

**MSc IN ECONOMICS AND BUSINESS ADMINISTRATION  
(INTERNATIONAL BUSINESS ECONOMICS)**

**2<sup>ND</sup> SEMESTER - SPRING SEMESTER 2019 - MODULE DESCRIPTION**

**Module title, ECTS credits (and possibly STADS code)**

Module 5a  
International Business Models and Strategy

5 ECTS  
STADS Code: SBF700136D

**Location**

2<sup>nd</sup> semester, Spring semester, MSc in Economics and Business Administration  
(International Business Economics)

**Module coordinator**

Romeo V. Turcan, [rvt@businesss.aau.dk](mailto:rvt@businesss.aau.dk)

**Type and language**

Module Type: Course Module - Elective

Language of instruction: English

The module is taught in English, and students are required to write their written exam assignment in English.

**Objectives**

*Aim*

The aim is to give students an insight into and an understanding of (1) the dominant concepts and approaches of business model design of various types of companies and (2) the impact of internationalization on the process of business model design and innovation.

*Learning objectives*

Upon completion of the elective, the student will be able to:

*Knowledge:* Define and understand key concepts and theories of business model design in international contexts

*Skills:* Critically evaluate and reflect on key concepts and theories of business model design in international contexts

*Competence:* Ability to apply knowledge and skills to real life business situations

### **Academic content and conjunction with other modules/semesters**

The elective presents and positions the respective concepts and approaches of business model design and their link to firm internationalization through literature, lectures, workshops, videos, and real life business cases/external speakers.

There will a 4 hour written exam during which each student will address a set of questions. The exam will be based on a business case that will be distributed to the students at the beginning of the module. The students may work on the exam assignment on or off campus, having access to off-line and on-line resources during the preparation time. The questions will be distributed to the students four hours before the exam deadline. Each student must upload his/her assignment to digital exam: <https://digitaleksamen.aau.dk/> before the exam submission deadline expires. Further details will be provided in Moodle.

### **Scope and expected performance**

The module has a load of 5 teaching ECTS.

The module comprises of 3 sessions of two hours (incl., an external speaker); 3 sessions of 4 hours.

Students are expected to read two articles/chapters per teaching session.

### **Participants**

2<sup>nd</sup> semester students enrolled in the MSc programme in Economics and Business Administration (International Business Economics/International Marketing).

Other degree students or guest students who wish to participate in the module may apply to the study board.

### **Prerequisites for participation**

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Business Economics/International Marketing). This requires a Bachelor's Degree in Economics and Business Administration (all programmes and combinations) or other degree where commensurate qualifications are obtained.

## **Module activities**

### **Lecture 1: Introduction: Business Models and Internationalization**

[Romeo V. Turcan]

### **Lecture 2: BMD in the context of NGO internationalization**

[Romeo V. Turcan]

### **Lecture 3: Business Model Basics**

[Jesper C. Sort]

### **Lecture 4: Business Model Design, Configurations and Innovation**

[Jesper C. Sort]

### **Lecture 5: Starting up, growing and scaling up**

[Chris Mould, CEO, Foundation for Social Exchange and Inclusion]

### **Lecture 6: BMD – an alternative way**

[Petri Ahokangas, University of Oulu]

### **Lecture 7: Ecosystem Business Model**

[Petri Ahokangas, University of Oulu]

### Literature (details in Moodle):

1. Textbook: Osterwalder & Pigneur, 2011, Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
2. Compulsory reading: two articles/chapters per session
3. Additional reading: two articles/chapters for further reference

### Teaching staff:

Romeo V. Turcan; Jesper C. Sort; Chris Mould; Petri Ahokangas

## **Examination**

The exam is an internal 4 hour “take home” open book individual written exam based on a teaching case study of an international company.

The exam is based on a real life company presented in a teaching case. Students will provide answers to a set of questions/challenges the company faces relating to business model design and internationalization by integrating theories and practices.

Submissions to be uploaded to Digital Exam: <https://digitaleksamen.aau.dk/>

Size of the submission is max 12,000 characters. When calculating the size of the submission tables and figures are included whereas references, appendices, front page, table of contents are excluded.

See further information about examination procedures and obligatory standard requirements in moodle:

<https://www.moodle.aau.dk/course/view.php?id=28659>

Examination date: **Monday 18/3 2019, 9.00-13.00**

### ***Assessment criteria:***

Assessment is made on the basis of the formulated learning objectives and evaluation criteria described in the curriculum.

Grading according to the Danish 7-point grading scale. The grade has a weight of 5/120.

The grade 12 is given for an excellent performance which displays extensive and reflecting fulfilment of the objectives of the module with no or only a few minor weaknesses. The grade 02 is given for a performance meeting only the minimum requirements for acceptance of the objectives of the module.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)