



AALBORG UNIVERSITET

STUDIEORDNING FOR BACHELORUDDANNELSEN I ERHVERVSØKONOMI (EBA), 2024

**BACHELOR (BSC)
AALBORG**

MODULER SOM INDGÅR I STUDIEORDNINGEN

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INTRODUCTION TO BUSINESS STUDIES

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module introduces academic texts to support students' ability to read and process information from key business literature. Next, students are introduced to various business management disciplines and how they have evolved over time. By putting into perspective how different directions in business economics have shaped the way organisations function today, insights are gained into how issues are understood and dealt with in practice.

LEARNING OBJECTIVES

KNOWLEDGE

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

- how research-based knowledge is developed within a scientific context and discourse.
- how different directions in business economics have emerged and evolved
- what insights different strands of business economics bring to understanding business practice and the contemporary challenges to that practice.

SKILLS

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

- reading, understanding and applying key scientific texts for theoretical and practical analysis, including being able to identify different streams in business economics and how these streams enrich and differ from each other.
- identifying, formulating and scientifically addressing a business issue through the systematic use of theory and/or empirical evidence.
- presenting the results in writing in a clear and appropriate language that respects scientific conventions in terms of reference management, documentation, bibliography and note-taking.

COMPETENCES

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

- use key scientific texts as part of the way the student works with complex business economic issues.
- apply a problem-oriented approach to the exploration of key business issues at a basic level.
- conduct independent literature searches and reference management using relevant digital platforms, including critical evaluation and management of the literature used.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Introduction to Business Studies
Type of exam	Oral exam based on a project Group examination with max. 6 students.
ECTS	15
Permitted aids	See the Course Description on Moodle for details.

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	Introduktion til erhvervsøkonomi
Module code	BAEBA20221
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Wang

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

MICROECONOMICS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module introduces the student to basic concepts of microeconomic theory.

Market demand, market supply and market equilibrium are derived from assumptions about the behaviour of households and companies under different market forms. The student will be able to apply comparative statics (i.e. analyse changes in equilibrium price and quantity) to output, input and international markets in order to assess the impact on companies in the market, including the impact of price regulation and taxation.

Causes, consequences and solutions to various market imperfections related to imperfect competition (monopoly, monopolistic competition and oligopoly) as well as other imperfections (externalities, public goods and asymmetric information) are discussed based on microeconomic theory (often supported by graphical or mathematical representation) and concrete cases and real-life examples. The physical teaching activities are supported by video and exercises on a digital learning platform.

Therefore, the module focuses on the importance of the business environment, which is also addressed in the following semesters' modules (e.g. in macroeconomics).

LEARNING OBJECTIVES

KNOWLEDGE

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

- how to define different market forms in output markets.
- how to identify different market imperfections in output markets.
- the behaviour of households and companies in output and input markets.

SKILLS

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

- to perform comparative statics in the context of changes in output and input markets (supported by graphical representation).
- analyse the causes, consequences and possible solutions of market imperfections in output markets, including the implications for companies in the market (supported by graphical and mathematical representation).
- reflect on the need for economic policy and regulation in the event of market imperfections in the output market, including the implications of this for companies in the market.

COMPETENCES

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

- independently identify microeconomic issues in output and input markets.
- be able to argue the application of microeconomic theory in order to analyse output and input markets.
- reflect on the importance of economic policy and the regulation of output and input markets.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Microeconomics
Type of exam	Written or oral exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	Mikroøkonomi
Module code	BAEBA20222
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Drejer

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

APPLIED BUSINESS MATHEMATICS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module introduces the interaction between mathematics, business economic models and analysis. The student gains an understanding of basic calculus (including differentiation and optimisation of functions of one or more variables) and linear algebra (including vector calculus, matrix algebra and linear systems).

Through the module, the student will develop an understanding of the interaction between mathematics and business economic models and analyses and then be able to independently identify and solve business problems by applying basic mathematical methods.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the interaction between mathematics and business economic models and analysis in practice.
- functions of one or more variables, including their differentiation and optimisation.
- application of linear and matrix algebra to business analysis.

SKILLS

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

- formulating and analysing basic business economic models using mathematics, including the use of software.
- applying relevant calculus rules to typical functions in economics, such as exponential and logarithmic functions, including differentiation of typical functions.
- practical and theoretical application of matrix algebra and methods for solving systems of linear equations.

COMPETENCES

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

- independently identify and solve business problems using basic mathematical methods.
- critically interpret mathematical solutions and results related to basic business economic models, including arguing for the steps in a mathematical solution.
- independently acquire knowledge of business economic literature that applies mathematics.

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 handed in specified assignments.
- If the student has not fulfilled the above prerequisite for participation in the ordinary examination, then it must be fulfilled to participate in the re-examination.

