AALBORG UNIVERSITET

CAND.TECH. I VÆRDIKÆDER OG INNOVATIONSLEDELSE 2017

CAND.TECH.
KØBENHAVN

MODULER SOM INDGÅR I STUDIEORDNINGEN

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MEDIA MANAGEMENT: DESIGNING GLOBAL BUSINESS SYSTEMS (OR INTEGRATED SOLUTIONS) FOR MEDIA FIRMS

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have deepened their understanding of the theories taught on this semester by applying these theories in practice.

SKILLS

- Be able to analyse, and develop an integrated solution to a practical problem concerning the design of business systems or clusters within the context of the media industries or analysing home or host country effects, usually in the form of a project developed in and together with an organisation/firms. The project theme is designing Business Systems in media firms and normally requires:
    - Demarcation and analysis of the empirical background to the problem
    - Develop an operationalisation of a relevant and researchable research problem/project objective, using theory taught on this semester, but usually going beyond that.
    - Development of an adequate research/project design, including:
        - Detailed questions/objectives
        - An account of the data collection and data validation methods, data sources
        - An account of the analytical methods used and methods used to validate the findings
        - An account of the (design) methods used to develop recommendations/solutions to resolve the research problem/ achieve the project objective.
- Presentation and validation of data
- Presentation, validation and discussion of analytical findings
- Presentation and validation of recommendations/solutions
- Evaluation of the findings and recommendations/solutions, methods and, if relevant, considerations regarding the limitations and generalisability of the study.

COMPETENCES

- Be able to work together as a team to analyse and develop integrated and feasible solution(s) to a practical organisational problem in a media firm.
- Be able to work together with an organisation in an academically yet practically adequate manner.

TYPE OF INSTRUCTION

The module is carried out as group-based, problem-oriented project work. The group work is carried out as an independent work process in which the students themselves organise and coordinate their workload in collaboration with a supervisor. The project is carried out in groups with normally no more than 6 members.

EXTENT AND EXPECTED WORKLOAD

Since it is a 15 ECTS course module the expected workload is 450 hours for the student.

EXAM

EXAMS

Name of exam	Media Management: Designing Global Business Systems (or Integrated Solutions) for Media Firms
Type of exam	Oral exam based on a project
ECTS	15
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

FACTS ABOUT THE MODULE

Danish title	Medieledelse: Design af globale forretningssystemer eller integrerede løsninger
Module code	M-OIM-KK1-1
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

METHODS AND TOOLS FOR BUSINESS SYSTEMS STUDIES

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- A coherent and profound understanding methodological approaches and tools for studying global value chains and business systems
- Understanding of the key methodological trade-offs between different methods when studying global value chains and business systems.
- Understanding the key approaches to increase the quality of data collection
- Knowledge of different methods to describe, analyse and improve global value chains.
- Knowledge of how to describe and understand business processes in the global organisation.

SKILLS

- Developed skills that enable the student to apply different research methods necessary for analysing and improving global business processes.
- Developed skills in evaluating different strategies and approaches for data collection and analysis.
- Developed skills in analysing and understanding global and processes.

COMPETENCES

- Be able to select and operationalise appropriate approaches to data collection and analysis
- Be able to collect reliable and valid data.
- Be able to model and analyse value chains and processes in the globalized organisation.

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Methods and Tools for Business Systems Studies
Type of exam	Written or oral exam
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	Metoder og værktøjer til studier af forretningssystemer
Module code	M-OIM-KK1-6
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Thim Prætorius, Bjarke Refslund

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

MANAGING GLOBAL BUSINESS SYSTEMS AND VALUE CHAINS

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- A coherent and profound understanding of how and why organizations globalise, including an in-depth knowledge of the associated theories and strategies
- A profound understanding of the different theoretical perspectives on management in the global organization and how these different perspectives can be operationalised when analysing management in the global organization.
- Knowledge of different strategic configuration of organizations, including network structures, as well as an understanding of the key management challenges and issues associated with managing the global organization.
- Knowledge about strategic innovation in a global context.

