



Module description

<p>Module title, ECTS credits (and possibly STADS code)</p> <p>Project work. Theme: The company seen in an international context</p> <p>20 ECTS</p>
<p>Location</p> <p>EBA, 2st semester</p>
<p>Module coordinator</p> <p>Kristian Nielsen, Associate Professor, kn@business.aau.dk</p>
<p>Type and language</p> <p>Course module</p> <p>English</p>
<p>Objectives</p> <p>The objectives of the module are:</p> <p>Knowledge:</p> <p>The objective is to enable students to reflect on companies in international political and economic contexts, including:</p> <ul style="list-style-type: none">- Demonstrating knowledge of how globalisation and the various types of market economies promote different types of competitiveness - including the EU's internal market.- Showing insight into the role of the business economist in the international company.- Distinguishing between different analytical models for understanding the international company.- Demonstrating knowledge of different concepts and perspectives of the philosophy of science. <p>Skills:</p> <ul style="list-style-type: none">- Applying skills in the analysis of business issues relating to the international contexts of a company, i.e. the company's competitive possibilities in an international market.- Applying concepts from the philosophy of science in project work and reflecting on the basis of the philosophy of science on the individual aspects of the project and their interrelationships. <p>Competences:</p> <ul style="list-style-type: none">- Selecting and reflecting on key business issues relating to the dynamics of an international context.- Assessing which specific aspects should be taken into account when managing an international company.- Applying the philosophy of science in future study activities in the programme BSc in Economics and Business Administration.
<p>Academic content and conjunction with other modules/semesters</p> <p>The objective is to provide students with broad knowledge of the effect of economic, political, sociological and technological framework conditions of companies, the welfare state and the collective agreement</p>

regulation on the framework conditions of the companies, including their strategies as regards recruitment, employment and dismissal of workforce.

In this context, the students must also be introduced to the international company as a phenomenon and must acquire an understanding of the role a business economist can and must play in the development of the international company. The student must be able to see the international company in a future perspective and to put into perspective the role a business economist can and must play in the development of the international company.

The project work and the student's ability of critical thinking are supported by a course block in philosophy of science, which further develops the student's analytical skills acquired in the first semester and is applied in the project work of the semester, particularly in relation to constituent project elements and in the project in its entirety. Students are also expected to apply philosophy of science in future project work and course activities.

The activity consists of four modules, each of which extends over a limited period and has its own academic content within the theme framework of the module, and a block which includes philosophy of science:

Block 1: Analyzing an Organization (4 double lectures by Assistant Professor Kim Malmbak Møller)

Based on a selected case and on the presentation and discussion of selected and relevant models and theories, the students will work in groups to conduct a number of analyses of an international company. A particular focus will be on the international company as a phenomenon and on the role of the business economist in developing the international company.

Lecture 1:

Understanding an organization – parts of a whole.

Defining an organization. Who and what is it? And how are they coexisting?

Broad vs in depth

Lecture 2:

Informal vs formal

Culture and economy

Lecture 3:

Management and communication

The effect of a chosen perspective

Lecture 4:

The business economist: What are we? What is our purpose? Why are you here? What is our future role? A moral compass for organizations?

Block 2: The companies in political and institutional contexts (4 double lectures by Associate Professor Henrik Plaschke)

In this block, the students will analyse the framework conditions of the companies, which are affected by the political system, labour market institutions etc. The block will focus on the effect on companies of different policy areas, i.e. economic policy, employment policy and industrial policy. Next, the effect of the regulation of the labour market through collective bargaining and social security schemes on company

staffing strategies will be expounded. Finally, students will explore how the welfare state may affect the business climate of a community by promoting trust and social capital.

Lecture 1: Introducing the history of economic thought and its contemporary relevance

Lecture 2: A dissident tradition - institutionalism and economics: Veblen, Schumpeter, Polanyi

Lecture 3: Back to free markets? Monetarism and neo-liberalism – or the revenge of Keynesian institutionalism after the financial crisis

Lecture 4: The causes and consequences of the European crisis, the crises of the Euro-zone and in different European economies

Block 3: Companies seen in an international context (4 double lectures by Assistant Professor Wouter de Tavernier)

In this block students will analyse the businesses in an international perspective. We will examine, among other things, the effect of globalisation and Europeanisation on international businesses in the shape of new economic and political dynamics. We will demonstrate how the EU internal market operates and discuss the consequences of Brexit and - in more general terms - the potential effect of a showdown with the liberal multilateral world order on the businesses. Finally, we will study theories from the subject of comparative political economy which explain how the institutional framework of businesses contribute to supporting the competitiveness of companies and to a great extent shape the comparative advantages of the companies in an international market.

Lecture 1: The European Union (incl. focus on the single market and Brexit)

Lecture 2: Culture and norms (incl. focus on corporate culture and international cultural differences)

Lecture 3: Globalisation and migration

Lecture 4: Varieties of Capitalism (incl. focus on welfare states and flexicurity)

Block 4: Understanding the future of the organisation (X double lectures by Assistant Professor Professor Kim Malmbak Møller)

In this block students will analyse the international company in a future perspective and put into perspective the role a business economist can and must play in the development of the international company in which technological changes constitute a major driving force for change.

Block 5: Philosophy of science (X double lectures by Assistant Professor Kim Malmbak Møller)

1st semester courses in scientific method will be further expounded by courses in different fields of philosophy of science. The course supports the student's work to understand and translate theory and empirical evidence through examples and exercises, thus enhancing the student's awareness of and ability to include considerations of the philosophy of science in connection with study activities in the BSc in Economics and Business Administration generally and in future project work in more concrete terms.

Upon finishing the course, it is expected that the students are able identify different perspectives within philosophy of science and apply those to a critical discussion of their own texts and to the work of others. The students also have to demonstrate the capacity to link discussions regarding the methodology of their projects to discussions of an ontological and epistemological character.

Lecture 1: The logic and assumptions of scientific methods and research designs

(Guest) lecture: Logic as a discipline and sport

Lecture 2: Theory and consciousness – discussing scientific perspectives

Lecture 3: Phenomenology and Critical realism

Lecture 4: Analytical designs and methods

Seminar: Discussing projects and workpapers

Scope and expected performance

20 ECTS equivalent to 540 hours of work, expected to be divided in the following way:

Lectures: 40 hours

Readings: 210 hours

Exercises: 20 hours

Project work: 246 hours

Supervision: 12 hours

Seminars: 12 hours

Participants

2st semester EBA students

Prerequisites for participation

There are no special prerequisites for participation in the course

Module activities (course sessions etc.)

Lectures, exercises, project work, supervision and seminars.

The specific content of each session can be found on moodle.

Examination

Oral group examination based on a group project (duration depending on group size) with an external co-examiner. Participation in exercises, seminars or other specified activities must be verified and approved.

Module examinations are assessed according to the Danish 7-point grading scale. The grade 12 will be awarded to students who give an excellent performance and demonstrate that they have fulfilled the above objectives exhaustively or with few insignificant omissions. The grade 02 will be awarded to students who demonstrate that they have fulfilled the minimum acceptable level of the above learning objectives.