

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

2ND SEMESTER - SPRING SEMESTER 2019 - MODULE DESCRIPTION

<p>Module title, ECTS credits (and possibly STADS code)</p> <p>Module 5b Contemporary Issues in International Business</p> <p>5 ECTS STADS Code: SBF700137D</p>
<p>Location</p> <p>2nd semester, Spring Semester, MSc in Economics and Business Administration (International Business Economics)</p>
<p>Module coordinator and teachers</p> <p><i>Module Coordinator:</i> Professor Olav Jull Sørensen. ojs@businesss.aau.dk</p> <p><i>Teaching Staff:</i> Professor Olav Jull Sørensen. ojs@businesss.aau.dk Professor Svetla Marinova, svetla@business.aau.dk Associate Professor Dmitrij Slepnirov, ds@business.aau.dk Associate Professor Romeo V. Turcan, rvt@business.aau.dk Associate Professor Yimei Hu, yimei@business.aau.dk Assistant Professor Jonas Eduardsen, jse@busienss.aau.dk</p>
<p>Type and language</p> <p>Module Type: Course Module (Elective) Language of Instruction: English</p> <p>The module is taught in English, and students are required to write their written exam assignment in English.</p>

Objectives

Aim:

The aim of module 5b is to provide students with knowledge of theories and practice explaining contemporary issues in international business economics and strategy.

Learning objectives:

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

Knowledge:

Demonstrate knowledge of various contemporary issues/problems within International Business

Competence:

Position the emerging phenomena in the landscape of International Business theories and assess their importance for managerial practice.

Skills:

Apply relevant theories and models in analyzing contemporary issues/problems within International Business.

Critically evaluate and reflect upon the key issues discussed in the course.

Academic content and conjunction with other modules/semesters

The module builds on the idea that the global economy is highly dynamic and as a result a number of new issues are constantly emerging. Examples of such emerging issues are, “Multinational Companies from Emerging Economies” and “Anti-Globalization Campaign”. Researchers have started reflecting on these issues and managers are monitoring what goes on and take part in various activities to be able to act in time, but we do not yet know how the phenomena will unfold in reality.

In addition to these emerging issues, we will also discuss important issues that we have not had time to include in our modules. An example is the trend towards servitization of business propositions facilitated by digitalization..

The format of the module will depend on the topic, but in general there will be more discussions than lecturing and to the extent possible, the outside stakeholders will be involved.

The overall questions for all the sessions in the module are “What is the phenomenon in question all about; how will it unfold, and what impact on international business can we foresee”.

Scope and expected performance

The module covers 5 ECTS corresponding to a workload of 135 hours. This includes:

- Lectures/Seminars: 7 double lectures
- Preparation time: 81
- Project work/Exam: 40

Participants

2nd 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 (course sessions etc.)

The module consists of the following main activities:

1. Seven teaching sessions (double sessions)
2. Individual 24-hour exam on one of the topics discussed in class.

Topics of the Teaching Sessions:

Session 1: Anti-Globalization or a New Global Architecture ?

Session 2: The Chinese are Coming: Internationalization of Chinese Companies

Session 3: Clusters as an Internationalization Platform for SMEs: The case of Brains Business

Session 4: Servitization in International Business

Session 5: International Entrepreneurship

Session 6: Big Data and Artificial Intelligence in Global Business

Session 7: Setting Up and Managing Subsidiaries by Big Multinationals (guest speaker)

For session schedule, venue and literature, see Moodle

Examination

The exam is an internal 24-hour “take home” open book individual written exam, where students will choose a topic from a list of topics and prepare a written answer to the topic to be submitted electronically to Digital Exam: <https://digitaleksamen.aau.dk/>

Size of the submission is max 24,000 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 standard requirements of submissions in moodle:

<https://www.moodle.aau.dk/course/view.php?id=28666>

Start of Examination: Wednesday 3/4 2019 at 9.00.

End of Examination: Thursday 4/4 2019 at 9.00.

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