



AALBORG UNIVERSITET

CURRICULUM FOR THE MASTER OF SCIENCE (MSC) IN ECONOMICS AND BUSINESS ADMINISTRATION (MARKETING), 2020

MASTER OF SCIENCE (MSC)
AALBORG

MODULES INCLUDED IN THE CURRICULUM

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(Marketing), 2020

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CUSTOMER VALUE, MARKETING STRATEGY, AND SALES MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

The module shares exams with
[KAMAR20203](#)

FACTS ABOUT THE MODULE

Danish title	Kundeværdi, marketing strategi og salgsledelse
Module code	KAMAR20201
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jonas Strømfeldt Eduardsen

ORGANISATION

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

FOUNDATIONS OF CUSTOMER BUYING BEHAVIOR

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

The module shares exams with
[KAMAR20203](#)

FACTS ABOUT THE MODULE

Danish title	Grundlag for kunders købsadfærd
Module code	KAMAR20202

Curriculum for the Master of Science (MSc) in Economics and Business Administration
(Marketing), 2020

Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jeanne Sørensen Bentzen

ORGANISATION

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

FOUNDATIONS OF MARKETING, VALUE CREATION AND SALES MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

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

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

ORGANISATION

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

PRICING, SALES METRICS AND THE MARKETING ECOSYSTEMS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module the student will explore realtime concrete problems within pricing, sales metrics and the marketing ecosystem of case companies. During the module the student will learn to methodologically and theoretically identify and analyse vital elements of modern business operations.

The student will gain insights into pricing and sales metrics and how they link to the perception of market value for buyers and sellers at the core of market exchanges

Within marketing ecosystems and networks are central. The student will learn how ecosystems are comprised of institutions, resources, delivery services and supply chains. How these elements interact, and drive competitiveness is central to sales and marketing.

LEARNING OBJECTIVES

KNOWLEDGE

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

- defining what marketing ecosystems are and what the components of different types of ecosystems.
- how to map ecosystems.
- identifying pricing principles, practices and effects.
- sales metric principles and how they link to pricing and price practices.

SKILLS

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

- describing and defining different types of eco-systems in marketing.
- mapping dependencies and power between different actors in ecosystems.
- linking customer behavior and price policies and developing differentiated price range.
- discussing theoretical and practical aspects of pricing from a management perspectival linking these to sales performance management.

COMPETENCES

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

- analysing and evaluating supply- and value chain eco-systems.
- designing an adequate pricing policy on the basis of a business case.
- linking pricing and value creation.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Pricing, Sales Metrics and the Marketing Ecosystem
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Type of exam	Oral exam based on a project Group examination with max. 4 students.
ECTS	20
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	Pris, måling og økosystemer i salg og marketing
Module code	KAMAR202016
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	20
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Morten Munkgaard Møller , Waheed Akbar Bhatti

ORGANISATION

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

BUSINESS COOPERATION

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In this module the student will complete collaborative process with a Danish or foreign organisation. This allows students to gain minimum 12 weeks of valuable work experience while studying. During the collaborative process, students will work on completing specific tasks related to marketing (e.g. conducting analyses, preparing a specific marketing strategy), while working on identifying, exploring, analysing and reflecting on a marketing-related problem of their choice.

The purpose of this module is to allow the student to acquire practical experience through working in an organisation and bring their knowledge into play by trying out their theoretical and methodological competences in practice. The business cooperation will result in a written report, where the student explicates the knowledge, skills, and competencies acquired during the internship. A supervisor will be assigned to the student.

LEARNING OBJECTIVES

KNOWLEDGE

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

- how organisations apply principles from the marketing discipline in practice.
- practical issues within marketing and sales.

SKILLS

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

- applying relevant knowledge and skills in practice to identify and solve specific sales and marketing-related tasks.
- critically thinking and reflecting on practice to connect theory and practice, including how principles from the marketing discipline can be applied in practice.
- selecting and applying relevant theories for understanding and analysing specific sales and marketing-related problems.

COMPETENCES

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

- converting practical experiences performed during the business cooperation into learning and new knowledge.
- combining theory and practice to solve marketing-related tasks.

TYPE OF INSTRUCTION

For information see §17.

EXTENT AND EXPECTED WORKLOAD

Total workload on minimum 12 weeks.

EXAM

EXAMS

Name of exam	Business Cooperation
Type of exam	Oral exam based on a project

Curriculum for the Master of Science (MSc) in Economics and Business Administration
(Marketing), 2020

	Group examination with max. 4 students. The student may also choose to write the project alone.
ECTS	15
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	Virksomhedssamarbejde
Module code	KAMAR20208
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jonas Strømfeldt Eduardsen

ORGANISATION

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

CROSS-CULTURAL MARKETING AND SELLING

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Today, in an increasingly interdependent world where barriers to trade and international exchange is constantly diminishing, an increasing number of both large and small organizations are engaged in marketing and sales activities that crosses national border.

This module will provide the student with theoretical and practical insights into major issues of cross-cultural marketing and selling. Insights gained in this module will help the student understand key cross-cultural challenges and identify possible ways of dealing with such challenges in the context of marketing and selling.

LEARNING OBJECTIVES

KNOWLEDGE

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

- central theoretical approaches to understanding culture and the cross-cultural challenges associated with marketing and selling across borders.
- the role of culture in developing international marketing and sales strategy.
- steps in international marketing strategy planning and implementation.

SKILLS

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

- defining and explaining the concept of culture.
- identifying and reflecting upon cultural differences and adapt marketing and sales practices accordingly.
- selecting and applying appropriate concepts and theories for solving theoretical and practical problems related to cross-cultural marketing and selling.