SKILLS

- Developed skills in applying the different theoretical perspectives
- Developed skills to evaluate different options and argue for specific choices for strategic design of global value chains and business systems, the development of appropriate strategies, including recognising competitive opportunities, configuring global capabilities as well as organisational value chains and designs
- Developed relevant skills to apply theories and methods to the improvement and reorganisation of global value chains and business systems
- Developed skills to identify and implement options for reorganisation and improvements in the context of global value chain and business systems.

COMPETENCES

- Be able to discuss the complex of problems associated with globalisation of organisations to outline the different paths and strategies an organization may choose to globalize value chains and business systems
- Develop abilities to craft and implement relevant organizational set-ups in the global organisation.

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Managing Global Business Systems and Value Chains
Type of exam	Written or oral exam
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 globale forretningssystemer og værdikæder
Module code	M-OIM-KK1-3
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

MEDIA MANAGEMENT, MESO

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained knowledge and understanding how media industries are organised spatially and what their social effects are – Including knowledge about
    - Media and globalisation including globalisation of media conglomerates
    - Outsourcing/offshoring and media production
    - Outsourcing/offshoring and spillover-effects
    - Media economics (e.g. Hollywood economics)
    - Construction of media clusters
    - Media in society and related policy issues

SKILLS

- Be able to understand why media firms globalise in particular ways and what the implication of their globalization is for the home and host societies.
- Be able to understand the principles behind media economics
- Understand the role of policy in constructing media clusters
- Be able to grasp controversies related to media's role in society

COMPETENCES

- Design and create analytical frameworks for assessment the drivers behind media firms' globalisation strategies and their local implications using multiple perspectives
- Reflect on the how to create media clusters
- Navigate in discussions related to media's role in society.

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Media Management, Meso
Type of exam	Written or oral exam
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	Medieledelse
Module code	M-OIM-KK1-4
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

MEDIA MANAGEMENT: INNOVATION AND TECHNOLOGY MANAGEMENT IN MEDIA FIRMS

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have deepened their understanding of the theories taught on this semester by applying these theories in practice.

SKILLS

- Be able to analyse, and develop an integrated solution to a practical problem concerning technology and innovation leadership/management within the media industries, usually in the form of a project developed in and together with an organisation. The project theme is Media Management and Innovation and Technology management and normally requires:
    - Demarcation and analysis of the empirical background to the problem
    - Develop an operationalisation of a relevant and researchable research problem/project objective, using theory taught on this semester, but usually going beyond that.
    - Development of an adequate research/project design, including:
        - Detailed questions/objectives
        - An account of the data collection and data validation methods, data sources
        - An account of the analytical methods used and methods used to validate the findings
        - An account of the (design) methods used to develop recommendations/solutions to resolve the research problem/ achieve the project objective.
- Presentation and validation of data
- Presentation, validation and discussion of analytical findings
- Presentation and validation of recommendations/solutions
- Evaluation of the findings and recommendations/solutions, methods and, if relevant, considerations regarding the limitations and generalisability of the study.

COMPETENCES

- Be able to work together as a team to analyse and develop integrated and feasible solution(s) to a practical organisational problem in media firms.
- Be able to work together with an organisation in an academically yet practically adequate manner.

TYPE OF INSTRUCTION

The module is carried out as group-based, problem-oriented project work. The group work is carried out as an independent work process in which the students themselves organise and coordinate their workload in collaboration with a supervisor. The project is carried out in groups with normally no more than 6 members.

EXTENT AND EXPECTED WORKLOAD

Since it is a 15 ECTS course module the expected workload is 450 hours for the student.

