



AALBORG UNIVERSITET

**STUDIEORDNING FOR  
KANDIDATUDDANNELSEN I  
ERHVERVSØKONOMI (INTERNATIONAL  
VIRKSOMHEDSØKONOMI), 2016**

KANDIDAT  
AALBORG

MODULER SOM INDGÅR I STUDIEORDNINGEN

## INDHOLDSFORTEGNELSE

Theory of Internationalisation of Companies in Institutional Context 2020/2021 .....	3
Cross-cultural Management and Leadership 2020/2021 .....	5
Semesterprojekt: Semesterprojekt: Internationalisation and Cross-cultural Management in a Theoretical and Methodological Perspective 2020/2021 .....	7
Managing International Business Functions 2020/2021 .....	10
Semesterprojekt: Empirical Investigations for International Business Models and Strategy Formulation 2020/2021 .....	12
Principles of Finance 2020/2021 .....	14
Quantitative Methods in Finance 2020/2021 .....	16
M1: Applied Data Science and Machine Learning 2020/2021 .....	18
M2: Network Analysis and Natural Language Processing 2020/2021 .....	21
M3: Deep Learning and Artificial Intelligence for Analytics 2020/2021 .....	24
M4: Applied Social Data Science Capstone Project 2020/2021 .....	27
Customer Value, Marketing Strategy, and Sales Management 2020/2021 .....	29
Foundations of Customer Buying Behavior 2020/2021 .....	31
Foundations of Marketing, Value Creation and Sales Management 2020/2021 .....	33
Contemporary Issues in Innovation and Entrepreneurship 2020/2021 .....	35
Innovation and Societal Challenges 2020/2021 .....	37
Advanced Innovation Management 2020/2021 .....	39
Kandidatafhandling 2020/2021 .....	41
International Business Models and Strategies 2020/2021 .....	44
Contemporary Issues in International Business 2020/2021 .....	46
Eksportmarketing 2020/2021 .....	48
Contemporary Issues in International Marketing 2020/2021 .....	50
Virksomhedssamarbejde (projektorienteret forløb i virksomhed med afsluttende projekt) 2020/2021 .....	52
Arbejde på et akademisk projekt i Danmark 2020/2021 .....	54
Portfolio Theory and Financial Applications 2020/2021 .....	56
International Finance 2020/2021 .....	58
Bæredygtighed i organisationer 2020/2021 .....	60
Business design 2020/2021 .....	62
Strategic Brand Management 2020/2021 .....	64
Customer Experience Management and Value Co-creation 2020/2021 .....	66
Financial Accounting 2020/2021 .....	68
Accounting Information Systems 2020/2021 .....	70
Internationalisation of Diverse Organisational Forms 2020/2021 .....	72
MNCs and Ecosystems: Innovation and Value Co-creation for Sustainable Development 2020/2021 .....	74

# THEORY OF INTERNATIONALISATION OF COMPANIES IN INSTITUTIONAL CONTEXT

**2020/2021**

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet præsenterer og positionerer de forskellige teorier og metoder inden for internationalisering i virksomheder. Modulet diskuterer virksomheders internationaliseringsaktiviteter i en institutionel sammenhæng med fokus på de forskellige aktører, finansielle og sociale systemer, arbejdsmarkedet, innovationssystemer og socialforvaltning.

### LÆRINGSMÅL

#### VIDEN

Definere, forstå og reflektere over nøglebegreber og teorier inden for internationalisering i virksomheder og institutionelle sammenhænge samt anvende denne viden i praksis (cases).

#### FÆRDIGHEDER

Teoretisk og praktisk at kunne redegøre for centrale dele af de modeller og teorier, som belyses, samt på grundlag heraf at kunne undersøge relevante problemstillinger i praksis.

#### KOMPETENCER

Diskutere og analysere fordele og ulemper ved forskellige teoriretninger og modeller samt relatere modulernes indhold til beslutningsformål i en virksomhed.

#### UNDERVISNINGSFORM

Modulet præsenterer og positionerer de forskellige teorier og metoder inden for internationalisering i virksomheder gennem litteratur, forelæsninger/seminarer og caseopgaver. De studerende udarbejder i tværkulturelle grupper en modulrapport om en valgfri og relevant problemstilling, som forsvares ved en mundtlig eksamen.

## OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

## EKSAMEN

### PRØVER

Prøvens navn	Theory of Internationalisation of Companies in Institutional Context
Prøveform	Mundtlig pba. projekt
ECTS	10
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Theory of Internationalisation of Companies in Institutional Context
Modulkode	KAIVØ20161
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# CROSS-CULTURAL MANAGEMENT AND LEADERSHIP

## 2020/2021

### MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet præsenterer og positionerer de forskellige teorier og metoder inden for tværkulturel ledelse og lederskab med fokus på kultur samt barrierer for og opbygning af erhvervsorganisationer og - kulturer.

#### LÆRINGSMÅL

##### VIDEN

Definere, forstå og reflektere over nøglebegreber og teorier inden for tværkulturel ledelse og lederskab samt anvende denne viden i praksis (cases).

##### FÆRDIGHEDER

Teoretisk og praktisk at kunne redegøre for centrale dele af de modeller og teorier, som belyses, samt på grundlag heraf at kunne undersøge relevante problemstillinger i praksis.

##### KOMPETENCER

Diskutere og analysere fordele og ulemper ved forskellige teoriretninger og modeller samt relatere fagenes indhold til beslutningsformål i en virksomhed.

##### UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer, hvor relevant. De studerende udarbejder i tværkulturelle grupper en modulrapport om en valgfri og relevant problemstilling, som forsvares ved en mundtlig eksamen.

##### OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

### EKSAMEN

#### PRØVER

Prøvens navn	Cross-cultural Management and Leadership
Prøveform	Mundtlig pba. projekt
ECTS	10
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

### FAKTA OM MODULET

Engelsk titel	Cross-cultural Management and Leadership
Modulkode	KAIVØ20162

Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# **SEMESTERPROJEKT: SEMESTERPROJEKT: INTERNATIONALISATION AND CROSS-CULTURAL MANAGEMENT IN A THEORETICAL AND METHODOLOGICAL PERSPECTIVE**

**2020/2021**

## **MODULETS INDHOLD, FORLØB OG PÆDAGOGIK**

De studerende kan vælge bredt mellem emner og problemområder inden for international virksomhedsøkonomi med relevans for de problemstillinger, der er gennemgået på modul 1 og 2.

### **LÆRINGSMÅL**

#### **VIDEN**

- Identificere videnskabelige problemstillinger inden for feltet internationalisering.
- Reflektere over internationalisering på et videnskabeligt grundlag.

#### **FÆRDIGHEDER**

- Anvende internationaliseringsteorier på konkrete problemstillinger, enten fra et empirisk eller teoretisk udgangspunkt.
- Udvælge relevant teori, metode og redskaber og på et videnskabeligt grundlag opstille løsningsmodeller.
- Analysere internationaliseringsproblemstillinger, der vedrører virksomhedens medarbejdere og ledelse.
- Formidle forskningsbaseret viden.
- Diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikke-specialister.

#### **KOMPETENCER**

- Styre arbejds- og udviklingssituationer, der er komplekse, uforudsigelige og forudsætter nye løsningsmodeller.
- Planlægge og udvikle udviklingsprojekter inden for internationalisering.
- Foretage vurderinger og træffe valg i en kompleks sammenhæng.
- Selvstændigt igangsætte og gennemføre fagligt og tværfagligt samarbejde og påtage sig professionelt ansvar.
- Udarbejde en systematisk litteratursøgning efterfulgt af en syntese og en begrebsramme med relevans for den valgte problemstilling.
- Argumentere på et videnskabeligt grundlag.
- Selvstændigt tage ansvar for egen faglige og erhvervsrelevante udvikling og specialisering.

#### **UNDERVISNINGSFORM**

De studerende skal vælge en international virksomhedsøkonomisk problemstilling i forlængelse af det stof, der er dækket i modul 1 og 2, og efterfølgende løse følgende opgaver: (1) litteratursøgning i relation til den valgte problemstilling og udformning af begrebsramme, (2) præsentation og diskussion af alternative metodologiske tilgange (på basis af viden inden for videnskabsteori og metodologisk design) og (3) forslag til mulige løsninger af den valgte problemstilling. Semesterprojektet udarbejdes i grupper og præsenteres i en skriftlig rapport.

## OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

## EKSAMEN

### PRØVER

Prøvens navn	Semester project: Semesterprojekt: Internationalisation and Cross-cultural Management in a Theoretical and Methodological Perspective
Prøveform	Mundtlig pba. projekt 3a) Research Methodology: 5 ECTS (særlige spørgsmål i forbindelse med semesterprojekteksamen).  3b) Semesterprojekt: 5 ECTS  Forudsætning om godkendelse af deltagelse i øvelser, seminarer eller lignende.
ECTS	10
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Semester project: Semesterprojekt: Internationalisation and Cross-cultural Management in a Theoretical and Methodological Perspective
Modulkode	KAIVØ20163
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	10
Undervisningsprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School





# MANAGING INTERNATIONAL BUSINESS FUNCTIONS

## 2020/2021

### MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet præsenterer, positionerer og integrerer teorier inden for internationalisering af virksomhedsfunktioner og fokuserer særligt på international virksomhedsøkonomi og investering samt internationalisering af innovation.