EXAMS

Name of exam	Applied Business Mathematics
Type of exam	Written or oral exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	Anvendt matematik for erhvervsøkonomer
Module code	BAEBA20226
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Francesco Benvenuti

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

PBL, PROJECT MANAGEMENT AND PHILOSOPHY OF SCIENCE

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The aim of the module is to provide the student with a basic knowledge of the preparation of a problem formulation and an understanding of how to work with problem-based learning.

The focus is on project management and process competences, which include practical and theoretical tools to organise project work and the group process in a way that enhances both individual learning and the quality of problem-oriented group work.

The module also includes an introduction to the philosophy of science for business economists, which is related to problem and project-based learning. This is similar to how the philosophy of science is related to knowledge elements from the other modules in the semester with a view to scientific theoretical reflection and application.

Finally, the module will introduce digital tools that support PBL, project management, and project work.

LEARNING OBJECTIVES

KNOWLEDGE

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

- digital tools that support project work, including digital literature search and reference management, as well as generative AI.
- insight into the strengths and weaknesses of using a PBL-based group process to explore issues within a business context.
- key concepts of philosophy of science and scientific paradigms at a basic level.

SKILLS

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

- identifying and formulating a business problem and on this basis, draw up a precise, clear and operational problem formulation.
- reflecting on and forming arguments from a basic theoretical perspective about how the problem could, in principle, be addressed scientifically through the systematic use of theory and/or empirical evidence.
- use methods and digital tools to organise and carry out project and group processes and analyse and assess the impact of the chosen methods on their own personal learning, the learning of the group and the quality of the project work.

COMPETENCES

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

- initiate, organise and manage group processes that are complex, unpredictable and aimed at developing new knowledge.
- at a basic level, be able to make judgements and arguments on a scientific basis with a view to developing new knowledge.

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 handed in a synopsis.

EXAMS

Name of exam	PBL, Project Management and Philosophy of Science
Type of exam	Oral exam Group examination with max. 6 students.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	PBL, projektstyring og videnskabsteori
Module code	BAEBA20224
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Rikke Bach

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

MACROECONOMICS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The aim of this module is to provide the student with a basic introduction to economic theory, including an understanding of the economic system and the general economic policies in Danish and international economics.

The module is based on the understanding of the macroeconomic system, where the individual elements are reviewed. Including key concepts such as GDP and economic growth, inflation and unemployment, interest rates and exchange rates and their impact on business. The module reviews general economic theories and three main models for analysing the economy; first in the short term, then in the medium term and finally in the long term. These include: the commodity market model for an open and closed economy, the IS-LM model for an open and closed economy, the IS-LM-PC model and an introduction to Solow's growth model and determinants of economic growth.

The models are then used to understand how macroeconomic shocks and changes in economic policy in Denmark and internationally affect the economy and business in the short, medium and long term for an open economy with fixed and floating exchange rates, respectively.

LEARNING OBJECTIVES

KNOWLEDGE

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

- and understanding of key socio-economic concepts and their importance for business.
- general economic policies and their impact on the company.
- socio-economic models and theories for analysing short-, medium- and long-term socio-economic issues for an open economy.

SKILLS

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

- select and apply relevant socio-economic theories and models to analyse concrete short-, medium and long-term socio-economic issues for an open economy.
- apply socio-economic theories and models to analyse the economic effects of economic policies and shocks and their implications for companies.

COMPETENCES

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

- independently identify socio-economic issues and independently organise and carry out a socio-economic analysis for an open economy in the short, medium and long-term.
- independently propose, discuss, analyse and evaluate economic policy instruments and their short, medium and long-term socio-economic effects on an open economy.
- reflect on the applicability and limitations of socio-economic theories and economic policies.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Macroeconomics
Type of exam	Written or oral exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	Makroøkonomi
Module code	BAEBA20225
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Østergaard

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

APPLIED BUSINESS STATISTICS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module introduces different types of data with relevance to business economists. In addition, the student is enabled to read and understand, process and present and critically relate to statistics at a basic level in relation to statistical material of relevance to business economists.

The student is introduced to basic statistical concepts and methods in order to present different variables (e.g. numerical and categorical) as well as the relationship between two variables.

LEARNING OBJECTIVES

KNOWLEDGE

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

- different data types and sources of relevance to business economists.
- methods for processing and presenting different types of variables.
- techniques for presenting and interpreting the relationship between two variables.

SKILLS

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

- critically evaluating data sources, including both secondary and primary data, as a function of the data collection method.
- making simple statistical calculations for one and two variables using software.
- presenting data (including visually) and critically engage with the presentation of descriptive statistics of one or two variables.

COMPETENCES

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

- independently apply descriptive statistics as an analytical tool for business issues.
- carry out data processing in a business context, including the preparation, presentation and interpretation of descriptive statistical analyses.
- critically evaluate the meaning of basic descriptive statistics (including the statistical distribution of variables) and the relationship between two variables.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Applied Business Statistics
Type of exam	Written or oral exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.