COMPETENCES

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

- applying relevant knowledge and abilities within cross-cultural marketing to design international marketing strategies, including making decisions about how much, if at all, to adapt the marketing strategy to local conditions.
- applying relevant theories and methodological approaches to plan and complete cross-cultural analyses of specified international markets.

TYPE OF INSTRUCTION

The module topics will be delivered online.

EXAM

EXAMS

Name of exam	Cross-cultural Marketing and Selling
Type of exam	Written exam Individual examination.
ECTS	5
Assessment	7-point grading scale

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

FACTS ABOUT THE MODULE

Danish title	Tværkulturelt markedsføring og salgsarbejde
Module code	KAMAR20207
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Responsible for the module	Jonas Strømfeldt Eduardsen

ORGANISATION

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

RESEARCH AND PRACTICEBASED SEMINAR

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module offers the student the possibility to explore academic challenges within marketing. During the module the student will learn how to plan, manage and conduct a project where a marketing research topic of his/her own choice is analysed and discussed.

During the module the student will – with the support of an advisor – be able to apply relevant scientific theories, models, and methods on empirical and/or theoretical within a specific subject area. Furthermore, be able to analyse, discuss and present central findings to a different recipients.

LEARNING OBJECTIVES

KNOWLEDGE

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

- different learning styles and their impact on individual and team-based knowledge generation.
- central problems as they are identified within the academic community related to marketing and sales.
- the role of empirical and theoretical context for formulating, exploring and analysing problematics related to marketing and sales.

SKILLS

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

- describing and comparing different learning styles and their benefits and drawbacks for engaging in interpersonal work contexts.
- identifying and analysing theoretical and/or practical problematics related to marketing and sales.
- mastering abilities to identify how empirical and theoretical context impacts on formulating, exploring and analysing problematics related to marketing and sales.

COMPETENCES

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

- taking responsibility for own learning and for conveying learning to a team and being able to engage peers professionally in marketing and sales related work tasks that spans across multiple disciplines.
- relating, versionalising and linking research questions and issues to central problems as they are identified within the academic community related to marketing and sales.
- taking into consideration in their work the role of empirical and theoretical context for formulating, exploring and analysing problematics related to marketing and sales.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Research and Practicebased Seminar
Type of exam	Oral exam based on a project

Curriculum for the Master of Science (MSc) in Economics and Business Administration
(Marketing), 2020

	Group examination with max. 4 students. The student may also choose to write the project alone.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Forskning- og praksisbaseret seminar
Module code	KAMAR20209
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Poul Houman Andersen , Jonas Strømfeldt Eduardsen

ORGANISATION

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

NEW VENTURE CREATION/CORPORATE ENTREPRENEURSHIP

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The purpose of this module is to secure the student can combine theoretical and empirical perspective with a hands-on experience of the process of new venture creation. Either as a new venture or corporate venturing within existing organisations.

The project must deal with the process of new venture creation (either as a new venture or corporate venturing within existing organisations) and empirical/theoretical problems in relation to this.

LEARNING OBJECTIVES

KNOWLEDGE

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

- verifying business ideas/problems and validating needs/pains from customers, including assessing potential market opportunities and validating assumptions regarding the target market.
- understanding some of the key drivers that impact upon the successful creation and management of a new venture (in a separate entity or within an existing organisation).
- appreciating the importance of business models, customer development and agile development in the process of new venture creation/corporate venturing.

SKILLS

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

- generating new business ideas and validating these, including and assessing the resources required to pursue an opportunity.
- critically assessing new business ideas based on evidence from the market and to prototype a Minimal Viable Product.
- understanding the skills and resources needed to create an entrepreneurial organisation further apprehend different business model configurations and business model innovation routes in the entrepreneurial process.

COMPETENCES

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

- creating business opportunities and further understanding how to acquiring necessary resources to pursue the identified business opportunity.
- designing business models to match the identified business opportunity, evidence from the market (and the host company).
- pitching the business model of a new venture, the underlying validation process and its academic relevance.

TYPE OF INSTRUCTION

For informaton see §17.

EXAM

PREREQUISITE FOR ENROLLMENT FOR THE EXAM

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

EXAMS

Name of exam	New Venture Creation/Corporate Entrepreneurship
Type of exam	Oral exam based on a project Group examination with max. 6 students.
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	New Venture Creation/Corporate Entrepreneurship
Module code	KAØKS202015
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	30
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jesper Chrautwald Sort

ORGANISATION

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

COMMODITY ECONOMICS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The objective of the module is to provide the student with theoretical and practical knowledge and abilities within financial control, trade and management of commodities as well as physical and financial exposures within the commodity market and, additionally, to relate to the ethics within the area.

The student must develop abilities and skills to understand the market mechanisms in the commodity markets and handle the purchase and sale of commodities, theoretically and practically (simulated). The module is intended to provide the student with the strategic, financial and trading tools needed to handle both day-to-day management and risk management of commodities in practice.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the extent to which markets are regulated politically and of trends in connection with the transformation of the global commodity markets.
- the basic options for managing risk in the commodity market.
- the economic and practical fundamentals that drive commodity economics on the market. Furthermore, be aware of the ethical challenges within commodity economics.

SKILLS

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

- generating a theoretical and empirically informed decision basis on the background of various business models that analyse the value chain (from up- to downstream) in the commodity complex in order that financial and risk management of raw materials purchase/sale may be handled professionally.
- identifying and describing (theoretically) a specific issue related to exposures (physical and/or financial) within commodity economics and explaining the basic financial risks (and opportunities for risk management) related to the company's actual exposure (consumption and/or production or possibly speculative perspectives in connection with risk taking) versus commodities.
- analysing the problem area through theories of risk management and/or trading strategy/management (risk taking) and identify and describing the issue in the perspective of current business models as well as the opportunities for development of new business models based on financial management and risk/reward opportunities in the physical/financial markets.