#### LÆRINGSMÅL

##### VIDEN

Identificere vigtige virksomhedsfunktioner i et internationalt perspektiv samt nøglebegreber og -teorier vedrørende internationale virksomhedsfunktioner.

##### FÆRDIGHEDER

Anvende denne viden på praksis (cases).

##### KOMPETENCER

Anvende relevante teorier og modeller til at analysere internationale virksomhedsfunktioner.

#### UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer, hvor relevant. De studerende udarbejder i tværkulturelle grupper en modulrapport om en valgfri og relevant problemstilling, som forsvares ved en mundtlig eksamen.

#### OMFANG OG FORVENTET ARBEJDSINDSAT

10 ECTS.

### EKSAMEN

#### PRØVER

Prøvens navn	Managing International Business Functions
Prøveform	Mundtlig pba. projekt
ECTS	10
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

### FAKTA OM MODULET

Engelsk titel	Managing International Business Functions
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Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

Modulkode	KAIVØ20164
Modultype	Projekt
Varighed	1 semester
Semester	Forår
ECTS	10
Undervisningsprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Flødkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# SEMESTERPROJEKT: EMPIRICAL INVESTIGATIONS FOR INTERNATIONAL BUSINESS MODELS AND STRATEGY FOR-MULATION

2020/2021

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

De studerende skal vælge en valgfri, relevant international problemstilling, der har relevans for problemstillinger, der er gennemgået i modul 4 og 5. Projektarbejdet opdeles i tre hoveddele: (1) Undersøgelse og udvælgelse af teori med relevans for den valgte problemstilling efterfulgt af en begrebsramme for analysen, (2) præsentation og diskussion af alternative metoder til dataindsamling og -analyse (kvantitative såvel som kvalitative) and (3) integration af den teoretiske ramme og dataindsamling og -analyse.

### LÆRINGSMÅL

#### VIDEN

Identificere aktuelle internationale virksomhedsøkonomiske problemstillinger.

#### FÆRDIGHEDER

Placere fremspirende fænomener i relation til international erhvervsteori samt vurdere deres betydning for ledelsespraksis.

#### KOMPETENCER

Anvende relevante teorier og modeller til at analysere aktuelle internationale virksomhedsøkonomiske problemstillinger.

#### UNDERVISNINGSFORM

De studerende udarbejder i tværkulturelle grupper en rapport, som forsvares ved en mundtlig eksamen.

#### OMFANG OG FORVENTET ARBEJDSINDSATS

10 ECTS.

### EKSAMEN

#### PRØVER

Prøvens navn	Semesterproject: Empirical Investigations for International Business Models and Strategy For-mulation
Prøveform	Mundtlig pba. projekt 6a) Methodology II: 5 ECTS 6b) Semesterprojekt: 5 ECTS
ECTS	10
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve

Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning
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## FAKTA OM MODULET

Engelsk titel	Semester project: Empirical Investigations for International Business Models and Strategy For-mulation
Modulkode	KAIVØ20166
Modultype	Projekt
Varighed	1 semester
Semester	Forår
ECTS	10
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# PRINCIPLES OF FINANCE

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This fundamental module in finance aims to provide the student with an understanding of the role of finance in business; the nature of available financial instruments and determinants of the prices of marketable securities; investment appraisal decisions, risk management methods, capital structure and dividend policy. All of these topics are studied in the context of effective financial management, corporate governance and business ethics.

During the module the student will gain a further understanding of long-term financial strategies, basic valuation principles, basics of company valuation, effective investment decisions, bond pricing, cost of capital and capital asset pricing, corporate governance and ethics and basics of financial risk management, among others. Finance theories, tools and techniques covered in the course can be utilized in any management decision-making process in any business sector.

This module will provide an introduction to the theory and practice of finance and so provide a foundation for a more in-depth study of different aspects of finance in the MSc programme.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- and understands the basic milestones of finance and major concepts of investment and finance.
- the characteristics of the financial resources used by corporations and be able to evaluate their cost.
- the impact of financial structure on firm value and on bankruptcy risk, and the main issues of dividend policy and investment under uncertainty including foundations of risk measurement, systematic risk of investment projects.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- identifying and financially appraising projects and investment opportunities as well as sources of funding for the projects, investments and businesses activities; utilisation of financial derivatives for hedging.
- understanding the debt markets and instruments and the risks associated with such investments; be able to value various types of debt securities and their financial risks.
- identifying issues usually addressed by corporate governance structures, understand recent scandals and abuses and the regulatory reaction, identify the other drivers of corporate governance, such as capital markets, shareholders and rating agencies.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- using argument and evidence; demonstrating numerical/quantitative skills; develop a framework and provide a set of analytical tools for finance based on finance theories and the best industry practices; evaluate the business decisions making implications of financial management.
- appreciating the merits and demerits of, as well as alternatives to, various analytical frameworks and techniques used for financial and risk management in business.
- using the major financial theories as a framework for real world business analysis.

### TYPE OF INSTRUCTION

For information see §17.

## EXAM

### EXAMS

Name of exam	Principles of Finance
Type of exam	Written exam Individual examination.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

### FACTS ABOUT THE MODULE

Danish title	Videregående finansieringsteori
Module code	KAFIN20201
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="#">Irina Mateus</a> , <a href="#">Cesario Mateus</a>

### ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# QUANTITATIVE METHODS IN FINANCE

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module provides the quantitative tools necessary for successfully following several mandatory and elective courses. It is discussed several mathematical, statistical, and some IT tools, which are important for solving problems in finance.

The topics presented in this module will allow the student, for example, to calculate risk exposure for risk management, derive efficient portfolio allocations, evaluate pricing of assets, and code their own solutions. The aim of the module is initially to provide the student with tools necessary to conduct quantitative applications within the broad areas of finance.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- quantitative tools for financial applications and solid understanding of how the most relevant mathematical, statistical, and IT techniques are applicable within a financial context independently and in teams.
- how projects are being planned and executed from idea to implementation of solutions.
- and is able to identify central scientific issues within quantitative methods and techniques.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- handling how knowledge in the theoretical frame of reference of the subject area makes it possible to apply quantitative methods in the broad areas of finance.
- analysing results regarding their validity, relevance, and limitation with the purpose of deducing a basis for a decision and conclusion regarding the particular financial problem based on the quantitative tools presented in the course.
- applying and integrating the skills and knowledge in companies, financial institutions or the finance profession in general.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- identifying techniques and tools for a particular financial problem. To choose and put in place relevant solutions such that the ability to analyse, derive, weigh and judge the different alternative actions is clearly demonstrated.
- reflecting upon the theoretical frame of reference to independently perform and justify the choice of techniques and methods to solve financial problems.
- formulating and applying the relevant mathematical, statistical and IT tool discussed in the course.

### TYPE OF INSTRUCTION

For information see §17.

## EXAM

### EXAMS

Name of exam	Quantitative Methods in Finance
Type of exam	Oral exam based on a project Group examination with max. 6 students.



ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Kvantitative metoder i finansiering
Module code	KAFIN20202
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Douglas Eduardo Turatti</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# M1: APPLIED DATA SCIENCE AND MACHINE LEARNING

2020/2021

## FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Completed course in introductory statistics or similar.

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

**Aim:** M1 intends to provide an opportunity to sample the core techniques of data science, understand their intuition and application cases. It also aims at showing best practice of how to select specific and appropriate methods for the particular data science project, as well as how to efficiently and autonomously acquire further knowledge of the rapidly evolving field. Insights and techniques learned in this module can be applied to real-world problems in, e.g. marketing (How do you classify customers who are likely to spend a lot?), management (How do you identify performance bottlenecks in the organisation?) or finance (Is this person likely to default on their mortgage?).

### Content:

This module is an introduction to the main ideas behind (social) data science, and the essential principles and techniques in the data scientist's toolbox. It aims at providing a broad overview by taking a "bird's eye perspective" and presenting a range of topics briefly instead of focusing on a single topic in depth. The Introduction to Social Data Science will survey the foundational issues in data science, namely:

- Data Sourcing: Where and how to get the right data
- Data Manipulation
- Data Analysis with Statistics and Machine Learning
- Data Communication with Information Visualization
- Data at Scale - Working with Big Data
- Data at Scope - Working with non-traditional data-sources such as text, geographical data, relational data, and more
- Data at Mess - Working with incomplete, ill-structured, decentralised data

Upon completion of the module students will have built a solid and expandable knowledge foundation in modern data science and will have acquired a broad range of skills enabling them to carry out own data analysis projects. Students will be capable of autonomously managing and evaluating complex projects and problems associated with data management, description, and analysis

## LÆRINGSMÅL

### VIDEN

#### Knowledge:

- Understand and explain the main workflow routines and techniques how to obtain, store, manipulate, and analyse data.
- Identify the commonly used programming languages, software and other tools used in data science.
- Explain how to select and execute the most common data analysis techniques.
- Show an understanding of how to use a wide variety of visualisation techniques to explore and describe their data.
- Explain the differences and complementarities between the prediction focussed data science approach, and the causality seeking approach of traditional scientific statistics.
- Provide an overview over the current state-of-the-art in applied statistics and data science.

### FÆRDIGHEDER

#### Skills:

## Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

- Install and use relevant software packages in data science.
- Read, import, export, and process data in most widely used data formats.
- Execute common data manipulation techniques such as data-merging, aggregation, pivoting, and treatment of missing values.
- Select and apply standard techniques from 'traditional' statistics and data science to solve empirical problems of data exploration, classification, optimisation, and forecasting.
- Evaluate model performance, fine-tune and optimize models.
- Understand, interpret, critically reflect upon, and explain the results of data analysis.

