULE

Danish title	Valgfag - iværksætteri og innovation
Module code	BAEBA201714
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
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Faculty	The Faculty of Social Sciences

# ELECTIVE – INTERNATIONAL MARKETING

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will provide knowledge about intercultural challenges in marketing. The course consists of the following components:

- Cultural theories and concepts and their applications in marketing.
- Consumer behaviour, the influence of culture and the reactions to foreign products/services and brands. Marketing strategy and especially how to design an international marketing strategy.

## LEARNING OBJECTIVES

### KNOWLEDGE

The student must through the module obtain knowledge about:

- The students should understand key concepts within international marketing with a special focus on the intercultural challenges of marketing; this will improve students' understanding of how cross-cultural issues influence international marketing strategies.
- The students should understand the connection between the company and its international environment in relation to designing and implementing an international marketing strategy

### SKILLS

The student must through the module obtain skills in:

- The students must be able to identify and assess specific marketing challenges that occur in the international marketing context.
- The students must be able to analyse the situation of the company and, based on this, to decide if the company should follow a differentiation or standardisation strategy and what the specific parameters involved are.

### COMPETENCES

The student must through the module obtain competences to:

- Students should be able to assess the outcomes of alternative marketing strategies in cross-cultural contexts.
- Students should be able to conduct effective problem solving in the case of international marketing and especially in relation to the solution of problems pertaining to the influence of culture on international marketing.
- Having followed this course, the student should furthermore be able to formulate, analyse, derive and evaluate international marketing strategies.

## EXAM

### EXAMS

Name of exam	Elective – International Marketing
Type of exam	Written exam
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The grade 12 is given for an excellent performance which, considering the above learning goals, displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance considering the above learning goals.

### FACTS ABOUT THE MODULE

Danish title	Valgfag - International Marketing
Module code	BAEBA201715
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

### ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# ELECTIVE – CONSOLIDATED ACCOUNTS

**2018/2019**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The consolidated accounts show an overall economic picture of a parent company and its subsidiaries, as if they constituted a single company. The consolidated accounts thus include the entire economic unit of which the management of the parent company has decision-making power.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The student must through the module obtain knowledge about:

- Knowledge of the purpose of the consolidated accounts.
- Knowledge of the "sources of law" applicable in Denmark to the presentation of consolidated accounts.
- Insight into the content of the theories/opinions/views on which consolidated accounts are based and the consequences of these for the consolidated accounts.

#### SKILLS

The student must through the module obtain skills in:

- Describing the main differences between the rules of the Danish Financial Statements Act/Danish accounting standards and international accounting standards in connection with company amalgamations and subsequent consolidated accounts.

#### COMPETENCES

The student must through the module obtain competences to:

- Preparing consolidated accounts on the day of the company amalgamation according to the acquisition method as well as the amalgamation method.
- Preparing consolidated accounts at a later time than the amalgamation date based on reassessment, elimination and corrections of commonly occurring intra-group transactions.

## EXAM

### EXAMS

Name of exam	Elective – consolidated accounts
Type of exam	Written exam
ECTS	5

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Valgfrit - konsoliderede regnskaber
Module code	BAEBA201716
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	Danish
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences

# ELECTIVES - MANAGEMENT ACCOUNTING

## 2018/2019

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The course will provide an overview of management accounting as a discipline, including development trends within the field. The course will be based on classic management accounting literature as well as on the most recent research within the field.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

The student must through the module obtain knowledge about:

- The student must demonstrate knowledge of historical and current development trends within selected management accounting areas.
- The student must demonstrate knowledge of relevant management accounting models.
- The student must demonstrate knowledge of the pros and cons of specific management accounting designs.

##### SKILLS

The student must through the module obtain skills in:

- The student must also be able to analyse the pros and cons of various management accounting models.
- The student must be able to evaluate the consequences of various management accounting designs.
- The student must be able to design management accounting models, making sure these are adaptable to the company's information needs.

##### COMPETENCES

The student must through the module obtain competences to:

- The student must be able to analyse and assess independently and professionally a company's management accounting design, including identification of possible problems and improvements.

## EXAM

### EXAMS

Name of exam	Electives - Management Accounting
Type of exam	Written exam
ECTS	5
Permitted aids	All written and all electronic aids

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Valgfag - Ledelsesregnskab
Module code	BAEBA201717
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	Danish
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences



## ELECTIVES - BUSINESS MODELS

2018/2019

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Recently, the concept Business Models has become a popular theme. The Internet introduced new business options, but at the same time, the nuances complicated the ways in which to operate a business. The way in which to design and operate a business model is essential, but which analyses and design tools are available? This module will focus on this question by introducing the concept and its background and by introducing ways in which to work with business models.

#### LEARNING OBJECTIVES

##### KNOWLEDGE

The student must through the module obtain knowledge about:

- Knowledge of key theoretical tools can be applied for the development of business models.

##### SKILLS

The student must through the module obtain skills in:

- Analysing the relation of business models to key areas such as strategy, organisational development, management accounting, marketing, value chain analysis and stakeholder analysis.

##### COMPETENCES

The student must through the module obtain competences to:

- Developing business models and applying these to case companies.

## EXAM

### EXAMS

Name of exam	Electives - business models
Type of exam	Written exam
ECTS	5
Permitted aids	All written and all electronic aids
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.

## FACTS ABOUT THE MODULE

Danish title	Valgfag - forretningsmodeller
Module code	BAEBA201718
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	Danish
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	Department of Business and Management
Faculty	The Faculty of Social Sciences