COMPETENCES

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

- identifying and verifying an example of commodity exposure.
- explaining an example of an exposure or a problem/an opportunity in the commodity market.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Commodity Economics
Type of exam	Oral exam based on a project Group examination with max. 6 students.
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	Råvareøkonomi
Module code	KAØKS202016
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	30
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Morten Lund

ORGANISATION

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

CONTEMPORARY ISSUES IN INNOVATION AND ENTREPRENEURSHIP

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

PREREQUISITE FOR ENROLLMENT FOR THE EXAM

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

EXAMS

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

FACTS ABOUT THE MODULE

Danish title	Aktuelle problemstillinger inden for innovation og iværksætteri
Module code	KAINB202020
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Eun Kyung Park , Rasmus Lema

ORGANISATION

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

INNOVATION AND SOCIETAL CHALLENGES

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

Danish title	Innovation og samfundsudfordringer
Module code	KAINB202021
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Yariv Taran , Birgitte Gregersen

ORGANISATION

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

ADVANCED INNOVATION MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

PREREQUISITE FOR ENROLLMENT FOR THE EXAM

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

EXAMS

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

FACTS ABOUT THE MODULE

Danish title	Videregående innovationsledelse
Module code	KAINB202022
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Yariv Taran , Christian Richter Østergaard

ORGANISATION

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

PRINCIPLES OF FINANCE

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

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

FACTS ABOUT THE MODULE

Danish title	Videregående finansieringsteori
Module code	KAFIN20201
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	10
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Irina Mateus , Cesario Mateus

ORGANISATION

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

QUANTITATIVE METHODS IN FINANCE

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

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

ORGANISATION

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

INTERNATIONAL BUSINESS THEORY: TRADE, INVESTMENT AND THE MNE

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The aim is to give the student an insight into fundamental subject specific theoretical knowledge on international business theories, their historical development, meta-theoretical analysis, and current developments. The student should understand the specifics of internationalisation of MNEs, the role of home and host country context and institutions in the internationalisation of the firm, the diverse speed, scope, scale and pathways in firm internationalisation.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key international business concepts and theories characterising the development of the international business theoretical field in relation to the internationalisation of MNEs.
- the impact of home and host country context and institutions on firm internationalisation.
- the foundations of internationalisation theories.

SKILLS

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

- delineating international business theories, frameworks and concepts.
- searching for, grouping and extracting key points from academic publications on a specific international business theory and concepts involving reading and synthesising international business based academic articles and books.
- comparing and contrasting theories of the multinational firm and critically evaluating their relevance in today's context.

COMPETENCES

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

- presenting own views on international business theories and concepts by making a point, supporting it with evidence and own argument.
- 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

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

The module shares exams with

FACTS ABOUT THE MODULE

Danish title	International forretningsteori: Handel, investering og MNE
Module code	KAINB20201
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Svetla Trifonova Marinova , Marin Marinov , Daojuan Wang

ORGANISATION

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

INTERNATIONAL ENTREPRENEURSHIP

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The aim of this module is to give the student an insight into fundamental subject specific theoretical knowledge on international entrepreneurship, its theoretical and empirical scope, current issues, challenges and future trends in small and medium-sized enterprise internationalisation, including international new ventures and born globals.

By the end of the module, the student should understand the specifics of international entrepreneurship, the role of entrepreneurs and institutions in influencing the speed, scope, scale and pathways of internationalisation.

LEARNING OBJECTIVES

KNOWLEDGE

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

- dominant theories and concepts in international entrepreneurship.
- the empirical context of international entrepreneurship.
- contemporary developments in international entrepreneurship.

SKILLS

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

- delineating international entrepreneurship theories, frameworks and concepts.
- searching for, grouping and extracting key points from academic publications on a specific IE theory and concepts involving reading and synthesising international entrepreneurship based academic articles and books.
- comparing and contrasting international entrepreneurship theories and critically evaluating their relevance in today's context.

COMPETENCES

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

- presenting own views on international entrepreneurship theories and concepts by making a point, supporting it with evidence and own argument.
- applying the above knowledge and skills to convert the knowledge from international entrepreneurship theories and model to make decisions about the timing, speed, and mode of internationalisation.
- relating contemporary trends in international entrepreneurship to economic and social development.

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	International Business Theory and International Entrepreneurship
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Type of exam	Oral exam based on a project Individual examination.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	International iværksætter
Module code	KAINB20202
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jonas Strømfeldt Eduardsen , Romeo V. Turcan

ORGANISATION

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

INTERNATIONAL STRATEGIC MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The purpose of this module is to give the student an understanding of the different theoretical views of international business strategy.

The module examines the contextual, industrial/sectoral, organisational and managerial issues associated with strategic gap, strategic fit and strategic choice of multinational enterprises (MNEs). These inform the development and implementation of MNE strategies in the global marketplace helping MNEs to adapt, innovate, legitimise and develop competitive advantage in the process of their internationalisation.

LEARNING OBJECTIVES

KNOWLEDGE

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

- theoretical views, concepts, and models used in international strategic management and global strategies.
- the role of strategic choice in seeking international business opportunities and the ways in which institutions and business systems influence strategic choice.
- learning styles and processes that motivate individual and group learning.

SKILLS

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

- delineating international strategic management theories, frameworks and concepts.
- searching for, grouping and extracting key points from academic publications on international strategic management.
- identifying issues in international strategic management and applying the models and theoretical views to company setting in order to address and offer solutions to the challenges and opportunities in international business independently and in groups.

