



Semester Description for the 1st EBA semester (Economics and Business Administration), v.220618

Semester details

School: School of Business and Economics (SBE)

Study board: Study board of Business Administration

Study regulations: Study regulation (translation of studieordning, when available)

Semester framework theme

In the first semester of EBA program, students are introduced to basic principles and practices of the Problem Based Learning (PBL) model of working in projects with an emphasis on problem/ project orientation and group learning. The ability to define, recognize and solve specific problems within the discipline of economics and business administration will be trained. The emphasis is on taking the first steps towards developing the ability to get acquainted with academic knowledge and transfer the knowledge to practise.

While the semester contains general introduction to PBL and project work, there will be other supporting modules covering various tools and relevant themes for project work. Firstly, students are introduced to basic economic and management theories that will allow them to study firms from an external/ internal perspective. Secondly, students will learn how to search and use scientific literature both online and in physical libraries. Thirdly, students will be introduced to basic tools and theoretical considerations for conducting and understanding academic research. Students learn how to integrate and process diverse sources of data and knowledge in their project work and how to reference them adequately. Lastly, in this semester, there will be a thematic emphasis on the nature of firms from the perspective of management, innovation and sustainability.

Semester organisation and time schedule

The semester is divided into three modules.

Module 1: Problem Statement Project (Theme: Defining a firm), 5 ECTS

Module 2: Microeconomics, 10 ECTS

Module 3: Company project (Theme: Firm, Innovation, and sustainability), 15 ECTS

In Module 1 (5 ECTS points), students will work on the introductory theme "Defining firms" where they will be acquainted to scientific project work in groups. A student tutor (students from earlier cohort) will be assigned to each group to provide advises. Module 1 will run through September month and will be examined in an oral group exam based on a written project at the end of September.

In Module 2 (10 ECTS), students are introduced to basic concepts and theories within business economics (Microeconomics), both from the market perspective and the firm perspective. Module 2 is organized around traditional lectures, flipped podcasts, cases and assignments. Module 2 will run from October to January and be examined by an individual written exam.

The Module 3 (15 ECTS) builds on the lessons learned in Module 1 and is dedicated to developing project work in depth, by strengthening skills and competences in PBL. Compared to the project in Module 1 where the focus is on identifying and presenting a research question, the project work in Module 3 is aimed to write a full project, including problem formulation, scientific method, analysis, conclusion, and process analysis. The theme for the project work in Module 3 is "Firm, Innovation, and Sustainability". Module 3 runs from October to January and will be examined in an oral group exam based on a written project in January.

Module 1 and 3 will be organized around writing a written project as the final outcome and all groups will work with the support of a dedicated project supervisor. Time-wise, the activities for Module 1 will occupy most of September and Module 2 and 3 will run simultaneously from October and onwards.

Semester coordinator and secretariat assistance

Coordinator: Eunkyung Park

Study secretary: Julie Søgaard

Module description

Module 1 Problem Statement Project (Theme: Defining a firm) 5 ECTS
Location EBA 1st semester (fall)
Module coordinator Eunkyung Park
Type and language Module type: Lectures and group project Language of instruction: English
Objectives <u>Knowledge</u> <ul style="list-style-type: none">• Knowledge on how to create a problem formulation, i.e. substantiate, document and define a problem within the theme of the module• Defining what constitutes a company. <u>Skills</u> <ul style="list-style-type: none">• Identify and define a relevant problem issue within the theme of the module.• Formulate a precise and operationalisable research question.• Identify and assess various sources of theoretical and empirical literature and use them where it is relevant in the project report• Use a proper reference system consistently throughout the report as it is expected in academic writing• Identify and extract diverse information of quantitative and qualitative nature and use it to document the relevance of the research problem.• Manage group work and project process. <u>Competences:</u> <ul style="list-style-type: none">• Present the research question in the project with a clear academic language.• Provide arguments for the type of problem formulation selected.• Provide arguments for the relevance and the operationalisability of the research question based on the literature review• Describe and reflect on their experience of collaboration in the group and the collaboration with the supervisor.
Academic content and conjunction with other modules/semesters Students will write a group project, which includes problem formulation and analysis of experience they had in collaborating in groups. The module lectures and supervision support this process. Module 1 is the first one of a series of problem-oriented project modules in the study program and therefore aims to equip students with basic problem formulation competences that students will use in Module 3 project in this semester and other future project modules in the study program.

