

**MSC IN ECONOMICS AND BUSINESS ADMINISTRATION
(INTERNATIONAL MARKETING)**

4TH SEMESTER - SPRING SEMESTER 2019 - SEMESTER DESCRIPTION

Semester Details

School: Skole for Økonomi og Erhvervsstudie/School of Business and Economics

Study Board: Det Erhvervsøkonomiske Studienævn/Business Administration Study Board

Study regulations: Master's programme in Economics and Business Administration (International Marketing), 2016

Curriculum:

Danish and English versions are available here:

<https://www.fak.samf.aau.dk/uddannelse/studieordninger/erhvervsøkonomi/>

Semester framework theme

This is the final semester where all of the theories and methods learned in the 1st and 2nd semester, and the experience and/or further theories and methods learned in the 3rd semester, comes together in a large research project - the master thesis.

The Master's Thesis must document knowledge, skills and competences to work with scientific theories and methods within a specified topic building on main areas of international marketing. The Master's Thesis may address theoretical/practical issues, for example in cooperation with a company or organisation, or purely theoretical/methodical issues. The topic, to be approved by the Academic/Programme Coordinator, must reflect a degree of complexity and scope that will make it possible to complete within the course of one semester.

Semester organisation and time schedule

The 4th semester is the final semester of the MSc programme devoted to the writing of the master's thesis and consists of one Module: Module 8 - Master's Thesis.

The module commences in February and ends in June with students sitting their final examination, their master's thesis examination.

Semester Coordinator and Secretariat Assistance

Coordinator

Academic/Programme Coordinator:

Associate Professor Reimer Ivang, ivang@business.aau.dk

Secretariat Assistance

MSc International Marketing 1.-4. semester

MSc International Business Economics 3.- 4. semester

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MSc International Business Economics 1.- 2. semester

BSc 5.- 6. semester

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