COMPETENCES

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

- presenting own views on international strategic management by making a point, supporting it with evidence and own argument.
- applying the above knowledge and skills to case companies.
- relating contemporary trends in international strategic management to economic and social development.

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

The module shares exams with
[KAINB20204](#)

FACTS ABOUT THE MODULE

Danish title	International strategisk ledelse
Module code	KAINB20203
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Mohammad Bakhtiar Rana , Marin Marinov

ORGANISATION

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

INTERNATIONAL MANAGEMENT FUNCTIONS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module addresses the management specifics of the core functional areas in a multinational firm, namely: operations, marketing and procurement, human resource, and finance as well as the role of innovation in any of the core functional areas.

During the module the student will explore issues of coordination among the functional areas and their alignment with the international strategy of the firm.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the specifics of firms' core management functions in an international context.
- the role of each specific management function in the international operations of a firm.
- the role of innovation in the international management functions.

SKILLS

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

- critically choosing the appropriate methods for analysing the international management functions in firms.
- identifying and arguing academically, practically and contextually for the needs for upgrading and coordinating the management functions to enhance international business performance. Furthermore apply these skills in the management of the project.
- searching for, grouping and extracting key points from academic publications on international management functions.

COMPETENCES

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

- identifying the specifics of various international management functions.
- presenting own views on the integrative roles various management functions play in firm's international activities.
- applying the above knowledge and skills to case companies

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	International Strategic Management and International Management Functions
Type of exam	Oral exam based on a project Group examination with max. 6 students.
ECTS	10
Assessment	7-point grading scale
Type of grading	Internal examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	Internationale styringsfunktioner
Module code	KAINB20204
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Marin Marinov , Daojuan Wang , Andreea Bujac , Yimei Hu

ORGANISATION

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

M1: APPLIED DATA SCIENCE AND MACHINE LEARNING

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

Content:

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

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

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

LEARNING OBJECTIVES

KNOWLEDGE

Knowledge:

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

SKILLS

Skills:

- Install and use relevant software packages in data science.
- Read, import, export, and process data in most widely used data formats.
- Execute common data manipulation techniques such as data-merging, aggregation, pivoting, and treatment of missing values.
- Select and apply standard techniques from 'traditional' statistics and data science to solve empirical problems of data exploration, classification, optimisation, and forecasting.

Curriculum for the Master of Science (MSc) in Economics and Business Administration (Marketing), 2020

- Evaluate model performance, fine-tune and optimize models.
- Understand, interpret, critically reflect upon, and explain the results of data analysis.

COMPETENCES

Competencies:

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

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	M1: Applied Data Science and Machine Learning
Type of exam	Oral exam Group examination with max. 6 students.
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	M1: Applied Data Science and Machine Learning
Module code	KAØKO202018
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Mogens Ove Madsen

ORGANISATION

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

M2: NETWORK ANALYSIS AND NATURAL LANGUAGE PROCESSING

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

Content:

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

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

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

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

LEARNING OBJECTIVES

KNOWLEDGE

Knowledge:

- Show insights in the conceptual particularities and explanatory power of relational and network data.
- Explain the interplay between network-theory concepts and real-world networks.
- Understand the theoretical foundations, core-algorithms and metrics in network analysis.
- Explain the concepts of multi-dimensional and multimodal networks and demonstrate comprehension of how they can be used for feature detection.
- Describe main approaches to using network data in more general machine learning settings.
- Explain main techniques used in data mining and structuration.
- Explain central concepts within computational linguistics and methods in natural language processing.
- Reflect upon the epistemology of language data.

- Explain how language data is integrated into analytical frameworks.

SKILLS

Skills:

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

COMPETENCES

Competencies:

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

TYPE OF INSTRUCTION

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

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	Module 2: Network Analysis and Natural Language Processing
Type of exam	Oral exam Group examination with max. 6 students.
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	M2: Network Analysis and Natural Language Processing
Module code	KAØKO202019
Module type	Course

Curriculum for the Master of Science (MSc) in Economics and Business Administration
(Marketing), 2020

Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Mogens Ove Madsen

ORGANISATION

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

M3: DEEP LEARNING AND ARTIFICIAL INTELLIGENCE FOR ANALYTICS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

Content:

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

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

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

LEARNING OBJECTIVES

KNOWLEDGE

Knowledge:

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

SKILLS

Skills:

- Install and deploy relevant software packages and cloud services for deep learning approaches.
- Select and prepare various types of data for use in deep learning environments.
- Select and construct different kinds of deep learning architectures (e.g. Artificial Neural Networks, Convolutional Neural Networks, Recurrent Neural Networks, Self-Organizing Maps, Restricted Boltzmann Machines).

Curriculum for the Master of Science (MSc) in Economics and Business Administration (Marketing), 2020

- Implement “correct” training of selected models.
- Tune and optimise models.
- Utilise trained models for prediction tasks.
- Evaluate model performance.

COMPETENCES

Competencies:

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

TYPE OF INSTRUCTION

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

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	M3: Deep Learning and Artificial Intelligence for Analytics
Type of exam	Oral exam Group examination with max. 6 students.
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	M3: Deep Learning and Artificial Intelligence for Analytics
Module code	KAØKO202020
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Mogens Ove Madsen

ORGANISATION

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

M4: APPLIED SOCIAL DATA SCIENCE CAPSTONE PROJECT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

Content:

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

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

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

LEARNING OBJECTIVES

KNOWLEDGE

Knowledge:

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

SKILLS

Skills:

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

COMPETENCES

Competencies:

- Initialise, control and complete problem-oriented data science project work.

Curriculum for the Master of Science (MSc) in Economics and Business Administration (Marketing), 2020

- Coordinate own resources for the solution of domain-specific related problems.
- Take responsibility for own professional learning and development.