EXAM

EXAMS

Name of exam	Media Management: Innovation and Technology Management in Media Firms

Type of exam	Oral exam based on a project
ECTS	15
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

FACTS ABOUT THE MODULE

Danish title	Medieledelse: Innovations- og teknologiledelse
Module code	M-OIM-KK2-2
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	15
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

INNOVATION AND CHANGE MANAGEMENT

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained knowledge and understanding of the role of technology, innovation, and change in businesses
- Have gained knowledge about innovation and technology management in established businesses
- Have gained knowledge about incremental innovation and continuous improvement
- Have gained insight into disruptive and radical innovation
- Have gained knowledge about entrepreneurship, including corporate entrepreneurship, corporate venturing, the pitching of a new idea and business planning
- Have gained knowledge about organisational change strategies and process models
- Have gained insight into organising for change (including aspects for culture, power and politics)
- Have gained knowledge about leading change
- Have gained knowledge about enablers and disablers of change.

SKILLS

- Be able to understand the characteristics and drivers of innovation and change, as well as the practical means of handling them in an engineering business context
- Be able to understand the range, scope and complexity of challenges related to the management of technology, innovation and change
- Be able to describe, analyse and redesign innovation- and change management processes
- Be able to identify and analyse the field of innovation and change management including the value position of stakeholders; customers, suppliers and other network partners
- Be able to analyse and identify a variety of business models and models for innovation of business models
- Be able to design, evaluate and audit the innovative capabilities and change management of a business organisation
- Be able to apply principles of business model innovation and risk management to suggest redesign and improvement of business models.

COMPETENCES

- Be able to design and evaluate innovation- and change management
- Be able to realise and implement innovation- and change management initiatives, including the implementation and design innovation- and change management processes in projects, companies and networks of companies, as well as relating practical innovation- and change management experiences to conceptual understanding of innovation leadership and change management.

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Innovation and Change Management

Type of exam	Written or oral exam
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	Innovations- og forandringsledelse
Module code	M-OIM-KK2-4
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Jan Vang, Thim Prætorius

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

STRATEGY, ORGANISATION AND MARKET CREATION 2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained insights into different concepts for strategy and their significance for the firm's ability to seize opportunities and create new markets.
- Have knowledge about possible strategies in the global organisation
- Have knowledge about possible organizational designs in the global organisation
- Have knowledge about the possible configuration of innovative business models and understanding their importance for businesses
- Have knowledge about the challenges in the development of global markets and their possible solutions.
- Have knowledge about current trends influencing the contemporary organisation.

SKILLS

- Be able to understand the characteristics and drivers of market creation and development, as well as the practical means of handling them in an engineering business context
- Be able to understand the range, scope and complexity of challenges related to the management in creating and realizing global markets
- Be able to work with different organizational set-ups and configurations in the global organization and be able to understand their importance for market and business creation.
- Be able to configure and design global networks and value chains for market creation and realization.
- Be able to understand the complexities involved in creating global markets.

COMPETENCES

- Be able to design and evaluate the strengths and weaknesses of different organisational configurations (including network structures) and their possible contributions for the creation of global markets.
- Be able to craft strategies for market creation in the global firm

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Strategy, Organisation and Market Creation
Type of exam	Written or oral exam
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	Strategi, organisation og markedsskabelse
Module code	M-OIM-KK2-5
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Johan Henrich Dahlgren

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

MEDIA MANAGEMENT, MICRO

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- A coherent and profound knowledge of how and why media firms organise their creative processes in particular ways and how they can be improved including how users might be integrated
- Insight into project management in media firms including their industry specific differences
- Knowledge of IP and contractual issues of relevance for media firms including Creative Commons.
- Knowledge about technological convergence and the related managerial challenges media firms face
- Insights in strategic accounting management

SKILLS

- Developed skills to evaluate the organization of creative practises in media firms and argue for specific choices in connection to improvement of and changes in the organization of the creative processes
- Developed relevant skills to apply theories and methods to assess implications of IP rights and contracts incentive structures for the firms' choice of strategy.
- Developed skills to identify and implement options for reorganisation and improvements in the context of global operations.

COMPETENCES

- Be able to discuss the complex of problems associated with organization and improvement of creativity in media firms and suggest alternatives
- Develop abilities to account for IP rights and their implications for media firms
- Be able to read and use financial accounts for strategic choices in media firms.