## KOMPETENCER

### Competencies:

- Comprehend and participate in current professional and academic discussions in applied statistics and data science.
- Critically reflect possibilities and constraints related to the implementation and evolution of data-driven methods.
- Identify problems which can be wholly or partially solved by the use of data analytics.
- Apply a data-driven logic, structure, and workflow to problem-solving.
- Describe and communicate the results of data analysis in a precise, understandable and informative manner, using appropriate data description and visualisation techniques.
- Expand their knowledge in various data science topics of interest and relevance via self-learning.

## UNDERVISNINGSFORM

Lectures will be complemented by online resources and e-learning tools such as podcasting, online tutorials, and mini-assignments, as integral parts of the teaching methodology to enhance student engagement outside the classroom. Physical face-to-face time will be centred around the tacit and interactive components of the problem-solving processes.

## EKSAMEN

### PRØVER

Prøvens navn	M1: Applied Data Science and Machine Learning
Prøveform	Skriftlig og mundtlig Portfolio exam: 60% obtained through various graded (and supervised peer-graded) problem sheets and mini-assignments throughout the module.  40% final internal evaluation seminar with oral presentation, peer-evaluation (opponent group), internal critique and discussion departing from the final assignment and presentation.
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	M1: Applied Data Science and Machine Learning
Modulkode	KASDC20181
Modultype	Kursus
Varighed	1 semester

Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi),  
2016

Semester	Efterår
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Mogens Ove Madsen</a>

## ORGANISATION

Studienævn	Studienævn for Økonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

## M2: NETWORK ANALYSIS AND NATURAL LANGUAGE PROCESSING

2020/2021

### FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Completed course in applied statistics or similar.

### MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

**Aim:** M2 aims to give students insight into network and unstructured data types, as well as state-of-the-art approaches to map and analyse these data. Insights and techniques gained in this module will allow students to approach real-world problems in marketing (Who are the main influencers among our customers?), management (Can we identify new discourses in the communication within our organisation?), business economics (Can language patterns be used to understand R&D intensity across companies?), political science (How is a political candidate perceived by a certain demographic, based on their social network statements?), and sociology (How is a person's behaviour and characteristics affected by their social network?).

#### Content:

With accelerating digitalisation of the modern world, we capture and store a growing amount of relational and unstructured (e.g. text) data. The former type of data encodes social, biological, physical and other complex systems as a collection of actual or potential relations between some entities. These can be users in an online social network, companies in a cluster, or research articles in a database linked via some association metric. Exploring such networks allows unveiling latent and general structural patterns, to understand how the interaction between elements reflects on their attributes, or how information flows through these systems. Indeed, envisioning and analysing complex systems such as national economies, natural ecosystems, or social interactions as networks have brought fresh wind to a broad range of academic disciplines and professional sectors alike. Working with relational data is not difficult, but it certainly requires some rethinking.

The other type of data, unstructured data, come in many varieties. The one that is arguably most attractive for social science analytics is text. Language encodes a vast range of meanings, entities, and relations. Natural language processing (NLP) has considerably advanced in the past years, making unstructured text suitable for machine learning.

The link between networks and unstructured data is given by the fact that unstructured data usually encode something that is closer to a depiction of reality than traditional structured data. Thus, it will typically contain information on some objects with their attributes as well as relational features linking the objects. Understanding the relational dimension is therefore essential to working with unstructured data.

Upon completion, students will have built a solid knowledge foundation within network theory and analysis, computational linguistics and broader (unstructured) data processing. The module is application-focused, and thus students will gain a variety of skills to utilise relational and unstructured text data for analysis purposes.

### LÆRINGSMÅL

#### VIDEN

##### Knowledge:

- Show insights in the conceptual particularities and explanatory power of relational and network data.
- Explain the interplay between network-theory concepts and real-world networks.
- Understand the theoretical foundations, core-algorithms and metrics in network analysis.

## Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

- Explain the concepts of multi-dimensional and multimodal networks and demonstrate comprehension of how they can be used for feature detection.
- Describe main approaches to using network data in more general machine learning settings.
- Explain main techniques used in data mining and structuration.
- Explain central concepts within computational linguistics and methods in natural language processing.
- Reflect upon the epistemology of language data.
- Explain how language data is integrated into analytical frameworks.

### FÆRDIGHEDER

#### Skills:

- Source, store and pre-process network and text data.
- Calculate and interpret essential statistic metrics.
- Integrate network indicators into machine learning pipelines.
- Handle multiplex and multimodal networks.
- Visualise networks and interaction pattern.
- Perform grammar-based labelling and modifications on text data.
- Perform tasks such as automated summarisation and sentiment analysis.
- Extract entities from text.
- Identify topics within large collections of documents.
- Calculate semantic similarity.
- Train and use word embedding models.

### KOMPETENCER

#### Competencies:

- Represent any real-life complex systems as networks.
- Identify latent patterns, structures and interactions of entities in these systems.
- Explore the interplay between the structure of systems and their performance as well as particular features and behaviour of individual entities.
- Utilise natural language data for various types of mapping and analysis.

### UNDERVISNINGSFORM

Lectures will be complemented by online resources and e-learning tools such as podcasting, online tutorials, and mini-assignments, as integral parts of the teaching methodology to enhance student engagement outside the classroom. Physical face-to-face time will be centred around the tacit and interactive components of the problem-solving processes.

### EKSAMEN

#### PRØVER

Prøvens navn	Module 2: Network Analysis and Natural Language Processing
Prøveform	Skriftlig og mundtlig Portfolio exam: 60% obtained through various graded (and supervised peer-graded) problem sheets and mini-assignments throughout the module.  40% final internal evaluation seminar with oral presentation, peer-evaluation (opponent group), internal critique and discussion departing from the final assignment and presentation.
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	M2: Network Analysis and Natural Language Processing
Modulkode	KASDC20182
Modultype	Kursus
Varighed	1 semester
Semester	Efterår
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Mogens Ove Madsen</a>

## ORGANISATION

Studienævn	Studienævn for Økonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# M3: DEEP LEARNING AND ARTIFICIAL INTELLIGENCE FOR ANALYTICS

2020/2021

## FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Completed course in applied statistics or similar.

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

**Aim:** This module aims at providing insights into the most foundational architectures of deep learning algorithms within both supervised and unsupervised learning, thus building a strong foundation for further exploration of more specific and cutting-edge techniques. Real-world problems that are approached with the techniques covered in this module include the development of advanced recommender systems (marketing), computer vision models (healthcare, economics), powerful unsupervised pattern recognition systems (fraud detection or credit default prediction in finance) and (attempts of) stock market index prediction.

### Content:

This module focuses on the most recent developments in the field of data science that build on deep learning and different architectures of artificial neural networks. While conceptually, these techniques were already conceived in the 70s and 80s, it was only recently that Big Data created a need and modern computers allowed to use them in practice. Today, deep learning algorithms are behind a variety of online and offline applications. They are enabling massive recommender systems in online retail and entertainment and powering artificial intelligence applications in medical diagnostics. Vast interest and investment in R&D within this area spurred progress of these techniques and made them more accessible. Only a few years ago deep learning and AI were barely known outside computer science departments. Today, these approaches are widely used in medicine, natural sciences and increasingly seen in social science as well as humanities.

While many of these techniques constitute compelling approaches, especially for predictive modelling, yet they do not make more traditional modelling approaches (e.g. techniques learned in M1) obsolete, but offers many synergies. Therefore, the module is structured in a way that makes it easy for students to see, where the analysis can make use of deep learning approaches as an alternative to more established techniques (e.g. regression analysis). Emphasis will be put on outlining the cases in which traditional (often leaner) methods are more suited.

Upon completion, students will acquire theoretical and practical knowledge, enabling them to understand and explain central techniques and concepts of deep learning approaches as well as the fundamentals of artificial intelligence for analytics. They will be able to select and apply appropriate methods to real-world problems and critically reflect on them.

## LÆRINGSMÅL

### VIDEN

#### Knowledge:

- Explain the central concepts within deep learning.
- Define key elements of artificial neural networks and depict their functionality.
- Describe main architectures of supervised deep learning algorithms.
- Describe main architectures of unsupervised deep learning algorithms.
- Show insight into recent developments in deep learning and artificial intelligence.
- Reflect on ethical and societal problems concerning the use of artificial intelligence.



## FÆRDIGHEDER

### Skills:

- Install and deploy relevant software packages and cloud services for deep learning approaches.
- Select and prepare various types of data for use in deep learning environments.
- Select and construct different kinds of deep learning architectures (e.g. Artificial Neural Networks, Convolutional Neural Networks, Recurrent Neural Networks, Self-Organizing Maps, Restricted Boltzmann Machines).
- Implement “correct” training of selected models.
- Tune and optimise models.
- Utilise trained models for prediction tasks.
- Evaluate model performance.

## KOMPETENCER

### Competencies:

- Use deep learning techniques to solve social science problems in Big Data contexts.
- Make informed decisions about the selection of algorithms (also where it is better not to use deep learning/AI techniques at all).
- Identify cases that require particular attention concerning ethical and social consequences of deep learning and AI application.

## UNDERVISNINGSFORM

Lectures will be complemented by online resources and e-learning tools such as podcasting, online tutorials, and mini-assignments, as integral parts of the teaching methodology in order to enhance student engagement outside the classroom. Physical face-to-face time will be centred around the tacit and interactive components of the problem-solving processes.