TYPE OF INSTRUCTION

Supervision

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

EXAM

EXAMS

Name of exam	M4: Applied Social Data Science Capstone Project
Type of exam	Oral exam based on a project Group examination with max. 6 students. The student may also choose to write the project alone.
ECTS	15
Assessment	7-point grading scale
Type of grading	External examination
Criteria of assessment	The criteria of assessment are stated in the Examination Policies and Procedures

FACTS ABOUT THE MODULE

Danish title	M4: Applied Social Data Science Capstone Project
Module code	KAØKO202021
Module type	Project
Duration	1 semester
Semester	Autumn
ECTS	15
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Mogens Ove Madsen

ORGANISATION

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

MASTER'S THESIS

2020/2021

PREREQUISITE/RECOMMENDED PREREQUISITE FOR PARTICIPATION IN THE MODULE

The student must have passed all previous modules with the grade 02 or higher.

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

In the master's thesis, students will work on identifying, examining, analysing and reflecting on theoretical and practical problems that are closely related to the core professional competencies within marketing. Students have the option to do this by collaborating with a company or organization.

During this module, students will be assigned a supervisor and create a written report that illustrates critical and reflexive competencies related to problem-solving and developing arguments on an academic level.

LEARNING OBJECTIVES

KNOWLEDGE

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

- conducting and leading a project from idea to completion.
- central problems as they are identified within the academic community related to marketing and sales.
- the role of empirical and theoretical context in formulating, exploring and analysing problems related to marketing and sales.

SKILLS

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

- structuring overall project design, how to identify work packages, sequencing and how to plan the sequence.
- developing a research design to examine a relevant problem within marketing and reflect on how the choice of research methods influences the analysis and results.
- proposing possible solutions to a central problem within marketing on the basis of scientific analyses.

COMPETENCES

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

- designing and completing research projects, where relevant marketing-related problems are explored from idea phase to implementation of suggested solutions.
- developing a scientific argument in writing and orally using evidence to make a case.
- applying relevant theories to analyse a relevant problem within marketing and use this knowledge to argue for selected solutions on the basis of scientific argumentation independently and in teams.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Master's Thesis
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Curriculum for the Master of Science (MSc) in Economics and Business Administration
(Marketing), 2020

Type of exam	Master's thesis/final project Group examination with max. 4 students and the possibility to be examined individually. The student may also choose to write the project alone.
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

FACTS ABOUT THE MODULE

Danish title	Kandidatspeciale
Module code	KAMAR202010
Module type	Project
Duration	1 semester
Semester	Spring
ECTS	30
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Poul Houman Andersen

ORGANISATION

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

STRATEGIC BRAND MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

Danish title	Strategisk brandledelse
Module code	KAMAR202011
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Andreea Bujac

ORGANISATION

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

CUSTOMER EXPERIENCE MANAGEMENT AND VALUE CO-CREATION

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

Danish title	Ledelse af kunderejser og værdisamarbejde
Module code	KAMAR202012
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Poul Houman Andersen

ORGANISATION

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

SUSTAINABILITY IN ORGANISATIONS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module focuses on sustainable development in organisations. The background is that sustainability has become central for strategy, leadership and organisation. Sustainability implies a need for ethical reflection and practice in relation to people, communities and the environment. The module focuses on the organisation's answerability and responsibility in relation to management and change.

LEARNING OBJECTIVES

KNOWLEDGE

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

- sustainability and ethics in relation to management and organisation.
- sustainable change management.
- strategy and corporate social responsibility (CSR).

SKILLS

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

- applying perspectives on sustainability, ethics and CSR to analyse organisations.
- analysing ethical problems in organisations.
- translating sustainable goals to change strategies in organisations.

COMPETENCES

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

- using sustainability and organisational ethics to understand and analyse organisational problems.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

FACTS ABOUT THE MODULE

Danish title	Bæredygtighed i organisationer
Module code	KAORS20209
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Kenneth Mølbjerg Jørgensen

ORGANISATION

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

BUSINESS DESIGN

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Business design includes an introduction to classic business design concepts with specific focus on developing and implementing business models in existing companies across industries. The student will be introduced to organisational issues through the development and modification of business models and will work with innovation of business models in practice. The point of departure will be new contextual challenges for business design.

The development of business models is discussed in relation to existing business context, ecosystems and networks, with focus on the way in which business models develop across organisational boundaries and how this process is supported by collaboration and partnership.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key theoretical approaches to business design in an open organisational context, being capable of reflecting on the modification of business models on a scientific basis.
- key methodical approaches to study and modify business models from both a theoretical and a practical perspective.
- key theoretical aspects of collaboration and partnerships in an open organisational context.

SKILLS

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

- selecting and applying relevant methods and tools in order to generate knowledge and analyse key issues within business design.
- arguing both theoretically and practically for opportunities and limitations within business design in an open organisational context.
- presenting and discussing professional and scientific issues within business design with different target groups.