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Media Management, Micro
Type of exam	Written or oral exam
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	Medieledelse, mikro
Module code	M-OIM-KK2-6
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

MEDIA MANAGEMENT

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the 2nd semester of the Master of Science and Technology programme in Operations and Innovation Management with specialisation in Media Management

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained knowledge and understanding of theoretical reflective work in the context of media firms/industries
- Have gained insight into management and/or growth of media firms/industries as well as insights into the practical organization of content production.

SKILLS

- Be able to describe the problem solved and the criteria applied for its solution
- Be able to evaluate the concepts, theories and methodologies applied in the solution of the problem
- Be able to account for the choices made during the solution of the problem, and to substantiate that these are made on a high professional level
- Be able to assess the limitations of the concepts, theories and methodologies applied in the solution of the problem.

COMPETENCES

- Be able to analyse and solve an actual problem of relevance for media firms/industries through application of systematic research and development processes.

TYPE OF INSTRUCTION

The project work is carried out as an independent work process in which the students themselves organise and coordinate their workload in collaboration with a supervisor. The project may be carried out individually or in groups. The project may be finalized with a project report or in the form of a scientific paper with supporting appendices.

EXTENT AND EXPECTED WORKLOAD

Since it is a 30 ECTS course module the expected workload is 900 hours for the student.

EXAM

EXAMS

Name of exam	Media Management
Type of exam	Oral exam based on a project
ECTS	30
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	Medieledelse
Module code	M-OIM-KK3-1
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	30
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

ACADEMIC INTERNSHIP - MEDIA MANAGEMENT 2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the 2nd semester of the Master of Science and Technology programme in Operations and Innovation Management with specialisation in Media Management

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained knowledge and understanding of theoretical reflective work in the context of media firms/industries
- Have gained insight into management and/or growth of media firms/industries as well as insights into the practical organization of content production.

SKILLS

- Be able to describe the problem solved and the criteria applied for its solution
- Be able to evaluate the concepts, theories and methodologies applied in the solution of the problem
- Be able to account for the choices made during the solution of the problem, and to substantiate that these are made on a high professional level
- Be able to assess the limitations of the concepts, theories and methodologies applied in the solution of the problem.

COMPETENCES

- Be able to analyse and solve an actual problem of relevance for media firms/industries through application of systematic research and development processes.

TYPE OF INSTRUCTION

The student is included in the company's daily work and carry out independent project work on an industrial problem relevant for the company. Concurrent to the work in the company, the student makes a project report, which is evaluated after the ending of the internship.

EXTENT AND EXPECTED WORKLOAD

Since it is a 30 ECTS course module the expected workload is 900 hours for the student.

EXAM

EXAMS

Name of exam	Academic Internship - Media Management
Type of exam	Oral exam based on a project
ECTS	30
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	Projektorienteret forløb I en virksomhed - Medieledelse
Module code	M-OIM-KK3-2
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	30
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

LONG MASTER'S THESIS (MEDIA MANAGEMENT) 2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the first two semesters of the Operations and Innovation Management with specialisation in Media Management programme

LEARNING OBJECTIVES

KNOWLEDGE

- Have attained thorough understanding of the specialisation's subject areas.

SKILLS

- Be able to apply scientific methodology to solving a wide variety of problems within the field of specialisation
- Be able to perform scientific work in relevant topics of the field of the specialisation
- Be able to apply a wide range of engineering methods in research and development projects in the field of specialisation
- Be able to participate in or lead projects within the fields of the specialisation.

COMPETENCES

- Be able to work independently with a project on a specific problem within their field of interest on the highest possible level within their specialization in media management.
- Be able to take part in both discipline-specific and interdisciplinary cooperation.

TYPE OF INSTRUCTION

In this module, the Master's Thesis is carried out. The module constitutes independent project work and concludes the programme. Within the approved topic, the Master's Thesis must document that the level of the programme has been attained.

EXTENT AND EXPECTED WORKLOAD

Since it is a 60 ECTS project module the expected workload is 1800 hours for the student.

