

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

2ND SEMESTER - SPRING SEMESTER 2019 - SEMESTER DESCRIPTION

Semester Details

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

Study Board: Det Erhvervsøkonomiske Studienævn/Business Administration Study Board

*Study regulations: Master's programme in Economics and Business Administration
(International Business Economics), 2008 with amendments 2010, 2011 and 2016*

Curriculum:

Danish and English versions are available here:

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

Semester framework theme

The framework theme for the 2nd semester is “*executive decision models in international business contexts*”.

Modules:

1) Managing International Business Functions

2) Electives (Combination of 5a and 5b)

Electives offered by the International Business Programme

- 5a - International Business Models and Strategy - 5 ECTS
- 5b - Contemporary Issues in International Business - 5 ECTS

Electives offered by the International Marketing Programme

- 5a – Export Marketing - 5 ECTS
- 5b - Contemporary Issues in International Marketing - 5 ECTS
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3) Course in Research Methodology II + Semester Project: Application of Quantitative and/or Qualitative Methods in Solving International Business Problems

The semester provides the students with crucial learning about executive decision models in international business contexts. Hereby the semester contributes to the academic progression in order to present different international perspectives on international branding and business communication. More to the students generate crucial learning in how to research a market, analyse the data and recommend different actions based on the material.

The semester is to provide students with advanced knowledge and skills in the subject of business, focusing on theoretical as well as methodical qualifications and thereby qualifying students to work independently in the subject area. Furthermore, the semester provides students with the opportunity to study in depth advanced academic aspects of international business disciplines and methods, including training in academic work and methods, which further develop students' abilities in working in a specialist professional capacity and taking part in academic development work.

Semester organisation and time schedule

The academic programme consists of the following activities:

- 1) Lectures,
- 2) Mini-project work,
- 3) Semester project work,
- 4) Prerequisite activities.

Lectures

Most of the courses will be taught in lecture form; however, class discussions are greatly encouraged during lectures.

Project work

Students will be required to write two projects (the first and third module) in groups during the semester and take part in an individual oral examination based on the project. Furthermore, students will be examined in a 4-hour and 24-hour examination in relation to the electives.

Semester Project

Theme: International Application of Quantitative and/or Qualitative Methods in Solving International Business Problems

Writing a comprehensive project is a major activity in the spring semester. The activity starts with the submission of a tentative problem formulation and continues until the submission of the project. Students will be required to take part in an oral group examination based on the project.

Prerequisite

The semester begins primo February and ends ultimo June.

Prerequisite Activities

During the semester mandatory activities might be scheduled - so called prerequisite activities. Please consult the individual module descriptions for further information.

Students must take part in these mandatory activities to be allowed to sit the examination in module 6 - 2nd semester project examination. Students must provide a doctor's note, if they are not able to take part in these mandatory activities in order to be eligible to sit the examination in module 6.

Semester Coordinator and Secretariat Assistance

Coordinators

Academic/Programme Coordinator:

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

Semester Coordinator - 2nd semester

Assistant Professor Jimmi Normann Kristiansen, jimmi@business.aau.dk

As each module constitutes inputs from different lecturers, each module has a module coordinator.

Module Coordinators:

Module 4 - Managing International Business Functions:

Assistant Professor Jimmi Normann Kristiansen, jimmi@business.aau.dk

Module 5a - International Business Models and Strategy:

Professor Romeo V. Turcan, rvt@business.aau.dk

Module 5b - Contemporary Issues in International Business:

Professor Olav Jull Sørensen, ojs@business.aau.dk

Module 6a - Research Methodology II:

Assistant Professor Jonas S. Eduardsen, jse@business.aau.dk

Module 6b - Semester Project:

Assistant Professor Jimmi Normann Kristiansen, jimmi@business.aau.dk

Secretariat Assistance

MSc International Business Economics 1.- 2. semester

BSc 5.- 6. semester

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MSc International Business Economics 3.- 4. semester

MSc International Marketing 1.-4. semester

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