COMPETENCES

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

- applying relevant knowledge and abilities to generalise, abstract and build understanding of key issues within business design.
- independently conducting ongoing analyses, adapting and possibly developing new solutions for key business design issues as the complexity increases.
- translating the knowledge and abilities necessary in order to be part of processes related to business design on an academic, interdisciplinary and professional basis.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Business Design
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Type of exam	Written or oral exam Group examination with max. 6 students.
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	Business design
Module code	KAORS202010
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Louise Brøns Kringelum , Jesper Chrautwald Sort , Yariv Taran

ORGANISATION

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

FINANCIAL ACCOUNTING

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

FACTS ABOUT THE MODULE

Danish title	Eksternt regnskab
Module code	KAØKS20204
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Paul John Marcel Klumpes

ORGANISATION

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

ACCOUNTING INFORMATION SYSTEMS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

Danish title	Accounting Information Systems
Module code	KAØKS20205
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Sirle Duus Bürkland

ORGANISATION

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

PORTFOLIO THEORY AND FINANCIAL APPLICATIONS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

Danish title	Porteføljeteori og dens anvendelser
Module code	KAFIN20203
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Frederik Steen Lundtofte

ORGANISATION

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

INTERNATIONAL FINANCE

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

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

FACTS ABOUT THE MODULE

Danish title	Finansieringsteori i en international kontekst
Module code	KAFIN20204
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Frederik Steen Lundtofte

ORGANISATION

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

INTERNATIONALISATION OF DIVERSE ORGANISATIONAL FORMS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

Danish title	Internationalisering af forskellige organisatoriske former
Module code	KAINB202013
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jonas Strømfeldt Eduardsen , Romeo V. Turcan

ORGANISATION

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

MNCS AND ECOSYSTEMS: INNOVATION AND VALUE CO-CREATION FOR SUSTAINABLE DEVELOPMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

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

LEARNING OBJECTIVES

KNOWLEDGE

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

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

SKILLS

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

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

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

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

FACTS ABOUT THE MODULE

Danish title	Multinationale selskaber og økosystemer: Innovation og værdiskabelse for bæredygtig udvikling
Module code	KAINB202014
Module type	Course
Duration	1 semester
Semester	Autumn
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Yimei Hu , Dmitrij Slepnirov

ORGANISATION

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

SALES ENABLEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will focus on the company's management of sales processes, including the way in which companies – by linking strategy and sales – are able to ensure the optimal fulfilment of the company's goals and visions in the meeting with customers and partners.

The module is built on four sub-elements: Organisation and Management, Processes and Concepts, Technology & Skills and Training. For each of the four sub-elements, the student will be introduced to relevant theories and methods.

LEARNING OBJECTIVES

KNOWLEDGE

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

- sales enablement as a discipline and method for the development of sales by organisations, including various models and methods for sales enablement.
- the sub-elements which are necessary in order to development sales enablement functions in a business: Sales Strategy, Customer Segmentation, Sales Management, Sales Processes, Sales Methods and Sales Channels.

SKILLS

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

- analysing specific sales challenges.
- planning sales initiatives in order to comply with the sales strategy of the business.

COMPETENCES

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

- distinguishing between specific sales methods and to select and deselect methods according to the specific sales situation.
- describing and arguing for selection and deselections in the administration and management of sales organisations.
- advising and making selections about sales development in organisations.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Sales Enablement
Type of exam	Oral exam Individual examination.
ECTS	5
Assessment	Passed/Not Passed
Type of grading	Internal examination

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

Danish title	Ledelse af salgsprocesser
Module code	KAMAR202013
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Karina Burgdorff

ORGANISATION

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

CONTEMPORARY ISSUES IN MARKETING

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Marketing is a constantly evolving science as it relates to the scope of the market that is naturally governed by continuous and rapid developments.

The current module undertakes the advanced study of topical issues, developments and trends that are influencing contemporary marketing theory and practice worldwide. In doing so, the module complements and extends the knowledge gained in the more fundamental modules of marketing with innovative thinking and trends in the evolutions in the science of marketing.

LEARNING OBJECTIVES

KNOWLEDGE

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

- different theoretical perspectives, methods and approaches to a central marketing problem.
- contemporary marketing topics on a scientific foundation and be able to explain and reflect on these topics.
- advantages and disadvantages of using various theoretical perspectives, methods and approaches to explore these topics.

SKILLS

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

- understanding and explaining central theoretical aspects of contemporary marketing issues.
- identifying central theoretical and practical contemporary issues in marketing.
- discussing the opportunities and limitations of contemporary/cutting edge marketing perspectives, methods, approaches and concepts.
- reflecting analytically and critically on problems related to contemporary marketing issues.

COMPETENCES

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

- independently using and applying relevant knowledge and skills to explore contemporary issues in marketing and generalize, abstract, and build an understanding of cutting edge contemporary marketing issues.
- converting knowledge and skills in relation to trending, cutting edge, contemporary issues in marketing to concrete marketing actions, tactics, and strategies.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Contemporary Issues in Marketing
Type of exam	Written or oral exam Group examination with max. 6 students.
ECTS	5

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

FACTS ABOUT THE MODULE

Danish title	Aktuelle fokusområder i marketing
Module code	KAMAR202014
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Jeanne Sørensen Bentzen

ORGANISATION

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

STRATEGIC MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Strategic management is a special discipline that is increasingly prioritised in private, public and voluntary organisations. Strategic management focuses on the relationship between the organisation and the environment.

The objective of the module is to give the student insight into the strategic level, where the student – by means of strategic processes – will work to identify strategic challenges and prepare action plans that are prioritised, communicated and implemented. This is often referred to as strategy formulation and implementation. The point of departure will be state-of-the-art theory as well as more recent perspectives on strategic management.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key theoretical approaches to strategic management.
- theoretical and practical advantages as well as disadvantages of using different theoretical perspectives, methods and approaches to a key issue within strategic management.

SKILLS

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

- understanding and explaining key theoretical aspects of strategic management.
- selecting relevant and key methods to study strategic management from a theoretical and practical perspective.