EXAM

EXAMS

Name of exam	Long Master's Thesis (Media Management)
Type of exam	Master's thesis/final project
ECTS	60
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

ADDITIONAL INFORMATION

If choosing to do a long master thesis, it has to include experimental work and has to be approved by the study board. The amount of experimental work must reflect the allotted ECTS.

FACTS ABOUT THE MODULE

Danish title	Langt kandidatspeciale - Medieledelse
Module code	M-OIM-KK3-5
Module type	Project
Duration	2 semesters
Semester	Autumn
ECTS	60
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

MASTER'S THESIS (MEDIA MANAGEMENT) 2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the first three semesters of the Operations and Innovation Management with specialisation in Media Management programme

LEARNING OBJECTIVES

KNOWLEDGE

- Have attained thorough understanding of the specialisation's subject areas.

SKILLS

- Be able to apply scientific methodology to solving a wide variety of problems within the field of specialisation
- Be able to perform scientific work in relevant topics of the field of the specialisation
- Be able to apply a wide range of engineering methods in research and development projects in the field of specialisation
- Be able to participate in or lead projects within the fields of the specialisation.

COMPETENCES

- Be able to work independently with a project on a specific problem within their field of interest on the highest possible level within their specialization in media management.
- Be able to take part in both discipline-specific and interdisciplinary cooperation.

TYPE OF INSTRUCTION

In this module, the Master's Thesis is carried out. The module constitutes independent project work and concludes the programme. Within the approved topic, the Master's Thesis must document that the level of the programme has been attained.

EXTENT AND EXPECTED WORKLOAD

Since it is a 30 ECTS course module the expected workload is 900 hours for the student.

EXAM

EXAMS

Name of exam	Master's Thesis (Media Management)
Type of exam	Master's thesis/final project
ECTS	30
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

ADDITIONAL INFORMATION

The master thesis can be conducted as a long master thesis using both the 3rd and 4th semester (60 ECTS). If choosing to do a long master thesis, it has to include experimental work and has to be approved by the study board. The amount of experimental work must reflect the allotted ECTS.

FACTS ABOUT THE MODULE

Danish title	Kandidatspeciale - Medieledelse
Module code	M-OIM-KK4-1
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	30
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

DESIGNING GLOBAL BUSINESS SYSTEMS AND VALUE CHAINS (OR INTEGRATED SOLUTIONS)

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have deepened their understanding of the theories taught on this semester by applying these theories in practice.
- Have developed an understanding of the role of technology in global organisation.

SKILLS

- Be able to analyse, and develop an integrated solution to a practical problem concerning the design of a global value chain and/or business system, usually in the form of a project developed in and together with an organisation. The project theme is designing Global Value Chains and Business Systems and normally requires:
    - Demarcation and analysis of the empirical background to the problem
    - Develop an operationalisation of a relevant and researchable research problem/project objective, using theory taught on this semester, but usually going beyond that.
    - Development of an adequate research/project design, including:
        - Detailed questions/objectives
        - An account of the data collection and data validation methods, data sources
        - An account of the analytical methods used and methods used to validate the findings
        - An account of the (design) methods used to develop recommendations/solutions to resolve the research problem/ achieve the project objective.
- Presentation and validation of data
- Presentation, validation and discussion of analytical findings
- Presentation and validation of recommendations/solutions
- Evaluation of the findings and recommendations/solutions, methods and, if relevant, considerations regarding the limitations and generalisability of the study.
- Be able to integrate technological considerations in to the design of global business systems and value chains.

COMPETENCES

- Be able to work together as a team to analyse and develop integrated and feasible solution(s) to a practical organisational problem
- Be able to work together with an organisation in an academically yet practically adequate manner.

TYPE OF INSTRUCTION

The module is carried out as group-based, problem-oriented project work. The group work is carried out as an independent work process in which the students themselves organise and coordinate their workload in collaboration with a supervisor. The project is carried out in groups with normally no more than 6 members.

EXTENT AND EXPECTED WORKLOAD

Since it is a 15 ECTS course module the expected workload is 450 hours for the student.