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	Anvendt statistik for erhvervsøkonomer
Module code	BAEBA20223
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Louise Lindbjerg

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

ORGANISATION

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The objective of the module organisation is to give the student a basic understanding of organisations as both a theoretical and an empirical phenomenon. The organisational phenomenon is addressed from a macro, meso and micro perspective.

It provides an understanding of the number of business and managerial disciplines that are founded on an organisational context. These perspectives will be tied together through lectures and case-based exercises where students explore and engage with both theoretical and empirical challenges across the organisational perspectives.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key theoretical approaches to organisation at a macro, meso and micro level.
- the ways in which you may argue scientifically, practically and contextually for opportunities and limitations within organisational theory.
- the ways in which you may clearly and independently identify practice-oriented and theoretical issues of greater or lesser complexity within the organisation.

SKILLS

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

- dealing analytically and critically with issues within the organisation.
- arguing theoretically and practically for opportunities and limitations within the organisation.

COMPETENCES

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

- applying a problem-oriented approach to key issues within the organisation.
- arguing on a scientific basis within the organisation in relation to various target groups.
- interpersonally evaluating the effects of applying a PBL approach in order to promote collective learning processes in relation to organisational issues.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Organisation
Type of exam	Oral exam based on a project Group examination with max. 6 students.
ECTS	15

Permitted aids	See the Course Description on Moodle for details.
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	Organisation
Module code	BAEBA20227
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Rikke Bach

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

FINANCIAL ACCOUNTING

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module introduces the principles, methods, and concerns of financial accounting according to the International Financial Reporting Standards (IFRS). In this course, the students will study the main issues in modern financial accounting and understand the IFRS and the International Accounting Standards (IAS). The students will also gain general knowledge about generally accepted accounting principles (GAAP) used by companies in North America, comparatively with the IFRS.

The module provides information about modern financial accounting theories, methods, and international standards in different accounting areas (i.e., the context of accounting, double-entry bookkeeping, cash basis and accrual basis of accounting, and reporting to the financial statements, financial statement analysis). Each accounting area has its own rules (principles). These areas are examined and highlighted individually. Financial Accounting is a key function in modern industrial and service companies as well as public organizations.

The objective of the module is to provide knowledge of accounting at an international level in line with the IFRS and which mindset and approach to use in accounting. The student should have an insight into the respective accounting issues that exist.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the key concepts, principles, and methods of financial accounting.
- the possibilities and limitations of accounting as a communication tool for external stakeholders.
- the rules and conventions in force regarding international accounting standards that both international and Danish companies need to follow.

SKILLS

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

- being able to describe the structure and content of the accounting conceptual framework and explain the content of the basic assumptions of the international financial reporting standards (IFRS) and their significance for the content of the accounts.
- explaining the content of the accounting definitions of assets, liabilities, equity, income & expenses and argue for/against whether specific transactions and events meet the criteria.
- being able to describe applicable rules and apply methods for recognizing and measuring assets and liabilities, explain their operation, and apply the rules and methods to concrete examples.

COMPETENCES

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

- understand and identify issues in financial accounting.
- be able to solve the most common problems using relevant methods and digital tools.
- be able to independently draw up annual financial statements covering the most common transactions.
- Analyze a firm's financial position and performance.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Financial Accounting
Type of exam	Written exam
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	BAEBA20228
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Caqlar Kaya

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

BASIC BUSINESS LAW

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module provides a fundamental understanding of key elements of legal method, company law, contracts for international sales of goods, EU-law and international private law.

Through the module, the students gain basic legal skills in relation to the above-mentioned legal areas applied in a commercial economic context. In the module, the students will e.g., work with fundamental EU law, international buying and selling and company law.

LEARNING OBJECTIVES

KNOWLEDGE

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

- Basic application of legal method.
- Basic principles of business law, contracts for international sales of goods, and international private law.
- Basic EU law

SKILLS

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

- systematize basic legal issues.
- assess the solution of specific legal problems.
- presenting a solution to a basic legal problem

COMPETENCES

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

- identifying basic business law problems.
- plan their own learning within business law.
- organizing work involving legal issues.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Basic Business Law
Type of exam	Written exam Individual exam
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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
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FACTS ABOUT THE MODULE

Danish title	Basic Business Law
Module code	JUR-AND-1-24
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Bønsing

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Law
Department	Department of Law
Faculty	Faculty of Social Sciences and Humanities

APPLIED QUANTITATIVE METHODS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module builds on the modules 'Applied mathematics for business economists' and 'Applied statistics for business economists'. The module guides the student from descriptive statistics to statistical inference, where the student becomes able to perform business economic analyses by means of statistical models, hereunder conducting of hypothesis tests and regression analyses using relevant software. This includes: selecting a statistical model, processing of data for the model, testing compliance with the assumptions behind the use of the model, critical interpretation of results and predictions based on the model.

LEARNING OBJECTIVES

KNOWLEDGE

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

- probability theory and hypothesis testing, including empirical and theoretical probability distribution.
- various statistical methods and models, including assumptions which must be met in order to apply these.
- the application of statistics in business economic and industrial context, including an interpretation of the results from statistical models.