## EKSAMEN

### PRØVER

Prøvens navn	Deep Learning and Artificial Intelligence for Analytics
Prøveform	Skriftlig og mundtlig Portfolio exam: 60% obtained through various graded (and supervised peer-graded) problem sheets and mini-assignments throughout the module.  40% final internal evaluation seminar with oral presentation, peer-evaluation (opponent group), internal critique and discussion departing from the assignment and presentation.
ECTS	5
Bedømmelse sform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	M3: Deep Learning and Artificial Intelligence for Analytics
Modulkode	KASDC20183
Modultype	Kursus
Varighed	1 semester

Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi),  
2016

Semester	Efterår
ECTS	5
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Mogens Ove Madsen</a>

## ORGANISATION

Studienævn	Studienævn for Økonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# M4: APPLIED SOCIAL DATA SCIENCE CAPSTONE PROJECT

2020/2021

## FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTAGE I MODULET

Successful Completion of M1 - M3.

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

**Aim:** Module 4 aims at providing the student with an opportunity to apply a set of data science methods – a combination of techniques covered in M1-3 as well as other relevant analytical approaches – to an existing empirical problem in an area, which is relevant to the student's field of study.

### Content:

Empirical semester project on a programme-relevant theme in collaboration with an external organisation (external partner collaboration is not required but highly recommended, and supported). The project departs from a real-life empirical problem and uses a suitable combination of methods covered throughout the semester (M1-3 and other relevant techniques) to address it. If possible, the analysis is based on real data provided by the collaborating institution, possibly combined with other sources.

In this module, students will – in part independently and partly under supervision – write an empirical semester project (in the optimal case) in collaboration with an external organisation. The length of the project report depends on the group size (maximum of 4 students), with a maximum of 25 normal pages (2400 characters incl. spaces, which equals to approx. 360 words) per student, including references, but excluding appendices.

The semester project can be written (and examined) in **Danish or English**.

After completion of the module, students are able to define an appropriate problem formulation within their line of study, identify a sophisticated data collection and analysis strategy, carry out the analysis and present their results using state-of-the-art data science approaches, as well as critically self-evaluate their findings. They can select the most suitable among the wide range of methods presented in the modules M1-3, and autonomously apply it to their specific problem.

## LÆRINGSMÅL

### VIDEN

#### Knowledge:

- Define relevant real-world empirical problems within organisations.
- Explain the limitations of quantitative analysis on different levels of sophistication.
- Demonstrate knowledge about the choice of ontological and epistemological positions.
- Explain the choice of the methodological implementation.
- Show insights in potential limitations of the undertaken analysis.

### FÆRDIGHEDER

#### Skills:

- Identify and delineate a problem that can be analysed using data science approaches.
- Collect / extract / mine necessary appropriate data.
- Assess the reliability / validity / ethical and legal status / limitations of the data.
- Describe and explore the data.
- Identify and carry out appropriate data preparation and analysis.
- Visualise / communicate the results.
- Reflect on the robustness / limitations / ethical, legal, social consequences regarding the analysis and results.

## Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

- Present and discuss results written and orally at an appropriate academic level.

### KOMPETENCER

#### Competencies:

- Initialise, control and complete problem-oriented data science project work.
- Coordinate own resources for the solution of domain-specific related problems.
- Take responsibility for own professional learning and development.

### UNDERVISNINGSFORM

#### Supervision

Students will have a main supervisor from their respective master programme, and complementary methods support by the Social Data Science teachers.

### EKSAMEN

#### PRØVER

Prøvens navn	Applied Social Data Science Capstone Project
Prøveform	Mundtlig pba. projekt Oral group examination based on a group project or an individual project (duration depending on group size) with an external co-examiner.
ECTS	15
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

### FAKTA OM MODULET

Engelsk titel	M4: Applied Social Data Science Capstone Project
Modulkode	KASDC20184
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	15
Undervisningssprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Mogens Ove Madsen</a>

### ORGANISATION

Studienævn	Studienævn for Økonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# **CUSTOMER VALUE, MARKETING STRATEGY, AND SALES MANAGEMENT**

**2020/2021**

## **CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE**

The main purpose of firms is to satisfy the customer and create customer value, thus the creation of customer value is a critical task for marketers and central to sales management. After completing this course, we expect the student to have an in-depth understanding of customer value, including how organisations can compete on creating and delivering superior customer value.

During this module, students will explore key questions such as: what is customer value and why is it important in achieving competitive advantage? How can firms create superior customer value? Why are some firms better at creating superior customer value than others?

## **LEARNING OBJECTIVES**

### **KNOWLEDGE**

The objective is that the student after the module possesses the necessary knowledge on:

- theories related to customer value creation and capture and reflect on the role of customer value in marketing strategy and sales management.
- how companies build superior customer value, including factors that foster or constrain firm's ability to create customer value creation.
- methodological approaches to measure customer value.

### **SKILLS**

The objective is that the student after the module possesses the necessary skills in:

- defining, conceptualizing and explaining how customer value relates to marketing and sales management.
- identifying central theoretical and practical problems within customer-driven marketing strategy and sales management.
- selecting and applying relevant methods to measure customer value both quantitatively and subjectively.

### **COMPETENCES**

The objective is that the student after the module possesses the necessary competences in:

- analysing and evaluating a firm's value proposition by applying relevant concepts and theories from the course.
- designing customer value-driven marketing strategies by applying relevant concepts and theories from the course.
- applying a customer values-based approach to sales management.

### **TYPE OF INSTRUCTION**

For information see § 17.

## **EXAM**

### **EXAMS**

The module shares exams with [KAMAR20203](#)

## FACTS ABOUT THE MODULE

Danish title	Kundeværdi, marketing strategi og salgsledelse
Module code	KAMAR20201
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="#">Jonas Strømfeldt Eduardsen</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# FOUNDATIONS OF CUSTOMER BUYING BEHAVIOR

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module builds on the marketing thinking of the customer as the central focus point of the company's orientation. The precondition for this is understanding the customer, and what influence and drive the customer's buying behaviour. The module provides the foundation for building this understanding in both a B2B and consumer context.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central theoretical approaches to customer buying behaviour and be able to reflect on these.
- advantages and disadvantages of various theoretical perspectives, methods, and approaches to customer buying behaviour.

#### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- understanding and explaining central theoretical aspects of the foundations of customer buying behaviour.
- selecting relevant theories for understanding and analysing practical problems in relation to customer buying behaviour.
- applying relevant theories in analysing and solving specific issues within customer buying behaviour.

#### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- independently use and applying relevant knowledge and skills within customer buying behaviour to generalise, abstract, and build understanding of central buying behaviour problems.
- manage to combine theory and practice in an academic way within a central problem in relation to customer buying behaviour.
- convert knowledge and skills in relation to customer buying behaviour to concrete marketing actions, tactics and strategies.

#### TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### EXAMS

The module shares exams with  
[KAMAR20203](#)

## FACTS ABOUT THE MODULE

Danish title	Grundlag for kunders købsadfærd
Module code	KAMAR20202

Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

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="#">Jeanne Sørensen Bentzen</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences



# FOUNDATIONS OF MARKETING, VALUE CREATION AND SALES MANAGEMENT

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module, the student will individually or in groups select an authentic problem of their choice related to customer behaviour, customer value and/or sales management that they wish to examine in detail and write a project report.

The purpose of the module is to provide students with the opportunity to put the theoretical knowledge from previous modules into practice.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central problems as they are identified within the academic community related to marketing and sales.
- the role of empirical and theoretical context for formulating, exploring and analysing problematics related to marketing and sales.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- identifying and analysing theoretical and/or practical problems related to marketing and sales.
- mastering abilities to identify how empirical and theoretical context impacts on formulating, exploring and analyzing problematics related to marketing and sales. Furthermore, use these skills in the management of the project.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- being able to relate and link research questions and issues to central problems as they are identified within the academic community related to marketing and sales.
- taking into consideration in their work the role of empirical and theoretical context for formulating, exploring and analysing problems related to marketing and sales.

## TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### EXAMS

Name of exam	Foundations of Marketing, Value Creation and Sales Management
Type of exam	Oral exam based on a project Group examination with max. 6 students.
ECTS	20
Assessment	7-point grading scale
Type of grading	External examination

Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures
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## FACTS ABOUT THE MODULE

Danish title	Grundlaget for marketing, værdiskabelse og salgsledelse
Module code	KAMAR20203
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	<a href="#">Poul Houman Andersen</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# CONTEMPORARY ISSUES IN INNOVATION AND ENTREPRENEURSHIP

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module defines and discusses selected contemporary and emerging research topics/issues within innovation and entrepreneurship. The purpose of exploring contemporary issues within innovation and entrepreneurship is to ensure that the student possesses knowledge of key concepts, theories and analytical approaches related to for example sustainable transition, innovation in emerging economies, developments within new industries and investments.

This enables the student to critically reflect, select and communicate research-based knowledge and discuss professional and scientific issues related to selected contemporary research topics/issues within innovation and entrepreneurship.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- key concepts, theories and analytical approaches related to selected contemporary research topics/issues within innovation and entrepreneurship,
- and is able to reflect on selected contemporary research topics/issues within innovation and entrepreneurship on a scientific basis.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- critically reflecting and selecting among theoretical and analytical approaches, and – on a scientific basis - setting up analysis of selected contemporary research topics/issues within innovation and entrepreneurship.
- communicating research-based knowledge and discussing professional and scientific issues related to selected contemporary research topics/issues within innovation and entrepreneurship.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- independently taking responsibility for own professional development and specialisation in relation to innovation and entrepreneurship issues.

### TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### PREREQUISITE FOR ENROLLMENT FOR THE EXAM

- It is a prerequisite for exam participation that the student has actively participated in the course activities including approval of specified assignments throughout the module.

## EXAMS

Name of exam	Contemporary Issues in Innovation and Entrepreneurship
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Aktuelle problemstillinger inden for innovation og iværksætteri
Module code	KAINB202020
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="#">Eun Kyung Park</a> , <a href="#">Rasmus Lema</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# INNOVATION AND SOCIETAL CHALLENGES

## 2020/2021

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Innovation is essential for firms, institutions and societies in order to be able to tackle contemporary and future societal challenges. In the semester project students in groups define and analyse a research problem within the overall specialisation semester theme 'Innovation and societal challenges'.

The project can be carried out in collaboration with a company or other external organisation and/or the project may be connected to ongoing interdisciplinary (mega) projects in collaboration with students enrolled in other study programs at master's level. The project topic is defined by the student and approved by the advisor.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- relevant theoretical and empirical problems within the core field of analysis.
- understanding and on a scientific basis, reflect on the knowledge of the field of analysis as well as be able to identify related scientific issues.

#### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- identifying, defining and motivating a relevant research question within the core field of analysis.
- critically reflecting on and select among the relevant theories and methods, and set up – on a scientific basis – analysis and solution models for the identified issues and problems.
- communicating research-based knowledge and discuss professional and scientific issues with both peers and non-specialists.

#### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- initiating, managing and completing problem-based project work.
- managing work situations and developments that are complex, unpredictable and require new solution models.
- independently taking responsibility for own professional development and specialisation.

#### TYPE OF INSTRUCTION

For information see § 17.

### EXAM

#### EXAMS

Name of exam	Innovation and Societal Challenges
Type of exam	Oral exam based on a project Group examination with max. 6 students. The student may also choose to write the project alone.
ECTS	15

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Innovation og samfundsudfordringer
Module code	KAINB202021
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="#">Yariv Taran</a> , <a href="#">Birgitte Gregersen</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# ADVANCED INNOVATION MANAGEMENT

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Due to today's intense competition in increasingly global markets, companies find themselves competing under ever-changing conditions. Those changes force companies to rethink, reorganise and innovate their business more frequently and fundamentally, in order to maintain their competitiveness.

Therefore, managing innovation has become a key challenge for firms. Managing the process of innovation is, however, difficult and the outcome is highly uncertain. Consequently, many efforts to create successful new products and services fail. This advanced module in innovation management facilitate the student to achieve an understanding, skills, and competences regarding the role of technology, innovation and change in business. The module combines an integrative approach to studies of innovation processes emphasizing the integration of market, technological and organizational change. Emphasis is placed on frameworks and methods that are both theoretically sound and practically useful through various real-life examples, and cases taught and practiced in class.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- main concepts, definitions, advanced theories and models related to innovation management.
- advanced theories on how factors in the national and international economic environment affect the innovation processes within firms.
- and has insights in the important role of change in organisations, and how firms should organise and manage such transition processes accordingly - both strategic and operational wise.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- assessing and interpret an innovation process.
- identifying the various challenges involved in innovation processes and make recommendation for handling these challenges.
- assessing theoretical and practical organizational transition and changing management problems, and substantiate and select relevant analysis and solution proposals.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- independently coordinating and conducting an advanced analysis of innovation processes in a firm.
- developing recommendations for innovation management.
- being self-reflective, through the process of organisational transition and change, be critical and open to different people, opinions and competences, different cultures and different economic constraints.

### TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### PREREQUISITE FOR ENROLLMENT FOR THE EXAM

- It is a prerequisite for exam participation that the student has actively participated in the course activities including approval of specified assignments throughout the module.

## EXAMS

Name of exam	Advanced Innovation Management
Type of exam	Written or oral exam Group examination with max. 6 students.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Videregående innovationsledelse
Module code	KAINB202022
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="#">Yariv Taran</a> , <a href="#">Christian Richter Østergaard</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences



# KANDIDATAFHANDLING

**2020/2021**

## FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTA I MODULET

Den studerende skal have bestået alle moduler på de tidligere semestre med mindst 02.

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Fagindhold og sammenhæng med øvrige moduler/semestre:

- Afhandlingen er styret af en for uddannelsen relevant problemformulering udviklet af den studerende.
- Besvarelsen er afgrænset således, at afhandlingens analyser og diskussioner er relevante, nødvendige og dækkende for at kunne besvare problemformuleringen.
- Der er konsistens mellem problemformulering, afgrænsning, disposition, analyse og konklusion, således at besvarelsen fremstår logisk i lyset af problemformuleringen.
- Der er en diskussion af og begrundelse for valg og fravalg både med hensyn til emneafgrænsning, teori, metode og empiri (hvis empiri indgår).
- Afhandlingen reflekterer kritisk over de(n) valgte teori(er), metode(r) og empiri (hvis empiri indgår) samt vurderer deres anvendelighed for besvarelsen af problemformuleringen.
- Der er konsistens, således at valg og anvendelse af teori og empiri indgår i et samspil med hinanden og kompletterer vidensproduktionen. (Gælder empiriske afhandlinger).
- Der er dokumentation og/eller argumentation for påstande i analyse og konklusion.
- I analysen indgår overvejelser om, hvordan afhandlingens egne resultater ligner og/eller adskiller sig fra andre lignende undersøgelser på området.
- Analysen fokuserer på et velafgrænset problem, dvs. går i dybden og skaber syntese på baggrund af teorier og evt. empiri.
- Afhandlingen demonstrerer forståelse af sammenhænge inden for emnets kontekst samt perspektiverer og generaliserer egne resultater til andre lignende situationer uden for den aktuelle kontekst.

## LÆRINGSMÅL

### VIDEN

- Identificere videnskabelige problemstillinger inden for feltet.
- Reflektere over internationalt relaterede problemstillinger på et videnskabeligt grundlag.

### FÆRDIGHEDER

- Applicere internationaliseringsteorier på konkrete problemstillinger, enten fra et empirisk eller teo-retisk udgangspunkt.
- Udvælge relevant teori, metode og redskaber og på et videnskabeligt grundlag opstille løsningsmodeller.
- Analysere problemstillinger, der vedrører virksomhedens medarbejdere og ledelse.
- Formidle forskningsbaseret viden.
- Diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikke-specialister.

## KOMPETENCER

- Styre arbejds- og udviklingssituationer, der er komplekse, uforudsigelige og forudsætter nye løsningsmodeller.
- Planlægge og udvikle udviklingsprojekter inden for internationalisering.
- Foretage vurderinger og træffe valg i en kompleks sammenhæng.
- Selvstændigt igangsætte og gennemføre fagligt og tværfagligt samarbejde og påtage sig professionelt ansvar.
- Argumentere på et videnskabeligt grundlag.
- Selvstændigt tage ansvar for egen faglige udvikling og specialisering.

## UNDERVISNINGSFORM

Arbejdet med kandidatafhandlingen, herunder problemformulering, metodevalg og litteratursøgning, foretages selvstændigt af den studerende. Problemformulering bør dog godkendes af vejleder. Arbejdet kan foregå individuelt eller i grupper.

## OMFANG OG FORVENTET ARBEJDSINDSAT

30 ECTS

## EKSAMEN

### FORUDSÆTNING FOR INDSTILLING TIL PRØVEN

- Den studerende skal have bestået alle moduler på de tidligere semestre med mindst 02.

## PRØVER

Prøvens navn	Kandidatafhandling
Prøveform	Mundtlig pba. projekt
ECTS	30
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Master's thesis
Modulkode	KAIVØ20168
Modultype	Projekt
Varighed	1 semester
Semester	Forår
ECTS	30
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg

Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>
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## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# INTERNATIONAL BUSINESS MODELS AND STRATEGIES

**2020/2021**

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet præsenterer og positionerer forskellige tilgange til udformning af internationale forretningsmodeller og -strategier efterfulgt af seminardiskussion af cases fra virkeligheden.

### LÆRINGSMÅL

#### VIDEN

Identificere forskellige tilgange til udformning af forretningsmodeller og internationale strategier.

#### FÆRDIGHEDER

Anvende denne viden på praksis (cases).

#### KOMPETENCER

Anvende relevante teorier og modeller til at analysere internationale forretningsmodeller og -strategier.

### UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer, hvor relevant.

### OMFANG OG FORVENTET ARBEJDSINDSAT

5 ECTS

## EKSAMEN

### PRØVER

Prøvens navn	International Business Models and Strategies
Prøveform	Skriftlig Individuel casebaseret skriftlig eksamen. Varighed: 4 timer
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	International Business Models and Strategies
Modulkode	KAIVØ20165A
Modultype	Kursus

Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# CONTEMPORARY ISSUES IN INTERNATIONAL BUSINESS

**2020/2021**

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet definerer og diskuterer udvalgte aktuelle og fremspirende internationale virksomheds-økonomiske problemstillinger, samt hvordan disse problemstillinger placerer sig i det teoretiske og ledelsesmæssige landskab.

### LÆRINGSMÅL

#### VIDEN

Identificere aktuelle internationale virksomhedsøkonomiske problemstillinger.