EXAM

EXAMS

Name of exam	Designing Global Business Systems and Value Chains (or Integrated Solutions)

Type of exam	Oral exam based on a project
ECTS	15
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

FACTS ABOUT THE MODULE

Danish title	Design af globale forretningssystemer og værdikæder eller integrerede løsninger
Module code	M-OIM-KK1-2
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Jan Vang

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

OPERATIONS DEVELOPMENT AND STRATEGY

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- A coherent and profound understanding of how and why operations globalise, including an in-depth knowledge of the associated theories and strategies
- Insight into the strategic analysis and synthesis of global operations footprints including the understanding of; the strategic situation; the process of globalisation; and the theory-based conceptualisation of operations strategy
- Knowledge of strategic configuration of operations, including structures and infrastructures, the extended operations system and strategic capabilities
- Knowledge about strategic innovation in an operations system context.

SKILLS

- Developed skills to evaluate different options and argue for specific choices for strategic design of global operations systems and operations development strategies, including recognising of competitive opportunities, configuring operations capabilities, organisational processes and organisational designs
- Developed relevant skills to apply theories and methods to the improvement and reorganisation of global operations
- Developed skills to identify and implement options for reorganisation and improvements in the context of global operations.

COMPETENCES

- Be able to discuss the complex of problems associated with globalisation of operations to outline the different paths and strategies a company may choose
- Develop abilities to craft and implement relevant operations strategies.

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Operations Development and Strategy
Type of exam	Written or oral exam
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	Global produktionsudvikling og -strategi
Module code	M-OIM-KK1-5
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Anders Paarup Nielsen

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

GLOBAL INNOVATION AND TECHNOLOGY MANAGEMENT

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have deepened their understanding of the theories taught on this semester by applying these theories in practice.
- Have developed and understanding of the role of technology in global organisation.

SKILLS

- Be able to analyse, and develop an integrated solution to a practical problem concerning the design of a global value chain and/or business system, usually in the form of a project developed in and together with an organisation. The project theme is global innovation and technology management and normally requires:
    - Demarcation and analysis of the empirical background to the problem
    - Develop an operationalisation of a relevant and researchable research problem/project objective, using theory taught on this semester, but usually going beyond that.
    - Development of an adequate research/project design, including:
        - Detailed questions/objectives
        - An account of the data collection and data validation methods, data sources
        - An account of the analytical methods used and methods used to validate the findings
        - An account of the (design) methods used to develop recommendations/solutions to resolve the research problem/ achieve the project objective.
- Presentation and validation of data
- Presentation, validation and discussion of analytical findings
- Presentation and validation of recommendations/solutions
- Evaluation of the findings and recommendations/solutions, methods and, if relevant, considerations regarding the limitations and generalisability of the study.
- Be able to integrate technological considerations in to the design of global business systems and value chains.

COMPETENCES

- Be able to work together as a team to analyse and develop integrated and feasible solution(s) to a practical organisational problem
- Be able to work together with an organisation in an academically yet practically adequate manner.

TYPE OF INSTRUCTION

The module is carried out as group-based, problem-oriented project work. The group work is carried out as an independent work process in which the students themselves organise and coordinate their workload in collaboration with a supervisor. The project is carried out in groups with normally no more than 6 members.

EXTENT AND EXPECTED WORKLOAD

Since it is a 15 ECTS course module the expected workload is 450 hours for the student.

EXAM

EXAMS

Name of exam	Global Innovation and Technology Management

Type of exam	Oral exam based on a project
ECTS	15
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

FACTS ABOUT THE MODULE

Danish title	Global innovations- og teknologiledelse
Module code	M-OIM-KK2-3
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	15
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Anders Paarup Nielsen

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

ENGINEERING KEY PROCESSES

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained knowledge and understanding different management systems and processes in the global organization – Including
    - Knowledge management systems
    - Financial systems with a special emphasis on the evaluation of new innovative ideas
    - Different perspectives for analysing the business system (for example the balanced scorecard)
    - Business Intelligence systems
    - Project management systems
    - Market intelligence systems
- Have knowledge about the key components of management systems such as decision support systems, information systems and databases.
- Have knowledge about the role of IT-systems in the global organization
- Have knowledge about technology as a key enabler in the global organisation.