<p>Scope and expected performance</p> <p>5 ECTS points are equivalent to 135 hours in studies which are spent in class attendance, assignments, reading, study of online sources, and group work.</p> <p>The majority of hours will be used in group work. Students are expected to plan the group meetings and preparation for the meetings. Supervision will be provided approximately once a week.</p>
<p>Participants</p> <p>Students in the EBA B.Sc. programme. If applicable, guest students.</p>
<p>Prerequisites for participation</p> <p>No prerequisites, except for the enrolment in the B.Sc. programme in Economics and Business Administration</p>
<p>Module activities (course sessions etc.)</p> <p><u>Lectures supporting the project work in the module:</u></p> <p>2 x Theme: Nature of firms (Arnim Decker)</p> <p>4 x PBL and project work (Pernille Gjerløv-Juel and Marija Rakas)</p> <p>3 x Use of basic statistics in the project work (Pernille Gjerløv-Juel)</p> <p>2 x Literature search and referencing (Gitte Thomsen)</p> <p><u>Project group work:</u></p> <p>Problem statement project with the aim of formulating a problem-based research question. Utilising diverse sources of literature, students will work towards documenting and presenting a relevant research question within the frame of the theme. Students are expected to use the knowledge taught in the lectures (such as literature search, statistics, group process) in writing the project.</p>
<p>Examination</p> <p>Oral examination based on a non-graded project (Internal censor). Grading: Passed/ not passed</p> <p>The exam will be conducted based on the project report and the individual assessment will be given based on the demonstration of the module's learning objectives. To participate in the exam, the project report needs to meet all the requirements and be handed in on time. The detailed requirement for the project report, exact deadline and exam schedule will be announced on moodle.</p> <p>2-3 groups will be examined together, where the groups will function as opposition groups for each other. Individual student's contribution to the discussion of his/her own project as well as opponent group's project will be assessed for the final grade. For two groups, the exam will take 1 ½ hour.</p>

<p>Module 2: Microeconomics</p> <p>10 ECTS</p>
<p>Location</p> <p>EBA 1st semester (fall)</p>
<p>Module coordinator</p> <p>Arnim Decker and Kristian Nielsen</p>
<p>Type and language</p> <p>Module type: Lectures</p> <p>Language of instruction: English</p>
<p>Objectives</p> <p><u>Knowledge</u></p> <ul style="list-style-type: none"> • Understand the behaviour of households and firms • Understand the assumptions of perfect competition and the efficiency of the associated market equilibrium • Identify and exemplify problems related to market imperfections • Gain insight into theories, models and tools for analysis within strategy and the analysis of organisations <p><u>Skills</u></p> <ul style="list-style-type: none"> • Apply comparative statics related to demand and supply changes on a given market • Analyse the efficiency and the effects of taxation • Analyse problems related to market imperfections • Apply game theory to analyse strategic behaviour of firms • Apply theories, models and tools for analysis on specific problems within strategy and the analysis of organisations <p><u>Competences:</u></p> <ul style="list-style-type: none"> • Identify problems within microeconomics • Argue for the application of theories on problems within microeconomics • Argue for the application of theories, models and analytical tools to solve problems within strategy and management
<p>Academic content and conjunction with other modules/semesters</p> <p>One part of the module introduces the students to fundamental concepts within microeconomic theory. Market demand, market supply and market equilibrium under perfect competition are derived based on assumptions about the behaviour of household and firms. The students learn to apply comparative statics and to evaluate the efficiency of the market equilibrium under different types of imperfect competition (including monopoly, oligopoly and monopolistic competition) as well as other market imperfections (including externalities, asymmetric information and public goods). The causes of market imperfections as well as potential solutions to these (including economic policy and regulation) are discussed based on microeconomic theory and the application of this on specific examples and problems. This part focuses on</p>

the external environment of the firm, which continuously will be included in the following semesters.

The other part of the module focuses on the firm as the unit of analysis. A wide range of analytical tools will be discussed as a foundation for the problem-based project work in groups in the first semester. The focus of the theoretical approaches will be on the analysis of the external environment and strategy as well as a view on the internal organisation. This will also include a theoretical approach to the decision of when transactions are executed within an organization and when they are executed on the market. The behaviour of actors inside the organisation and in markets will be analysed from an incentives perspective serving as a motivating and restricting factor. Different types of organisations will be discussed. The use of theoretical tools will be further developed and refined in the ongoing semesters.

Scope and expected performance

10 ECTS equivalent to a workload of 270 hours distributed in the following way:

20 double lectures (2 x 45 min.): 40 hours

Reading and preparation for the lectures: 230 hours

Participants

Students in the EBA B.Sc. programme. If applicable, guest students.

Prerequisites for participation

No prerequisites, except for the enrolment in the B.Sc. programme in Economics and Business Administration

Module activities (course sessions etc.)

20x double lectures in economics and managerial economics with integrated exercises and cases. A part of the lectures will be done as flipped classroom lectures (podcasts). More details on flipped classroom will follow on moodle.