SKILLS

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

- applying hypothesis testing in connection with analysis of business economic data using relevant software.
- arguing in favour of the choice of statistical model for implementation of a given business economic analysis, including conducting practical tests to fulfil the conditions (including the Gauss Markov Assumptions) for the application of the model.
- applying a given statistical model, including an interpretation of the results and predictions based on the model.

COMPETENCES

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

- evaluating the applicability of statistics and quantitative methods within business economics.
- independently conducting a critical interpretation and evaluation of own or others' application of quantitative methods within business economics, including in scientific literature.
- communicating the results of a statistical analysis to persons with no specific statistical knowledge.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Applied Quantitative Methods
Type of exam	Oral exam based on a project Group examination with max. 6 students.
ECTS	5

Permitted aids	See the Course Description on Moodle for details.
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	Anvendte kvantitative metoder
Module code	BAEBA202210
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Parasuram Balasubramanian

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

MANAGEMENT ACCOUNTING

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This management accounting module reviews several management accounting models. Both traditional Danish management accounting models and international management accounting models will be taught, with an emphasis on both financial and non-financial information.

Through the module, students will develop concrete skills in producing technical aspects of an informed decision.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the concepts of the subject and the purpose of management accounting.
- the various theories and models of the subject and the advantages and disadvantages of applying them in the approach to a decision-related problem in management accounting.
- the different methodological approaches of the subject and can identify and reflect on these.

SKILLS

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

- defining and explaining what is meant by management accounting.
- exemplifying and comparing different methods and models in order to analyse a key decision-related issue in management accounting.
- selecting appropriate methods to investigate a problem theoretically and practically.
- using IT-related software such as Excel etc. to support analysis of management accounting issues.

COMPETENCES

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

- apply relevant subject knowledge and skills to abstract and build understanding of a key decision-making issue.
- be able to argue and reflect on a scientific basis within the core elements of the subject.
- utilise their own initiative, use and possess IT-related skills in analysing and assessing management accounting-related solutions in IT applications such as Excel, etc.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Management Accounting
Type of exam	Written or oral exam Individual examination.
ECTS	10
Permitted aids	See the Course Description on Moodle for details.

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	Økonomistyring
Module code	BAEBA202211
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Daniel Harritz

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

MARKETING

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The objective of the module is to introduce the student to basic concepts and models within marketing.

The key task is to give the student an in-depth understanding of the need to be market-oriented. In order to convey this understanding, there must be focus on the customer's experience of value which is the foundation for the company's earnings and sustainability in the market.

The module provides insight into the ways in which relevant information that is key to marketing decisions may be collected, how market behaviour may be understood and analysed, and how business processes and strategies are organised to promote the overall consideration of value creation that lies in meeting the customer's expectations and demands. The centrepiece of the discussion will lie in the interaction between the company's positioning, customers and societal conditions.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key theoretical approaches to marketing and market behavior.
- key methodical approaches to exploring marketing, theoretically and practically.

SKILLS

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

- to select relevant and key methods to exploring marketing, theoretically and practically.
- to identify key theoretical and practical issues within marketing.
- to use digital platforms for planning and implementing project and group processes, as well as analysing and assessing the significance of the chosen methods for own learning, the group's learning and the quality of the project work.

COMPETENCES

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

- to independently be able to plan and implement analyses of key issues within marketing.
- to apply a problem-oriented approach to key issues within marketing.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Marketing
Type of exam	Oral exam based on a project Group examination with max. 6 students.

ECTS	10
Permitted aids	See the Course Description on Moodle for details.
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	Marketing
Module code	BAEBA202212
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jochen Reiner

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

INNOVATION, ENTREPRENEURSHIP AND BUSINESS MODELS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Innovation, entrepreneurship and business models are key concepts that are necessary to understand changes in and for companies. In order to maintain their competitiveness, companies need to understand these concepts and be able to address the issues and challenges they present.

The module includes an introduction to key concepts and theories regarding innovation, entrepreneurship and business models. These are used throughout the course to identify, define and reflect on key issues related to innovation, entrepreneurship and business models. While introducing a number of instruments for business planning and for understanding innovation the course also provides a critical perspective on business planning and the 'innovative imperative' – that all firms need to be innovative on a continuous basis. These insights are essential for any business manager and are as such relevant to the whole business administration education.

In the teaching, the module connects theory with practice by means of various real-life examples and cases. During the exercises the students will be introduced to using digital platforms and the use of specific software for group work and for assignments.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key notions, concepts and theories about innovation, entrepreneurship and business models.
- key issues within innovation, entrepreneurship and business models and the ability to identify, define and reflect on these.
- the actions taken by various companies in relation to innovation, entrepreneurship and business models, exemplifying these.

SKILLS

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

- identifying theoretical and practical issues within innovation, entrepreneurship and business models.
- applying relevant theories in relation to understanding and analysing a practical issue within innovation, entrepreneurship and business models.
- relating analytically and critically to issues concerning the importance of entrepreneurship and innovation in a dynamic market economy and to businesses in such an economy.

