

**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 4 Managing International Business Functions</p> <p>5 ECTS STADS Code: SBF700135C</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> Assistant Professor Jimmi Normann Kristiansen (jimmi@business.aau.dk) https://www.linkedin.com/in/jimmikristiansen/</p> <p><i>Teaching Staff:</i> Assistant Professor Jimmi Normann Kristiansen (jimmi@business.aau.dk) Guest lecturer</p>
<p>Type and language</p> <p>Module Type: Course Module Language of Instruction: English The module is taught in English, and students are required to write their written exam assignment in English.</p>
<p>Objectives</p> <p>Aim</p> <p>The aim of module 4 is to give students insight into, and an understanding of, business functions that underpin the internationalization of companies.</p>

Upon completion of the module, the student will have gained knowledge and competency in the following:

Knowledge

- (a) Define, understand and integrate key business functions in an international perspective.
- (b) Define, understand and reflect on key concepts and theories of international business development in the functions of marketing, new business development (including venturing and M&A), procurement, financial accounting, operations and strategy.
- (c) Identify, understand, apply and reflect upon relevant empirical data needed in order to solve problems in an international business context.

Competence

Ability to apply the knowledge on business reality (cases).

Academic content and conjunction with other modules/semesters

The module has its foundation in the functions that are essential to internationalize a company. The module will be discussed through a comprehensive case that enables the students to utilize and grow their skills in economics and business administration. In introducing and discussing the case, the students will develop their holistic business understanding in order to be able to discuss complex issues. The academic content will moreover put specific emphasis on functions of marketing, new business development (including M&A), procurement, financial accounting, operations and strategy.

Scope and expected performance

The module covers 10 ECTS corresponding to a workload of 270 hours. This includes:

- Lectures with discussions: 26
- Exercises: 4
- Preparation time: 98
- Project work: 127
- Exam: 15

Participants

2nd semester students enrolled in the MSc programme in Economics and Business Administration (International Business Economics).

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). 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. 13 teaching sessions (2x 45 mins per session)
2. Project work in groups of five discussing and answering a set of questions related to a case
3. Individual oral exam of ½ hour (External Censor).

Topics of Teaching Sessions:

Session 1: Introduction to the module the and case (airline company)

Session 2: Introduction to the case (cont'd)

Session 3: Industry insight on the airline industry

Session 4: Service Innovation

Session 5: Marketing and our competitors

Session 6: Human Resource Management

Session 7: Operations Management: Procurement

Session 8: Valuation and M&As

Session 9: Valuation and M&As (cont'd)

Session 10: Principles of Financial Accounting

Session 11: Strategic Management

Session 12-13: Case Discussion Seminar (presentation and panel comments)

Examination

Students will be required to write a mini-project of max. 11,000 words, (*including tables and figures. Excluding references, appendices, front page, table of contents*) in groups based on a case and take part in an external oral individual examination based on the project written in groups.

At the end of the module, there will be an external oral individual exam, where students are tested on their project work and the curriculum. The mini-project will be used as a starting point for the exam, but students should also expect to be asked questions about other issues related to the curriculum.

The oral examination will be conducted on an individual basis with an examiner and an external examiner and has a duration of 30 minutes per student with a 15 minute feedback session per group.

Each student will be required to make a presentation of about 10 minutes. The presentation should cover central issues that the student would like to emphasize in relation to the mini-project. Examiners will ask questions related to the presentation, but also in other aspects of the project and the syllabus for the specific module.

The maximum number of students allowed in a group is 7.

Optimal group size is a group of 5 students.

Assessment:

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

Each student will be examined and evaluated **individually** on the basis of knowledge demonstrated in:

- His/her presentation at the exam (max 10 minutes per student)
- The group mini-project
- The complete module syllabus

Although the projects will not be graded separately, the oral examinations will take their point of reference in the projects in addition to presentations made by the students during the oral examinations.

The grading will be done according to the Danish 7-point grading scale. The grade has a weight of 10/120.

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

Students will receive their individual grades during the feedback session while the entire group is present in the examination room. However, according to the regulations, students have the right to receive their grades without the rest of the group being present. Students who would like to receive their grades without their fellow group members being present in the examination room, must therefore inform the examiner of this request immediately prior to the commencement of the examination.

Submission of mini-project:

Friday 22/2 2019 at 15.00

Electronic version of the project to be uploaded to digital exam within the deadline:

<https://digitaleksamen.aau.dk/>

Examinations:

Thursday 28/2 and Friday 1/3 2019