#### FÆRDIGHEDER

Placere fremspirende fænomener i relation til international erhvervsteori samt vurdere deres betydning for ledelsespraksis.

#### KOMPETENCER

Anvende relevante teorier og modeller til at analysere aktuelle internationale virksomhedsøkonomiske problemstillinger.

### UNDERVISNINGSFORM

Undervisningen gennemføres som en kombination af seminarer, gæsteforelæsninger og virksomhedsbesøg med henblik på at indfange essensen af fremspirende fænomener.

### OMFANG OG FORVENTET ARBEJDSINDSAT

5 ECTS

## EKSAMEN

### PRØVER

Prøvens navn	Contemporary Issues in International Business
Prøveform	Skriftlig Individuel skriftlig 24-timerseksamen
ECTS	5
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Contemporary Issues in International Business
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Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

Modulkode	KAIVØ20165B
Modultype	Kursus
Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# EKSPORTMARKETING

2020/2021

## FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTA GE I MODULET

Studerende fra kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi) kan deltage i dette valgfag.

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Eksportmarketing udgør det første trin i en international marketingproces. Modul 5a vil derfor introducere den studerende til teorier, modeller og redskaber til at forstå eksportmarketingprocesser og alternative strategier til at forbedre virksomheders konkurrenceevne, hvad angår eksisterende og ny eksport.

### LÆRINGSMÅL

#### VIDEN

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og modeller inden for eksportmarketing.

#### FÆRDIGHEDER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere eksportmarketingproblemstillinger i internationale virksomheder i en global erhvervs kontekst.

#### KOMPETENCER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere eksportmarketingproblemstillinger i internationale virksomheder i en global erhvervs kontekst.

### UNDERVISNINGSF ORM

Modulet vil introducere den studerende til eksportmarketingteorier samt redskaber, der vil sætte den studerende i stand til at analysere eksportmarketingrelaterede problemstillinger. Undervisningen gennemføres som en kombination af forelæsninger, cases og seminarer.

### OMFANG OG FORVENTET ARBEJDSINDSAT S

5 ECTS.

### EKSAMEN

#### PRØVER

Prøvens navn	Export Marketing
Prøveform	Skriftlig
ECTS	5



Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Export Marketing
Modulkode	KAEIM20165A
Modultype	Kursus
Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# CONTEMPORARY ISSUES IN INTERNATIONAL MARKETING

**2020/2021**

## FORUDSÆTNINGER/ANBEFALEDE FORUDSÆTNINGER FOR AT DELTA GE I MODULET

Studerende på kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi) kan deltage i dette valgfag.

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet definerer og diskuterer en række udvalgte eksisterende og fremspirende problemstillinger inden for international marketing, og hvordan disse problemstillinger placerer sig i det teoretiske og ledelsesmæssige landskab.

### LÆRINGSMÅL

#### VIDEN

Modulet vil sætte den studerende i stand til at:

- Demonstrere *viden* om teorier og modeller, der relaterer sig til særlige aktuelle problemstillinger inden for international marketing.

#### FÆRDIGHEDER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere problemstillinger inden for international marketing i internationale virksomheder i en global erhvervs kontekst.

#### KOMPETENCER

Modulet vil sætte den studerende i stand til at:

- Tilegne sig *færdigheder* og *kompetencer* til at anvende disse teorier og modeller til at analysere problemstillinger inden for international marketing i internationale virksomheder i en global erhvervs kontekst.

### UNDERVISNINGSF ORM

Undervisningen gennemføres som en combination af seminarer, gæsteforelæsninger og virksomhedsbesøg med henblik på at indfange essensen af fremspirende fænomener.

### OMFANG OG FORVENTET ARBEJDSINDSAT S

5 ECTS

## EKSAMEN

### PRØVER

Prøvens navn	Contemporary Issues in International Marketing
Prøveform	Skriftlig

Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

ECTS	5
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Contemporary Issues in International Marketing
Modulkode	KAEIM20165B
Modultype	Kursus
Varighed	1 semester
Semester	Forår
ECTS	5
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# **VIRKSOMHEDSSAMARBEJDE (PROJEKTORIENTERET FORLØB I VIRKSOMHED MED AFSLUTTENDE PROJEKT)**

**2020/2021**

## **MODULETS INDHOLD, FORLØB OG PÆDAGOGIK**

Et projektorienteret studieforløb er en mulighed for at kombinere teorier og metoder fra uddannelsen med praksis i virksomheder og organisationer. Et projektorienteret studieforløb finder sted ved danske eller udenlandske virksomheder, danske institutioner og myndigheder i Danmark eller i udlandet eller udenlandske og internationale organisationer. Studieforløbet skal have et uddannelsessigte, og de arbejdsopgaver, der indgår, skal være af akademisk karakter.

Et projektorienteret studieforløb afsluttes med udarbejdelse af en projektrapport. Projektrapporten tager udgangspunkt i de konkrete internationale opgaver i virksomheden eller organisationen, som den studerende har været med til at løse. Projektrapporten, der danner udgangspunkt for eksamen, skal dokumentere de teoretiske og metodiske overvejelser, der ligger bag opgavernes løsning samt vurdering og valg mellem alternative løsninger.

## **LÆRINGSMÅL**

### **VIDEN**

- Identificere videnskabelige problemstillinger inden for feltet og med udgangspunkt i de faglige kvalifikationer opnået på 1. og 2. semester behandle disse.
- Reflektere over internationale virksomhedsøkonomiske problemstillinger på et videnskabeligt grundlag.
- Anvende internationale virksomhedsøkonomiske teorier på konkrete problemstillinger, enten fra et empirisk eller teoretisk udgangspunkt.
- Udvælge relevant teori, metode og redskaber og på videnskabeligt grundlag opstille løsningsmodeller.
- Analysere internationale problemstillinger for virksomhedens medarbejdere og ledelse.
- Formidle forskningsbaseret viden.
- Diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikke-specialister.
- Styre arbejds- og udviklingssituationer, der er komplekse, uforudsigelige og forudsætter nye løsningsmodeller.
- Planlægge og udvikle udviklingsprojekter inden for international virksomhedsøkonomi.
- Foretage vurderinger og træffe valg i en kompleks sammenhæng.
- Selvstændigt igangsætte og gennemføre fagligt og tværfagligt samarbejde og påtage sig professionelt ansvar.
- Argumentere på et videnskabeligt grundlag.

### **UNDERVISNINGSFORM**

Projektarbejdet, herunder problemformulering, metodevalg og litteratursøgning, foretages selvstændigt af den studerende i samarbejde med en udpeget vejleder, som godkender den endelige problemformulering. Arbejdet kan foregå individuelt eller i grupper.

### **OMFANG OG FORVENTET ARBEJDSINDSAT**

30 ECTS.

## EKSAMEN

### FORUDSÆTNING FOR INDSTILLING TIL PRØVEN

- 1. og 2. semester på kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi)

### PRØVER

Prøvens navn	Virksomhedssamarbejde (projektorienteret forløb i virksomhed med afsluttende projekt)
Prøveform	Mundtlig pba. projekt
ECTS	30
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

### FAKTA OM MODULET

Engelsk titel	Company Collaboration (Projectoriented Stay with a Company and Production of Final Project)
Modulkode	KAIVØ20167A
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	30
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Anden placering
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

### ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# ARBEJDE PÅ ET AKADEMISK PROJEKT I DANMARK

## 2020/2021

### MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Et projektorienteret studieforløb er en mulighed for at kombinere teorier og metoder fra uddannelsen med praksis i virksomheder og organisationer, men også at arbejde mere teoretisk/metodisk med en problemstilling. Et semesterprojekt er forankret i et relevant forskningsmiljø, og resultatet er et projekt, hvor der kan arbejdes såvel teoretisk som metodisk og empirisk.

#### LÆRINGSMÅL

##### VIDEN

- Identificere videnskabelige problemstillinger inden for feltet og med udgangspunkt i de faglige kvalifikationer opnået på 1. og 2. semester behandle disse.
- Reflektere over internationale virksomhedsøkonomiske problemstillinger på et videnskabeligt grundlag.

##### FÆRDIGHEDER

- Anvende internationale virksomhedsøkonomiske teorier på konkrete problemstillinger, enten fra et empirisk eller teoretisk udgangspunkt.
- Udvælge relevant teori, metode og redskaber og på videnskabeligt grundlag opstille løsningsmodeller.
- Analysere internationale problemstillinger for virksomhedens medarbejdere og ledelse.
- Diskutere professionelle og videnskabelige problemstillinger med både fagfæller og ikke-specialister.

##### KOMPETENCER

- Styre arbejds- og udviklingssituationer, der er komplekse, uforudsigelige og forudsætter ny teoriudvikling.
- Planlægge og udvikle udviklingsprojekter inden for internationale virksomhedsøkonomiske problemstillinger.
- Foretage vurderinger og træffe valg i en kompleks sammenhæng.
- Argumentere på et videnskabeligt grundlag.
- Selvstændigt tage ansvar for egen faglige udvikling og specialisering.

##### UNDERVISNINGSFORM

Projektarbejdet, herunder problemformulering, metodevalg og litteratursøgning, foretages selvstændigt af den studerende. Problemformuleringen skal godkendes af vejleder. Arbejdet kan foregå individuelt eller i grupper.

##### OMFANG OG FORVENTET ARBEJDSINDSAT

30 ECTS.

### EKSAMEN

#### FORUDSÆTNING FOR INDSTILLING TIL PRØVEN

- 1. og 2. semester på Kandidatuddannelsen i Erhvervsøkonomi (International Virksomhedsøkonomi).