COMPETENCES

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

- accepting responsibility for own learning and professional development within innovation, entrepreneurship and business models.
- independently planning and performing analyses of relevant issues within innovation, entrepreneurship and business models.
- combining theory and practice to address issues concerning organisation, management and implementation of innovation and new businesses.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Innovation, Entrepreneurship and Business Models
Type of exam	Written or oral exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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, entreprenørskab og forretningsmodeller
Module code	BAEBA202213
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Østergaard, Taran, Christensen

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

APPLIED QUALITATIVE METHODS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The objective of the module is to provide the student with insight and knowledge into the use of qualitative methods across business disciplines. Pertaining to this, the student is expected to develop skills and competences in the development of qualitative research designs, including the use of different forms of data collection, data analysis and reporting.

In choosing between different types of research designs, students will reflect on different quality criteria in qualitative research.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key approaches to qualitative research design including data collection.
- key approaches to qualitative data analysis and quality criteria in qualitative studies.
- key approaches to qualitative data reporting and presentation.

SKILLS

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

- exemplifying and comparing different approaches to qualitative data collection, analysis and reporting.
- selecting relevant and key qualitative methods and tools to investigate theoretical and practical business issues, including the use of relevant software.
- arguing scientifically, practically and contextually for the possibilities and limitations of qualitative methods.

COMPETENCES

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

- organise and design a problem-based study of business issues based on the use of qualitative methods.
- independently conduct analysis of business issues using qualitative methods.
- combine methodological considerations from qualitative methods with central theories and philosophy of science in relation to a specific business economic problem.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Applied Qualitative Methods
Type of exam	Oral exam based on a project Group examination with max. 6 students.
ECTS	10
Permitted aids	See the Course Description on Moodle for details.

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	Anvendte kvalitative metoder
Module code	BAEBA202214
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Kenneth Nygaard

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The aim of the module is to provide the student with an understanding of how operations management can be used to improve efficiency and competitiveness.

The task of running a company involves making trade-offs among several interrelated decisions that have a major impact on performance and productivity. This task is at the core of any organisation that involves activities of managing resources optimally in order to deliver goods and services through supply, production and distribution

LEARNING OBJECTIVES

KNOWLEDGE

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

- key methodological approaches to exploring operations and supply chain management, both theoretically and practically.
- key issues in operations and supply chain management and can define and represent these.

SKILLS

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

- understanding and being able to explain key theoretical aspects of operations and supply chain management.
- identifying key theoretical and practical issues in operations and supply chain management.

COMPETENCES

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

- unite theory and practice in an academic way on a key issue in operations and supply chain management.
- apply a problem-oriented approach to key issues in operations and supply chain management.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Operations and Supply Chain Management
Type of exam	Written exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	Operations and Supply Chain Management
Module code	BAEBA202215
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jesper Hemdrup Kristensen

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

FINANCE

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module students will learn the main fundamentals of corporate finance, the role of finance in business; the role of financial markets, the nature of available financial instruments and determinants of the prices of marketable securities; investment decisions, risk management methods, and capital structure.

The module is designed for students who are learning about finance for the first time. The foundational concepts covered in this module will include: Time value of money, investment appraisal methods, debt and equity financing, security valuation, cost of capital, capital structure, risk and return, among others. During the module students will learn about long-term financial strategies, asset valuation principles, basics of company valuation, effective investment decisions, capital asset pricing, basics of financial risk management, and the impact of digitalisation in the financial services industry. Finance theories, tools and techniques covered in the module can be utilized in any management decision-making process in any business sector.

By the end of this module students will gain an understanding of the fundamental concepts in corporate finance as well as knowledge regarding the factors that go into a firm's most critical decision making.

LEARNING OBJECTIVES

KNOWLEDGE

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

- main foundational concepts in corporate finance, such as NPV, Time value of money, risk return tradeoff, cost of capital, asset valuation, investment decision rules, among others.
- the characteristics of the financial resources used by corporations and the factors that go into a firm's most critical decision making.
- capital budgeting and the impact of financial structure on firm value.

SKILLS

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

- applying basic valuation models to determine value of financial securities, and evaluating the viability of capital investments using appropriate appraisal techniques.
- understanding the debt markets, instruments and the risks associated with such investments; calculating risk and returns to optimize investments, and assessing the right set of financial information to achieve better returns for a firm.
- analysing investment opportunities and deciding among alternatives, and formulating finance decisions aimed at delivering returns to shareholders.

COMPETENCES

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

- logical thinking, critical analysis, analysing investment, financing, strategic corporate decisions.
- identifying various sources of finance for organisations and applying 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	Finance
Type of exam	Written exam Individual examination.
ECTS	10
Permitted aids	See the Course Description on Moodle for details.
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	Finansiering
Module code	BAEBA202216
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Irina Mateus

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

REAL TIME BUSINESS ECONOMIC CHALLENGES

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module consists of the student within a group, exploring business issues in practice. A business issue is selected independently, a study design is drawn up and relevant business theories are selected that are used in practice to produce a holistic analysis of the organisation. Selection of the problem, study design and analysis are related to relevant scientific theoretical considerations.

