



## Semester Description EBA 4<sup>th</sup> Semester, 2018

### Semester details

School: School of Business and Economics <http://www2.business.aau.dk/Education/sbe/>

Study board: Study Board of Business Administration

Study regulations: [http://www.fak.samf.aau.dk/digitalAssets/93/93806\\_ha13-eng.pdf](http://www.fak.samf.aau.dk/digitalAssets/93/93806_ha13-eng.pdf)

### Semester framework theme

*The focus of the 4<sup>th</sup> Semester is threefold. First, to introduce students to the fundamental principles and concepts of marketing and to give an understanding of how to do market research and use it to make better management decisions. Secondly, students will be given the possibility to conduct quantitative analyses, and critically interpret results and evaluate analyses based on statistical models. Finally, the semester project, will portray the students' academic progression by having them apply the learning gained in the first two modules (from a theoretical and methodological perspective) on a self identified problem.*

### Semester organisation and time schedule

*The Semester is organised into 3 modules: "Marketing and Market Analysis", "Data Analysis and Statistics" and "Strategy and Strategy Project". The first two modules will consist of lectures, exercises and guest lectures, while the last module focuses on the writing of the Semester Project, where students are divided into groups and are allocated a supervisor.*

*"Marketing and Market Analysis" is a module combining 8 lectures in Marketing and 8 lectures in Market Analysis. An exercise session is attached to each lecture, where students are required to participate in. The lectures will give the students the ability to handle issues of marketing management primarily at an operational level (i.e. existing marketing problems) and to reflect upon marketing development at a strategic level. Furthermore, market analysis will be put into practice in order to transform research findings into actionable business insights.*

*In the "Data Analysis and Statistics" module statistical model concepts are introduced, so that quantitative analyses can be performed. Here students will be acquainted with the statistical package SPSS, which helps them to analyse data in order to critically interpret and evaluate results of quantitative analyses. The module encompasses 23 lectures and 22 exercises, where students will be given the opportunity to work on the given exam exercises. Furthermore, Assistant Professor Daojuan Wang will provide 4 sessions of exercise consultations, where students can ask questions about the curriculum.*

*The "Strategy and Strategy Project" consists of writing a semester project within strategy and/or marketing in a strategic perspective. Here students draw inspiration from issues and topics introduced in the semester's teaching modules. A company based project, makes up a good ground for practicing problem-based learning; however, this is not a requirement.*

### Semester coordinator and secretariat assistance

Semester coordinator: Andreea Bujac, [andreea@business.aau.dk](mailto:andreea@business.aau.dk)

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