## PRØVER

Prøvens navn	Arbejde på et akademisk projekt i Danmark
Prøveform	Mundtlig pba. projekt
ECTS	30
Tilladte hjælpemidler	Alle skriftlige og alle elektroniske hjælpemidler
Bedømmelsesform	7-trins-skala
Censur	Ekstern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Work on an academic project in Denmark
Modulkode	KAIVØ20167B
Modultype	Projekt
Varighed	1 semester
Semester	Efterår
ECTS	30
Undervisningssprog	Engelsk
Tomplads	Ja
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Henrik Find Fladkjær</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# PORTFOLIO THEORY AND FINANCIAL APPLICATIONS

## 2020/2021

### CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is an in-depth study of investment portfolios: the theory behind them, construction techniques, and with real-world applications. The student will acquire knowledge and skills about the opportunities and limitations of portfolio theory which are useful in a professional advisory role or portfolio management role.

The purpose of this module is for the student to gain knowledge, skills, and competencies at an advanced level such that the student can discuss and analyse central concepts, methods, models, tools and problems within the subject area.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- and insight in the theories, concepts, models, and methods within the subject area.
- the principles and tools of portfolio theory, portfolio risk, and how to implement theory and methods on real data.
- central aspects within the theories, models, and methods within the subject area; and in addition, the student should demonstrate an understanding of relevance, reliability and validity about these.

#### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- engaging in professional discussions and advices on how to construct portfolios with different risk characteristics.
- analysing and assessing results with respect to their validity, relevance, and limitations with the purpose of deducing a basis for a decision and conclusion regarding a particular financial problem based on the conducted analyses and calculations.
- applying and integrating the skills and knowledge in companies, financial institutions, in advisory roles, or the finance profession in general.

#### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- identifying theoretical and practical financial problems of the companies or financial institutions, and choose and put in place relevant solutions such that the ability to analyse, derive, weigh and judge the different alternative actions is clearly demonstrated.
- reflecting upon the theoretical frame of reference and apply this to analyse and solve financial problems.
- creating and analysing portfolios of financial securities and in assessing the risk of the constructed portfolio.

#### TYPE OF INSTRUCTION

For information see §17.

### EXAM

#### EXAMS

Name of exam	Portfolio Theory and Financial Applications
Type of exam	Written or oral exam Individual examination.



ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Porteføljet teori og dens anvendelser
Module code	KAFIN20203
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="#">Frederik Steen Lundtofte</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# INTERNATIONAL FINANCE

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module provides the student with a thorough introduction to international finance, which deals with the identification and management of risks and returns arising from the international trade, investment, financing and dividend decisions of firms at both an individual transaction and portfolio level.

The purpose of this module is that the student gains knowledge, skills, and competencies at an advanced level such that the student can discuss and analyse central concepts, methods, models, tools and problems within the subject area.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- and insight in the theories, concepts, models, and methods within the subject area.
- and solid understanding of the key international finance concepts and their application for companies, for international investments, and in the international financial markets in general.
- explaining and exemplifying central aspects within the theories, models, and methods within the subject area; and in addition, the student should demonstrate an understanding of relevance, reliability and validity about these.

#### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- handling how knowledge in the theoretical frame of reference of the subject area makes it possible to involve in professional discussions and advices on how to construct portfolios with different risk characteristics.
- analysing and assessing results with respect to their validity, relevance, and limitations with the purpose of deducing a basis for a decision and conclusion regarding a particular financial problem based on the conducted analyses and calculations.
- apply and integrating the skills and knowledge in companies, financial institutions, in advisory roles, or the finance profession in general.

#### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- identifying theoretical and practical financial problems of the companies or financial institutions, and choose and put in place relevant solutions such that the ability to analyse, derive, weigh and judge the different alternative actions is clearly demonstrated.
- reflecting upon the theoretical frame of reference and apply this to analyse and solve financial problems.
- analysing types of risks particularly associated with international trade and investments; and in evaluating risks and returns in the context of foreign direct investments.

#### TYPE OF INSTRUCTION

For information see §17.

### EXAM

#### EXAMS

Name of exam	International Finance
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Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Finansieringsteori i en international kontekst
Module code	KAFIN20204
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="#">Frederik Steen Lundtofte</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# BÆREDYGTIGHED I ORGANISATIONER

## 2020/2021

### MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Modulet fokuserer på bæredygtig udvikling i organisationer. Baggrunden er, at bæredygtighed har fået en central betydning for strategi, ledelse og organisation. Bæredygtighed indebærer en fundamental etisk stillingtagen og praksis i forhold til mennesker, samfund og miljø. Modulet fokuseret på organisationers ansvar i relation til ledelse og forandring.

### LÆRINGSMÅL

#### VIDEN

Det er målet, at den studerende efter modulet har viden om:

- bæredygtighed og etik i relation til ledelse og organisation.
- bæredygtig forandringsledelse.
- strategi og CSR.

#### FÆRDIGHEDER

Det er målet, at den studerende efter modulet har færdigheder i:

- at anvende perspektiver om bæredygtighed, etik og CSR til at analysere organisationer.
- at analysere etiske problemer i organisationer.
- at oversætte bæredygtige udviklingsmål til forandringsstrategier for organisationer.

#### KOMPETENCER

Det er målet, at den studerende efter modulet har kompetencer i:

- at anvende bæredygtighed og organisationsetik til at forstå og analysere organisatoriske praksisser.

### UNDERVISNINGSFORM

For information se § 17.

### EKSAMEN

#### PRØVER

Prøvens navn	Bæredygtighed i organisationer
Prøveform	Skriftlig og mundtlig Gruppeeksamen.
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Sustainability in Organisations
Modulkode	KAORS20209
Modultype	Kursus
Varighed	1 semester
Semester	Efterår
ECTS	5
Undervisningsprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Kenneth Mølberg Jørgensen</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# BUSINESS DESIGN

2020/2021

## MODULETS INDHOLD, FORLØB OG PÆDAGOGIK

Business design omfatter en indføring i klassisk business design tænkning med et specifikt fokus på udvikling og implementering af forretningsmodeller i eksisterende virksomheder på tværs af sektorer. Den studerende introduceres for organisatoriske problemstillinger ved udvikling og forandring af forretningsmodeller og skal arbejde med innovation af forretningsmodeller i praksis. Der tages udgangspunkt i nye kontekstuelle udfordringer for forretningsdesign.

Udviklingen af forretningsmodeller diskuteres i forhold til den eksisterende forretningskontekst, økosystemer og netværk med et fokus på, hvordan forretningsmodeller udvikler sig på tværs af organisatoriske grænser, og hvordan dette underbygges gennem samarbejde og partnerskab.

## LÆRINGSMÅL

### VIDEN

Det er målet, at den studerende efter modulet har viden om:

- centrale teoretiske tilgange til business design i en åben organisatorisk kontekst og er i stand til at reflektere over forandring af forretningsmodeller på et videnskabeligt grundlag.
- centrale metodiske tilgange til at udforske og forandre forretningsmodeller både teoretisk og praktisk.
- centrale teoretiske aspekter af samarbejde og partnerskaber i en åben organisatorisk kontekst.

### FÆRDIGHEDER

Det er målet, at den studerende efter modulet har færdigheder i:

- at udvælge og anvende relevante metoder og værktøjer til at generere viden samt analysere centrale problemstillinger inden for business design.
- at argumentere både teoretisk og praktisk for muligheder og begrænsninger indenfor for business design i en åben organisatorisk kontekst.
- at præsentere og diskutere professionelle og videnskabelige problemstillinger inden for business design med forskellige målgrupper.

### KOMPETENCER

Det er målet, at den studerende efter modulet har kompetencer til:

- at anvende relevant viden og færdigheder til at generalisere, abstrahere og opbygge forståelse af centrale problemstillinger inden for business design.
- selvstændigt at foretage løbende analyser, tilpasse og eventuelt udvikle nye løsningsmuligheder til centrale business design problemstillinger i takt med at kompleksiteten stiger.
- at omsætte viden om og færdigheder i at kunne indgå i processer i relation til business design på et fagligt, tværfagligt og professionelt grundlag.

## UNDERVISNINGSFORM

For information se § 17.

## EKSAMEN

### PRØVER

Prøvens navn	Business design
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Studieordning for kandidatuddannelsen i erhvervsøkonomi (international virksomhedsøkonomi), 2016

Prøveform	Skriftlig eller mundtlig Gruppeeksamen med maksimalt seks studerende i hver gruppe.
ECTS	5
Bedømmelsesform	7-trins-skala
Censur	Intern prøve
Vurderingskriterier	Vurderingskriterierne er angivet i Universitetets eksamensordning

## FAKTA OM MODULET

Engelsk titel	Business Design
Modulkode	KAORS202010
Modultype	Kursus
Varighed	1 semester
Semester	Efterår
ECTS	5
Undervisningsprog	Engelsk
Undervisningssted	Campus Aalborg
Modulansvarlig	<a href="#">Louise Brøns Kringelum</a> , <a href="#">Jesper Chrautwald Sort</a> , <a href="#">Yariv Taran</a>

## ORGANISATION

Studienævn	Studienævn for Erhvervsøkonomi
Institut	AAU Business School
Fakultet	Det Samfundsvidenskabelige Fakultet

# STRATEGIC BRAND MANAGEMENT

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Brands can be extremely valuable assets and a significant growth driver. This module will analyse how brands function as pivotal devices in today's society and the role of strategic brand management in customer value creation.