Furthermore, the student is expected to use their competences to digitally search for information on companies and industries in relation to the overall analysis of the company. The student must also use digital competencies in relation to the preparing of a financial analysis in the module, where tasks are solved in Excel or a similar relevant program.

The group organises the work of preparing the project independently and in collaboration with a supervisor.

LEARNING OBJECTIVES

KNOWLEDGE

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

- theoretical and practical advantages and disadvantages of using different theoretical perspectives to investigate a key business issue in a specific organisation.
- theoretical and practical advantages and disadvantages of using different methodological perspectives to study a key business issue in a specific organisation.

SKILLS

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

- identifying key business issues in a specific organisation in collaboration with external partners.
- selecting and applying relevant theories in order to understand and analyse a practical business problem and on this basis, argue for theoretically grounded solutions.
- being able to assess the effects of chosen strategies in promoting individual and collective learning processes in a self-selected business issue.

COMPETENCES

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

- design methodological approaches to investigate key business issues and be able to reflect on how the chosen methodology affects analysis and results.
- be able to communicate, argue and reflect on a scientific basis on key issues in business economics.
- proactively engage key stakeholders' perspectives and knowledge in the investigation of practical and theoretical issues related to a key business problem and in doing so, create space for new perspectives to inform the solutions that emerge.

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 handed in and received approval of specified assignments.

Studieordning for bacheloruddannelsen i erhvervsøkonomi (EBA), 2024

- If the student has not fulfilled the above prerequisite for participation in the ordinary examination, then it must be fulfilled to participate in the re-examination.

EXAMS

Name of exam	Real Time Business Economic 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
Permitted aids	See the Course Description on Moodle for details.
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	Erhvervsøkonomiske problemstillinger i praksis
Module code	BAEBA202217
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Sort

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

STRATEGY

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Strategy is a key area for all organisations. Strategy is about analysing, formulating, making choices and implementing those choices that the organisation chooses to pursue.

Strategy is about integrating other disciplines such as marketing, organisation, finance and operations management. The aim of the module is to introduce the student to the basic theories and models of strategy and to give the student an understanding of how to apply these theories and models. This covers three main areas; strategic position, strategic choices and strategy in action, which provide a basic introduction to strategy theory.

A large part of strategic work is about making (strategic) decisions. This is done through analysis and as knowledge has become more accessible, organisations are required to have an increased awareness and use of digital tools in qualitative and quantitative data collection. Active work is done with online exercises, simulation and group work.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key theoretical approaches to strategy.
- the theoretical and practical advantages and disadvantages of applying different theoretical perspectives, methods and approaches to a key issue in strategy and be able to reflect on these.

SKILLS

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

- selecting relevant and key methods to examine strategy theoretically and practically.
- selecting and applying relevant methods and tools to generate knowledge and analyse a key issue in strategy.

COMPETENCES

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

- combine theory and practice in an academic way on a key issue related to strategy.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Strategy
Type of exam	Written exam Individual examination
ECTS	10
Permitted aids	See the Course Description on Moodle for details.
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
Module code	BAEBA202218
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Friis

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

ADVANCED APPLIED PHILOSOPHY OF SCIENCE

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Prior to this module, the student has a basic understanding of the philosophy of science. The module therefore increases the level of complexity from basic to advanced and is further extended with key perspectives on research design in project work.

The module will focus on how the philosophy of science influences the exploration and treatment of scientific issues in practice, including a focus on the relationship between paradigm choice, research design and specific research methods.

The module also includes an introduction to the ethical dimensions of working scientifically in practice in business economics.

LEARNING OBJECTIVES

KNOWLEDGE

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

- theoretical concepts of science at an advanced level.
- the relationship between philosophy of science, research design and methods.
- relevant ethical dimensions of working scientifically in practice in business economics.

SKILLS

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

- identifying and formulating a business problem within the module's theme.
- choosing and arguing for an appropriate project design on an advanced philosophy of science basis, including consideration and justification of methodological approaches, inclusion of theory and empirical data and data processing including the use of relevant software.
- being able to reflect on how the chosen scientific theory has an impact on the project work and its outcome from problem formulation to conclusion and perspective.

COMPETENCES

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

- designing systematic methodological approaches to the study and treatment of key business issues.
- combining theory and practice in an academic manner in order to investigate and address key business issues.
- at an advanced level, making judgements and arguments on a scientific basis with a view to developing new knowledge.

TYPE OF INSTRUCTION

For information see §17.

EXAM

PREREQUISITE FOR ENROLLMENT FOR THE EXAM

- A prerequisite for participating in the exam is that the student has participated actively in developing written material during the module.