COMPETENCES

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

- translating knowledge and abilities for the purpose of being part of processes in relation to strategic management on a professional, interdisciplinary and professional basis.
- mastering knowledge and abilities necessary to be able to argue on a scientific basis within strategic management when addressing different target groups.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Strategic Management
Type of exam	Written and oral exam Group examination with max. 6 students.
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
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FACTS ABOUT THE MODULE

Danish title	Strategisk ledelse
Module code	KAORS202012
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Ole Friis , Jens Holmgren , Louise Brøns Kringelum , Marita Svane

ORGANISATION

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

TECHNOLOGY LITERACY AND DIGITALISATION IN ORGANISATIONS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Based on a fundamental technology understanding, the module illustrates the relationship between digital technologies and, for example, cognition, social relationships in the workplace, management, strategy, marketing and HRM. The module prepares the ground for diverse discussions of the opportunities and limitations of digital technologies. Particular attention is paid to digital business models and management of organisations that build on and/or use digital technologies.

LEARNING OBJECTIVES

KNOWLEDGE

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

- key theoretical and practical perspectives of technology and digitalisation.
- the opportunities and limitations of digitalisation.
- the organisational and managerial consequences of digitalisation.

SKILLS

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

- analysing and evaluating the consequences of digitalisation and selecting methods, tools and theories in relation to key theoretical and practical issues of digitalisation.
- clarifying and identifying key practice-oriented and theoretical issues of a greater or lesser degree of complexity in the development of new digital business models.

COMPETENCES

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

- translating knowledge and abilities within the area to concrete organisational and managerial areas.
- independently being able to organise and carry out analyses of key issues in digitalisation.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Technology Literacy and Digitalisation in Organisations
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination

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

Danish title	Teknologiforståelse og digitalisering i organisationer
Module code	KAORS202011
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Kenneth Mølberg Jørgensen , Jens Holmgren

ORGANISATION

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

PERFORMANCE MEASUREMENT AND REWARDING

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The aim of the module is to give the student knowledge about the economic problems related to job design and design of performance measurements and incentive systems in organisations.

This module advances the student's knowledge of management control through discussions of performance measurement systems, including design criteria, design choices, target setting, evaluation of performance, and rewarding, as well as social norms and values related to performance incentives

LEARNING OBJECTIVES

KNOWLEDGE

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

- theories and theoretical concepts that forms the basis of the module's analyses.
- central aspects of the module's theories, issues and models and is able to exemplify and explain these.

SKILLS

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

- analysing problems related to the provision of incentives in organisations by using theories and models from the module.

COMPETENCES

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

- coming up with solution-oriented proposals for the issues discussed in the subject on the basis of the analyses.
- critically reflecting on design solutions proposed by theories and models applied at the module.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

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

FACTS ABOUT THE MODULE

Danish title	Præstationsmåling og belønningsstrukturer
Module code	KAØKS202010
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Niels Joseph Jerne Lennon

ORGANISATION

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

MERGERS AND ACQUISITIONS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module aims at providing theoretical and applied insights into the field of corporate mergers, acquisitions and restructuring from an international perspective. Across the globe, mergers and acquisitions are reshaping the corporate and competitive landscape. Despite decades of practice and research, many mergers and acquisitions (M&A) findings remain questioned and inconclusive.

During the module the student will explore the strategic and financial logic of these transactions as well as the main financial engineering techniques employed especially for firm valuation using comparables/valuation multiples, business plan and financial model, estimating free cash-flow, adjusting the WACC for leverage change, among others.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the economic importance of the process of mergers and acquisitions.
- integrating synergies in the evaluation process.
- the importance of synergies and of post-merger integration.

SKILLS

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

- evaluating a company (target) using different techniques.
- calculating exchange ratios in case of mergers.
- testing valuation assumptions.

COMPETENCES

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

- tactics and defence techniques in case of hostile takeovers.
- corporate restructuring strategy based on building competitive advantage and shareholder value.
- developing an analytical framework for integrating the various stages of an acquisition.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Mergers and Acquisitions
Type of exam	Written or oral exam Individual examination.
ECTS	5
Assessment	7-point grading scale
Type of grading	Internal examination

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

Danish title	Virksomhedsfusioner og virksomhedsovertagelser
Module code	KAFIN20208
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

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

TOPICS IN ASSET MANAGEMENT

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The aim of this module is to familiarise course participants with the necessary knowledge and skills to construct, manage and evaluate the performance of portfolios of assets for individual and institutional investors.

The module covers investment strategies for bonds, equities, and structured products including the use of derivatives in managing risk. During the module the student will also learn about portfolio optimisation and asset allocation are covered, as well as how to measure portfolio performance.

LEARNING OBJECTIVES

KNOWLEDGE

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

- demonstrating knowledge of the use of portfolio theory and asset pricing when constructing and evaluating equity and fixed income portfolios.
- understanding the fundamental theories and concepts of investment, with a focus on modern portfolio theory which provides a framework for analysing the risk-return relationship and the effects of diversification on portfolio risk.
- understanding the importance of hedging, long-short investment, and their applications.

SKILLS

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

- demonstrating familiarity with, and a critical awareness of, techniques for the analysis and management of fixed income and equity portfolios.
- measuring and interpreting the performance of portfolios (Benchmarking. Attribution Analysis. Risk-Adjusted returns. Performance Persistence).
- implementing fixed income strategies (speculating and hedging).

COMPETENCES

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

- applying theories to the solution of portfolio management problems.
- analysing and applying critically the investment strategies adopted by institutional investors.
- valuating the case for, and the implications of, strategies involving alternative investments and non-traditional investment funds, in the context of real-world evidence.

TYPE OF INSTRUCTION

For information see §17.