Topics: Markets and perfect competition/ Consumer and firm behaviour/ Monopolistic and oligopolistic markets/ Market equilibrium as well as effects of externalities/ External and internal conditions of individual firms/ Approaches to marketing strategies/ Resource-based perspective/ Transaction costs economics/ Marketing/ Game theory/ Organizational structures.

More details can be found on Moodle

Examination

Written examination (4 hours) with internal grading.

Grading: Danish grading scale from -03 to 12

<p>Module 3 Semester project (Theme: Firm, Innovation, and sustainability)</p> <p>15 ECTS</p>
<p>Location</p> <p>EBA 1st semester (fall)</p>
<p>Module coordinator</p> <p>Eunkyung Park</p>
<p>Type and language</p> <p>Module type: Lectures and group project</p> <p>Language of instruction: English</p>
<p>Objectives</p> <p><u>Knowledge</u></p> <ul style="list-style-type: none"> • Basic concepts and theories for what constitutes a firm and firm operation in relation to innovation and sustainability • Basic concepts of philosophy of science • Knowledge on execution of problem-oriented project work (Problem formulation, project method, problem analysis, and conclusion) • Diverse literature search methods and referencing in academic writing • Theories and methods for optimising group work process • Central and relevant IT solutions for business economics field • Analysing quantitative data and conduct descriptive statistics <p><u>Skills</u></p> <ul style="list-style-type: none"> • Identify, define and analyse a relevant business economics problem within the theme • Assess the quality of documentation for the relevance of the investigated research problem • Provide argument for the choice of the theoretical background and the project method • Communicate project results in precise oral and written language following the academic tradition of referencing • Manage group work and project process by applying tools for optimal execution of group project process • Reflect on and be critical to the use of statistics. • Identify and extract diverse information of quantitative and qualitative nature. • Consider and reflect on the utilisation of IT tools in solving the chosen research problem <p><u>Competence</u></p> <ul style="list-style-type: none"> • Identify, spell out and analyse a research problem from the problem-based perspective. • Justify and discuss the chosen research problem, theories and method in relation to other possible issues, theories, and method within the discipline • Execute a problem-based project work at a basic level and reflect on the management of the project

process

- Reflect on the experience with the group work and discuss how to improve the group process
- Evaluate the sources of the literature and data used in the project and discuss the literature search strategy used in the project.

Academic content and conjunction with other modules/semesters

The first semester establishes the basic foundations for working in groups within the PBL paradigm, providing introductory tools to manage group work, formulate a proper research question, and obtain, handle and analyse data with scientific method and the relevant literature. The module also is based on the theoretical background for selected theme of "Firm, Innovation, and Sustainability" and the curriculum taught in Module 2 (Microeconomics). Statistics and IT systems are drawn in the project work to the extent that is relevant for the chosen research problem.

The module 3 project is the first complete project on the study program, dealing with both problem formulation and the analysis on the research problem, different from module 1 project which deals only with problem formulation.

The basic competences for project execution within the frame of PBL will be further developed and utilized in the coming project modules in the study program

Scope and expected performance

15 ECTS points. 15 ECTS points are equivalent to 405 hours of work, which is distributed to activities such as group work, attending lectures, reading, assignment, status seminar, and supervision meetings

Participants

Students in the EBA B.Sc. programme. If applicable, guest students.

Prerequisites for participation

Successful completion of module 1

Module activities (course sessions etc.)

Lectures supporting the project work in the module:

6 x Theme: Firm, Innovation and Sustainability (Eunkyung Park, Daniel Hain, Roman Jurowetzki)

5 x PBL and project work (Pernille Gjerløv-Juel, Marija Rakas, Christian Ydesen)

5 x Use of basic statistics in the project work (Pernille Gjerløv-Juel)

3 x IT management (Arnim Decker)

1 x Literature search and referencing (Marija Rakas)

Project group work:

- Students will work in groups for writing assignments attached to lectures (One assignment for each supporting lecture except for the theme lectures, in total 4 assignments)

- Groups will also work together on a company project within the theme "Firm, innovation and sustainability"

- Other expected activities related to project work: Supervision meeting (approx. once a week including normal supervision meetings and status seminar), Status seminar (mid-project discussion with the supervisor, another group and their supervisor)

Examination

Oral examination based on a non-graded project (External censor). Grading: Danish grading scale from -03 to 12.

The exam will be conducted based on the project report and the individual assessment will be given based

on the demonstration of the module's learning objectives. To participate in the exam, the project report needs to meet all the requirements and be handed in on time. In addition, the assignments attached to the supporting lectures should be delivered and approved by the lecturers. The detailed requirement for the assignments, the project report, exact deadline and exam schedule will be announced on moodle.

The project report is due on the third of December and the exam will be held in January.