During this module the student will acquire insights into how companies should manage brands to maximize brand equity. This includes knowledge about the different brand management decisions that must be made to build, measure, and manage a brand. Furthermore, the objective of this module is to provide the student with insights into central theories and approaches related to strategic brand management, including theories on how customers develop brand attitudes and behaviours.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central theories related to brand management and the role of brand management in customer value creation.
- central methodological approaches to measuring brand equity and evaluating brand performance.
- the unique challenges of managing global brands.

#### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- identifying central theoretical and practical problems within strategic brand management, including issues related to the planning and implementation of branding strategies.
- selecting relevant theories to understand, analyse and solve practical problems in relation to strategic brand management.
- measuring brand equity to evaluate brand performance.

#### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- making appropriate managerial decisions in relation to strategic brand management to maximize brand equity.
- applying central theories related to strategic brand management to analyse and solve practical branding-related problems.
- being self-reflective, critical and open to different implementations of branding strategies.

#### TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### EXAMS

Name of exam	Strategic Brand Management
Type of exam	Written or oral exam Individual examination.
ECTS	5



Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Strategisk brandledelse
Module code	KAMAR202011
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="#">Andreea Bujac</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# CUSTOMER EXPERIENCE MANAGEMENT AND VALUE CO-CREATION

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module is based on an assumption of value creation as a designed process that unfolds between buyers and sellers in the consumer and B2B markets. It provides the student with insights, knowledge and abilities within the design, management and development of customer experiences (customer experience journey management, CXJM) as part of modern sales management.

The module consists of a high degree of interaction between faculty and students, requiring student participation and commitment. Academically, the course requires that the student have basic knowledge of concepts and theories within buying behaviour and knowledge of concepts such as segmentation and positioning from marketing management.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- the elements of CXJM, being able to identify them and differentiate between them.
- how CXJ is designed, delivered and managed.
- how CXJM satisfaction is measured.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- describing and linking how CXJM relates to marketing and sales management.
- analysing customer journeys and identify pain points.
- discussing practical and theoretical aspects of designs by CXJM.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- designing a CXMJ based on a business case.
- designing processes for evaluation and development of CEM.
- linking CEM with value creation.

## TYPE OF INSTRUCTION

For information see §17.

## EXAM

### EXAMS

Name of exam	Customer Experience Management and Value Co-creation
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale

Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Ledelse af kunderejser og værdisamarbejde
Module code	KAMAR202012
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="#">Poul Houman Andersen</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# FINANCIAL ACCOUNTING

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The purpose of the module is to give the student a deeper insight into the process of preparing financial statements and reports in compliance with Financial Reporting Standards.

During the module the student will become able to critically evaluate and discriminate among alternative methodologies, identify key concepts, assumptions and conventions underlying the preparation of financial reports. The purpose is to support the student's ability to complete financial evaluations and offer critical and professional contributions in debates about contemporary accounting issues and controversies.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- central theoretical underpinnings of the financial accounting and reporting model and its application to addressing the information needs of users.
- alternative methodological (e.g. normative v positivist) approaches to analyzing accounting controversies and is able to critically evaluate and discriminate among these.
- key concepts, assumptions and conventions underlying the preparation of financial reports and is able to identify these.

#### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- understanding and explaining the regulatory frameworks underlying financial reporting, both nationally and internationally.
- based on the application of fundamental accounting principles, concepts and models, explaining how different approaches to the measurement, recognition and disclosure of various accounting issues can affect the reported financial position and/or performance of a reporting entity.
- critically evaluating how the quality of accounting, based on a financial analysis, is affected by various measurement bases, accounting regulations and accounting application quality.

#### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- individually undertaking a comprehensive preparation and analysis of financial reports in order to provide a complete financial evaluation of the financial position and/or performance of a reporting entity.
- participating in and providing a professional contribution to debates about contemporary accounting issues and controversies.
- developing the ability to critically evaluate the effects of alternative accounting approaches, regulatory frameworks, measurement bases and the recognition and disclosure of various accounting problems and issues in various business contexts.

#### TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### EXAMS

Name of exam	Financial Accounting
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

### FACTS ABOUT THE MODULE

Danish title	Eksternt regnskab
Module code	KAØKS20204
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="#">Paul John Marcel Klumpes</a>

### ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# ACCOUNTING INFORMATION SYSTEMS

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The purpose of this module is to provide students with a strong conceptual foundation in the field of Accounting Information Systems (AIS). The module allows the student to understand, evaluate and use AIS effectively in their future roles as accountants, auditors, managers or consultants. In particular, the module provides an in-depth understanding of an organization's key processes and how data is captured during the flow of these transactions.

The key is to understand the role of AIS in dealing with these business transactions and inherent risk, control and security issues. In addition, the course provides basic and advanced knowledge of AIS packages and enterprise resource planning (ERP) packages, and how such systems are maintained or replaced through processes of analysis, design and implementation.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- conceptual foundations of AIS including control and audit.
- AIS applications.
- AIS development process.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- designing an AIS to provide the information needed to allow key decisions.
- discussing and theorizing on the content, structure and use of AIS that organizations use for management control and risk assessment.
- discussing and theorizing on general and specific problems that may occur when management accounting is integrated into and supported by an AIS.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- identifying areas where AIS can create value for organisations.
- selecting and applying business procedures and systems related to AIS applications.
- contributing to the design of AIS together with software specialists and developers.

### TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### EXAMS

Name of exam	Accounting Information Systems
Type of exam	Written or oral exam Individual examination.
ECTS	5

Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Accounting Information Systems
Module code	KAØKS20205
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="#">Sirle Duus Bürkland</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# INTERNATIONALISATION OF DIVERSE ORGANISATIONAL FORMS

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

During the module the student will explore the internationalisation of various types of organisational forms such as NGOs, platform organisations, non-for-profit organisations, etc. These forms are not well researched in the International Business literature and offer new avenues for exploring the diversity in internationalisation.

The module aims to address the phenomenon of such organisations, cover relevant theories, frameworks, and practices in understanding their internationalisation, their types and relations with established forms of multinational firms. The impact of such organisational forms on society, policy, technology, economy, commerce and the challenges in their international activities and legitimation will be discussed.

## LEARNING OBJECTIVES

### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- newly emerging concepts and theories with reference to new organisational forms and their internationalisation.
- approaches and strategies for the internationalisation of various type of organisational forms such as NGOs, platform companies, etc.
- challenges in the internationalisation of diverse organisational forms.

### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- discussing and delineating practices in the internationalisation of diverse organisational forms.
- analysing and synthesizing state-of-the-art knowledge on internationalised diverse organisational forms.
- pursuing further knowledge related to the module topics through own academic learning.

### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- applying and reflecting on the internationalisation of diverse organisational forms.
- applying concepts and theories learnt to understand the challenges and practices to internationalising organisations.
- applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.

## TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### EXAMS

Name of exam	Internationalisation of Diverse Organisational Forms
Type of exam	Written exam Individual examination.



ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Internationalisering af forskellige organisatoriske former
Module code	KAINB202013
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="#">Jonas Strømfeldt Eduardsen</a> , <a href="#">Romeo V. Turcan</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences

# MNCs AND ECOSYSTEMS: INNOVATION AND VALUE CO-CREATION FOR SUSTAINABLE DEVELOPMENT

**2020/2021**

## CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module discusses the emerging trends of Multi National Companies (MNC) global innovation management such as from value creation to value co-creation with global partners, establishing cross-border strategic alliances and networks for joint innovation, participating and orchestrating innovation ecosystem for sustainable development, etc. The student will develop knowledge and reflect on issues such as, but not limited to, MNCs' global innovation modes and strategies, reverse innovation, innovation ecosystem, interplay between value co-creation and value capture for sustainable development.

### LEARNING OBJECTIVES

#### KNOWLEDGE

The objective is that the student after the module possesses the necessary knowledge on:

- newly emerging concepts and theories in global innovation management.
- MNCs' innovation management practices and strategies from the value co-creation and value capture perspectives.
- how innovation in ecosystems facilitate MNCs' sustainable development and global competitiveness.

#### SKILLS

The objective is that the student after the module possesses the necessary skills in:

- analysing and synthesising state-of-art knowledge on MNCs' global innovation management.
- pursuing further knowledge related to the module topics through own academic learning .
- developing own conceptualisation and explanation based on in-depth reflections on academic development and MNCs' global innovation practices.

#### COMPETENCES

The objective is that the student after the module possesses the necessary competences in:

- applying and reflecting on MNCs' global innovation management in cross-cultural contexts.
- applying concepts and theories learnt to understand MNCs' global innovation challenges and practices.
- applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.

#### TYPE OF INSTRUCTION

For information see § 17.

## EXAM

### EXAMS

Name of exam	MNCs and Ecosystems: Innovation and Value Co-creation for Sustainable Development
Type of exam	Written or oral exam Individual examination.
ECTS	5

Assessment	Passed/Not Passed
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

## FACTS ABOUT THE MODULE

Danish title	Multinationale selskaber og økosystemer: Innovation og værdiskabelse for bæredygtig udvikling
Module code	KAINB202014
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="#">Yimei Hu</a> , <a href="#">Dmitrij Slepniov</a>

## ORGANISATION

Study Board	Study Board of Business Economics
Department	AAU Business School
Faculty	The Faculty of Social Sciences