EXAMS

Name of exam	Advanced Applied Philosophy of Science
Type of exam	Written exam Group examination with max. 6 students.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	Videregående anvendt videnskabsteori
Module code	BAEBA202219
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Renate Nielsen

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

BSC PROJECT

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will give students the opportunity to apply the business knowledge they have acquired through their BSc course to a problem of their choice, closely related to the core discipline within business economics. The student can choose to explore the issue in close collaboration with one or more organisations, or a purely theoretical project can be developed.

The project is written alone or in groups with other students and a supervisor will be assigned to the project. The supervisor will offer feedback in connection with researching, theoretically and methodically analysing, understanding and reflecting on practice-oriented business issues.

On completion of the module, the student must demonstrate a level of scientific competence that will enable them to enter the labour market in a relevant and qualified manner or to embark on a master's programme.

LEARNING OBJECTIVES

KNOWLEDGE

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

- and can define and reproduce key issues in business economics, theoretically as well as in practice.
- theoretical and practical advantages and disadvantages of applying different theoretical perspectives and approaches to a key self-selected problem in business economics.
- and understanding of key methodological approaches, including digital data sources and tools to explore a self-selected business economics problem in theory and practice.

SKILLS

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

- identifying key scientific perspectives within a self-selected theoretical or practical problem.
- selecting relevant theories in order to understand and analyse a practical business problem in a critical and reflective way.
- on the basis of scientific analyses of a self-selected business economic problem, formulating understandings and solutions and to argue on an academic basis for the possibilities and limitations underlying the problems.
- applying digital tools in project management and processing of the chosen problem, where appropriate.

COMPETENCES

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

- applying relevant knowledge and skills to generalise, abstract and build understanding of key business issues and using this knowledge to independently undertake ongoing analysis, to adapt and where appropriate, develop new solutions to key issues as complexity increases.
- being able to organise and carry out projects in which key issues within a self-selected business problem are addressed from the idea phase to the implementation of proposed solutions.
- being able to reflect on the relationships between chosen learning styles, quality of project work and individual student learning outcomes in relation to a self-selected business problem.
- undertaking effective problem solving and decision making using relevant qualitative, quantitative, or digital skills.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	BSc Project
Type of exam	Master's thesis/final project Group examination with max. 6 students and the possibility to be examined individually. The student may also choose to write the project alone.
ECTS	20
Permitted aids	See the Course Description on Moodle for details.
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	Bachelorprojekt
Module code	BAEBA202220
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	20
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Eun Kyung Park

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

ADVANCED TOPICS IN MARKETING

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The purpose of the module is to advance and deepen the student's understanding of central concepts, models and theories in marketing that comply with the challenges of today. With an anchoring in value-creation and understanding of consumer behaviour, this module will focus at deepening the insights into marketing theory and approaches dealing with specialized topics that is of key importance to the companies' ability to be market-oriented in the ever-changing marketing environment.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key concepts, theories and models within advanced topics in marketing.
- central problems of marketing with a focus on advanced topics and being able to define and recite these.

SKILLS

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

- in selecting relevant theories in terms of understanding and analysing a practical problem in relation to the advanced topics in marketing.
- to display understanding and solutions within marketing using the central concepts, theories and models of advanced topics in marketing based on scientific analysis.
- using digital platforms for managing group work/own assignments and time.

COMPETENCES

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

- independently be able to plan and complete analysis of central problems within marketing with a focus on advanced topic in marketing.
- apply a problem-based approach to central problems within advanced topics in marketing.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Advanced Topics in Marketing
Type of exam	Written or oral exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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
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FACTS ABOUT THE MODULE

Danish title	Videregående marketing
Module code	BAEBA202222
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Andreea Bujac

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

INTERNATIONAL BUSINESS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module introduces international business theory and practice. The module covers the topics such as the influence of nationalism, digitalization, and institutional factors on international business, theories of international trade, and theories of international investment.

This is an elective module, which builds upon students' knowledge in micro- and macro- economics and basic knowledge of business management and business strategy. The module also relates to knowledge in legal systems, political cultural and other environmental conditions, which enable the trade and FDI activities of firms. Thus, the module is relevant for students studying HA and other disciplines, such as political science, law, and humanities. Especially, this elective course will build up the students' knowledge foundation for continuous study in MSc. program of international business in Aalborg University. There will be used digital tools for interaction.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key concepts and theories in international business.
- the importance of context, institutions, political and legal environment.
- internationalization opportunities and firm's abilities to implement specific market entry modes.
- the implication of digitalization on international business strategies.

SKILLS

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

- reading and analysing key points in publications related to international business issues.
- comparing multinational firm activities and critically evaluating their opportunities in today's context.
- identifying environmental issues and their impact on firm activities in international markets.