EXAM

EXAMS

Name of exam	Topics in Asset Management
Type of exam	Written or oral exam Individual examination.
ECTS	5

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

FACTS ABOUT THE MODULE

Danish title	Porteføljevaltning
Module code	KAFIN20209
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 , Irina Mateus

ORGANISATION

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

INTERNATIONALISATION IN EMERGING PRODUCT AND GEOGRAPHIC MARKETS

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

During the module the student will explore the internationalisation in emerging product and geographic markets. International companies respond to external or internal opportunities and use their creative efforts to introduce new products and services. They, in turn, help capture and retain market share, increase profitability, and achieve competitive advantage in international markets.

The module analyses the emergence of products and services, as well as servitisation of solutions integrating design and technology. It also explores geographic emerging markets in Asia, Eastern Europe/Russia, Africa and Latin America. It brings cross-country differences in strategies across emerging markets, discusses the effects of internationalization on emerging markets and assesses risks and opportunities in emerging markets and transitional economies.

LEARNING OBJECTIVES

KNOWLEDGE

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

- concepts and theories with reference to emerging product and geographic markets.
- the role of design and technology in emerging product/service solutions.
- cross-country differences in strategies across emerging markets, the effects of internationalisation on emerging markets, as well as risks and opportunities in emerging markets and transitional economies.

SKILLS

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

- discussing and delineating practices in the internationalisation in emerging product and geographic markets.
- analysing and synthesizing state-of-the-art knowledge on emerging markets.
- pursuing further knowledge related to the module topics through own academic learning.

COMPETENCES

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

- applying and reflecting on the internationalisation in emerging product and geographic markets.
- applying concepts and theories learnt to understand the challenges faced in emerging product and geographic markets.
- applying problem-based learning principles to identify problems and propose solutions to issues based on own understanding of the subject matter.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Internationalisation in Emerging Product and Geographic Markets
Type of exam	Written exam

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

FACTS ABOUT THE MODULE

Danish title	Internationalisering af nye produkter og geografiske markeder
Module code	KAINB202016
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Marin Marinov , Dmitrij Slepnirov , Daojuan Wang

ORGANISATION

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

GLOBAL ENVIRONMENTAL DYNAMICS AND FIRM RESPONSES

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

The module will introduce the student with an insight on emerging and global dynamics of society and technology and how those dynamics affect firm's international business operations and competitiveness.

During this module, the student will be introduced to theories and models explaining how and why firms can transform in the face of revolutionary changes in the global environment. This will be related to theories on emerging dynamics, digital and technological breakthroughs through innovative strategies and reinvented business model.

LEARNING OBJECTIVES

KNOWLEDGE

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

- theoretical views and concepts on the emerging dynamics of society, digital and technological breakthroughs affecting market, management, and product innovation in international firms.
- how firms respond to the emerging dynamics through various innovative responses and how those dynamics can be addressed in a particular company setting in order to ensure competitive.

SKILLS

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

- explaining and illustrating the core concepts associated with the understanding of emerging social, digital and technological dynamics affecting firm's competitiveness.
- defining, explaining and illustrating the relationships between different facets of emerging dynamics, their consequences on global market management, the innovative responses by firms, and the new technologies providing opportunities for competitive competencies.

COMPETENCES

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

- demonstrating the skills of identifying issues, challenges and possibilities associated with emerging social, digital and technological dynamics affecting competitive competencies and sustainability in global market.
- communicating effectively in oral and written forms about various emerging social, digital and technological dynamics and their impact on value creation, product and market innovation, and competitive advantage.

TYPE OF INSTRUCTION

For information see § 17.

EXAM

EXAMS

Name of exam	Global Environmental dynamics and Firm Responses
Type of exam	Written or oral exam Individual examination.

ECTS	5
Permitted aids	As stated in Appendix 2 in the Examination Policies and Procedures.
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	Globale miljømæssige dynamikker og virksomhedsrespons
Module code	KAINB202015
Module type	Course
Duration	1 semester
Semester	Spring
ECTS	5
Language of instruction	English
Location of the lecture	Campus Aalborg
Responsible for the module	Mohammad Bakhtiar Rana , Jonas Strømfeldt Eduardsen

ORGANISATION

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

PROMOTING INNOVATION AND ENTREPRENEURSHIP

2020/2021

CONTENT, PROGRESS AND PEDAGOGY OF THE MODULE

Promoting innovation and entrepreneurship is high on the political agenda in most countries in order to secure competitiveness, growth and employment and at the same time contribute to solving societal grand challenges. With a focus on government-business relations the module introduces theoretical and analytical foundations for understanding innovation- and entrepreneurship dynamics at various analytical levels (macro-, meso-, and micro), and policies for promoting innovation and entrepreneurship.

LEARNING OBJECTIVES

KNOWLEDGE

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

- the theoretical and analytical foundations for innovation- and entrepreneurship dynamics and related policy at macro-, meso-, and micro level.
- recent trends in innovation- and entrepreneurship policy and be able to identify relevant issues and problems in practice.
- and be able to understand and, on a scientific basis, reflect on key policy instruments for promoting innovation and entrepreneurship.

SKILLS

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

- critical reflecting on and selecting among theoretical and analytical approaches for promoting innovation and entrepreneurship, and set up – on a scientific basis – analysis and solution models for the identified problems.
- communicating research-based knowledge and discussing professional and scientific issues related to promoting innovation and entrepreneurship with both peers and non-specialists.

COMPETENCES

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

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

TYPE OF INSTRUCTION

For information see § 17.

EXAM

PREREQUISITE FOR ENROLLMENT FOR THE EXAM

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

EXAMS

Name of exam	Promoting Innovation and Entrepreneurship
Type of exam	Written or oral exam

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

FACTS ABOUT THE MODULE

Danish title	Fremme af innovation og iværksætter
Module code	KAINB202023
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 Lindgaard Christensen , Eun Kyung Park

ORGANISATION

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