SKILLS

- Be able to understand the significance of management systems for the effective and efficient management in the global organisation
- Be able to evaluate a business system or idea in a structured and systematic manner
- Be able to access the role and significance of IT-systems in the global organisation.

COMPETENCES

- Design and create analytical frameworks for the assessment of business ideas and systems using multiple perspectives
- Reflect on the appropriate design of management systems in the global organisation.
- Integrate technological considerations into the design of management systems.

TYPE OF INSTRUCTION

The teaching is organized in accordance with the general form of teaching. Please see the programme cirruculum §17.

EXTENT AND EXPECTED WORKLOAD

Since it is a 5 ECTS course module the expected workload is 150 hours for the student.

EXAM

EXAMS

Name of exam	Engineering Key Processes
Type of exam	Written or oral exam
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	Udvikling og forbedring af nøgleprocesser
Module code	M-OIM-KK2-7
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Copenhagen
Responsible for the module	Atanu Chaudhuri

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

OPERATIONS AND INNOVATION MANAGEMENT

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the 2nd semester of the Master's programme in Operations and Innovation Management with specialisation in Global Management

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained knowledge and understanding of theoretical reflective work
- Have developed an understanding of the role of technology in global organisation.

SKILLS

- Be able to describe the problem solved and the criteria applied for its solution
- Be able to evaluate the concepts, theories and methodologies applied in the solution of the problem
- Be able to account for the choices made during the solution of the problem, and to substantiate that these are made on a high professional level
- Be able to assess the limitations of the concepts, theories and methodologies applied in the solution of the problem.
- Can combine technological insights with market and business related considerations in the design of innovative business systems and value chains.

COMPETENCES

- Be able to analyse and solve an actual problem of industrial relevance through application of systematic research and development processes, including advanced analytical, experimental, and/or numerical methods and models.
- Can give emphasis to the creative deployment and importance of technologies in the creation of global business systems and value chains.

TYPE OF INSTRUCTION

The project work is carried out as an independent work process in which the students themselves organise and coordinate their workload in collaboration with a supervisor. The project may be carried out individually or in groups. The project may be finalized with a project report or in the form of a scientific paper with supporting appendices.

EXTENT AND EXPECTED WORKLOAD

Since it is a 30 ECTS course module the expected workload is 900 hours for the student.

EXAM

EXAMS

Name of exam	Operations and Innovation Management
Type of exam	Oral exam based on a project
ECTS	30
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	Værdikæder og innovationsledelse
Module code	M-OIM-KK3-3
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	30
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Anders Paarup Nielsen

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

ACADEMIC INTERNSHIP - OPERATIONS AND INNOVATION MANAGEMENT

2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the 2nd semester of the Master's programme in Operations and Innovation Management with specialisation in Global Management

LEARNING OBJECTIVES

KNOWLEDGE

- Have gained knowledge and understanding of theoretical reflective work
- Have developed an understanding of the role of technology in global organisation.

SKILLS

- Be able to describe the problem solved and the criteria applied for its solution
- Be able to evaluate the concepts, theories and methodologies applied in the solution of the problem
- Be able to account for the choices made during the solution of the problem, and to substantiate that these are made on a high professional level
- Be able to assess the limitations of the concepts, theories and methodologies applied in the solution of the problem.
- Can combine technological insights with market and business related considerations in the design of innovative business systems and value chains.

COMPETENCES

- Be able to analyse and solve an actual problem of industrial relevance through application of systematic research and development processes, including advanced analytical, experimental, and/or numerical methods and models.
- Can give emphasis to the creative deployment and importance of technologies in the creation of global business systems and value chains.

TYPE OF INSTRUCTION

The student is included in the company's daily work. Concurrent to the work in the company, the student makes a report which is evaluated after ending the internship.

EXTENT AND EXPECTED WORKLOAD

Since it is a 30 ECTS course module the expected workload is 900 hours for the student.