COMPETENCES

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

- presenting and critically reflecting on internationalisation issues.
- applying the above knowledge and skills to case companies.
- relating contemporary trends in trade and investment to economic and social development.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	International Business
Type of exam	Written or oral exam Individual examination.
ECTS	5

Permitted aids	All written and all electronic aids
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	International Business
Module code	BAEBA202223
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Wang

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

BUSINESS MODELS AND VALUE CREATION

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module introduces the students to central theories within the field of business models and teach how these play a key role in analysing, designing and executing value creation. The module is a relevant course regardless of the planned Master's degree.

Business models are connected to most central theories within business administration and are by many regarded as the essential to create the future competitive organisations. The module will introduce the student to the theoretical throughs behind business models and create the opportunity for the theories to be put into practices. The ambition is the student achieve the best insight into the key concepts and ability to apply these through understanding, designing and testing business models.

LEARNING OBJECTIVES

KNOWLEDGE

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

- different theoretical aspects to analyse business model research questions.
- essential techniques and tools to identify and reflect on these research questions.
- essential aspects related to business models enabling to exemplify and explain the research questions.

SKILLS

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

- understand and explain the central aspects and theories within business models.
- select and explain essential techniques and tools to investigate research questions both theoretical and practical.
- investigate company and practise related research questions to create an understanding of these and propose solutions within the field of business models.

COMPETENCES

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

- applying the knowledge and skills within business models to generalise and understand the central issues in relation to companies' value creation.
- applying a problem-based approach to central research questions with business models.
- applying the knowledge and skills to participate in processes related to business models on an academic, interdisciplinary and professional level.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Business Models and Value Creation
Type of exam	Written or oral exam Individual examination.

ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	Forretningsmodeller og værdiskabelse
Module code	BAEBA202227
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Lorenzo Massa

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

INVESTMENT AND PORTFOLIO MANAGEMENT

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

This module introduces students to a practical application of modern portfolio theory and its implications for the pricing of assets, the process of constructing, managing, and evaluating a portfolio. This module enhances the student's capacity for a career in investment and portfolio management and is recommended for students wishing to pursue further studies in Finance, such as the Master in Finance.

The module is practically oriented and will explain how to perform simulations in portfolio construction and asset allocation strategies with the use of real data. The students will learn how to apply investment strategies for the traditional asset classes (stocks and bonds) using excel tools and will be able to work with financial data through open data and software solutions.

LEARNING OBJECTIVES

KNOWLEDGE

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

- understanding the principles of modern portfolio theory and the effect of diversification on investment portfolios.
- understanding the theoretical background of optimisation and how it can be applied to solve practical investment problems.
- computing historical and expected returns, understanding risk measures and the importance of the risk-return relationship.

SKILLS

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

- understanding of the key elements of the portfolio management process, including the investment setting, investment policy, and asset allocation.
- applying the capital market theory effect on expected returns and possible risk-return combinations when a risk-free asset is combined with a portfolio of risky assets.
- developing standard investment strategies in excel with the use of relevant information technology.

COMPETENCES

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

- defining the objectives in constructing and managing a portfolio and learning to create an investment policy statement.
- measuring and evaluating portfolio performance using alternative risk-adjusted performance measures.
- understanding the concept of diversification and the importance and application of the concept for portfolio construction and performance.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Investment and Portfolio Management
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Type of exam	Written exam Individual examination.
ECTS	5
Permitted aids	See the Course Description on Moodle for details.
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	Investering og porteføljestyring
Module code	BAEBA202228
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Cesario Mateus

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities

INFORMATION TECHNOLOGY IN BUSINESS

2025/2026

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module provides the student with the basic knowledge of information technology in a business environment. It introduces the key concepts and architecture of information systems and gives an overview of the available information technology applications for decision-making and managerial action. It provides broad knowledge on contemporary technologies, covering the basics of IT infrastructure, database management, and trends in information systems, as well as providing a more specific introduction to the functionality of tools used in different business areas, such as marketing, supply chains, human resource management, innovation and knowledge management.

The module explains the basics of enterprise applications used in organisations, different information systems that are suitable for different types of organisations and for different types of decision-making, the choices managers and business specialists have when retrieving information from different systems, and the kind of challenges one may face when selecting, using or improving existing information systems.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the fundamental elements and architecture of information systems in organisations.
- different types of information technology applications and their role in management and decision-making.
- trends in management information systems.

SKILLS

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

- navigating the field of management information systems and current technologies available in the market.
- selecting the appropriate information system solutions for different business situations and managerial purposes.
- using the necessary concepts, theories, and methods to control the flow of materials and information in the organisation.

COMPETENCES

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

- evaluating and justifying the information technology choices of an organisation.
- contributing to the successful selection and implementation of information systems in business.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Information Technology in Business
Type of exam	Written or oral exam Individual examination.
ECTS	5

Permitted aids	See the Course Description on Moodle for details.
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	Informationsteknologi i virksomheder
Module code	BAEBA202229
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Bürkland

ORGANISATION

Education owner	Bachelor of Science (BSc) in Economics and Business Administration
Study Board	Study Board of Economics and Business Administration
Department	Aalborg University Business School
Faculty	Faculty of Social Sciences and Humanities