EXAM

EXAMS

Name of exam	Academic Internship - Operations and Innovation Management
Type of exam	Oral exam based on a project
ECTS	30
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	Projektorienteret forløb I en virksomhed - Værdikæder og innovationsledelse
Module code	M-OIM-KK3-4
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	30
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Anders Paarup Nielsen

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

LONG MASTER'S THESIS (GLOBAL MANAGEMENT) 2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the first two semesters of the Operations and Innovation Management with specialisation in Global Management programme or the like.

LEARNING OBJECTIVES

KNOWLEDGE

- Have attained thorough understanding of the specialisation's subject areas.

SKILLS

- Be able to apply scientific methodology to solving a wide variety of problems within the field of specialisation
- Be able to perform scientific work in relevant topics of the field of the specialisation
- Be able to apply a wide range of engineering methods in research and development projects in the field of specialisation
- Be able to participate in or lead projects within the fields of the specialisation.

COMPETENCES

- Be able to work independently with a project on a specific problem within their field of interest on the highest possible level within their specialisation
- Be able to take part in both discipline-specific and interdisciplinary cooperation.

TYPE OF INSTRUCTION

In this module, the Master's Thesis is carried out. The module constitutes independent project work and concludes the programme. Within the approved topic, the Master's Thesis must document that the level of the programme has been attained.

EXTENT AND EXPECTED WORKLOAD

Since it is a 60 ECTS project module the expected workload is 1800 hours for the student.

EXAM

EXAMS

Name of exam	Long Master's Thesis (Global Management)
Type of exam	Master's thesis/final project
ECTS	60
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

ADDITIONAL INFORMATION

If choosing to do a long master thesis, it has to include experimental work and has to be approved by the study board. The amount of experimental work must reflect the allotted ECTS.

FACTS ABOUT THE MODULE

Danish title	Langt kandidatspeciale - Værdikæder og innovationsledelse
Module code	M-OIM-KK3-6
Module type	Project
Duration	2 semesters
Semester	Autumn
ECTS	60
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Anders Paarup Nielsen

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science

MASTER'S THESIS (GLOBAL MANAGEMENT) 2021/2022

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module is based on knowledge obtained at the first three semesters of the Operations and Innovation Management with specialisation in Global Management programme or the like.

LEARNING OBJECTIVES

KNOWLEDGE

- Have attained thorough understanding of the specialisation's subject areas.

SKILLS

- Be able to apply scientific methodology to solving a wide variety of problems within the field of specialisation
- Be able to perform scientific work in relevant topics of the field of the specialisation
- Be able to apply a wide range of engineering methods in research and development projects in the field of specialisation
- Be able to participate in or lead projects within the fields of the specialisation.

COMPETENCES

- Be able to work independently with a project on a specific problem within their field of interest on the highest possible level within their specialisation
- Be able to take part in both discipline-specific and interdisciplinary cooperation.

TYPE OF INSTRUCTION

In this module, the Master's Thesis is carried out. The module constitutes independent project work and concludes the programme. Within the approved topic, the Master's Thesis must document that the level of the programme has been attained.

EXTENT AND EXPECTED WORKLOAD

Since it is a 30 ECTS course module the expected workload is 900 hours for the student.

EXAM

EXAMS

Name of exam	Master's Thesis (Global Management)
Type of exam	Master's thesis/final project
ECTS	30
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

ADDITIONAL INFORMATION

The master thesis can be conducted as a long master thesis using both the 3rd and 4th semester (60 ECTS). If choosing to do a long master thesis, it has to include experimental work and has to be approved by the study board. The amount of experimental work must reflect the allotted ECTS.

FACTS ABOUT THE MODULE

Danish title	Kandidatspeciale - Værdikæder og innovationsledelse
Module code	M-OIM-KK4-2
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	30
Language of instruction	English
Empty-place Scheme	Yes
Location of the lecture	Campus Aalborg
Responsible for the module	Anders Paarup Nielsen

ORGANISATION

Study Board	Study Board of Production
Department	Department of Materials and Production
Faculty	Faculty of Engineering and Science