



Module title, ECTS credits <i>"The company as a whole" - Integrated company study</i> 20 ECTS
Location <i>EBA 5th Semester, autumn; semester theme: Theory-practice integration and application</i>
Module coordinator <i>Romeo V. Turcan, rvt@business.aau.dk</i>
Type and language <i>Semester Project Module</i> <i>Language of instruction: English</i>
Academic content and conjunction with other modules/semesters <i>The student is expected to have knowledge, skills, and competences from the 4 previous semesters at EBA (please refer to the Description of the 5th Semester for details). The supervision in the Semester Project Module therefore takes for granted, that the student can work independently within the AAU PBL model, including choosing between different research questions/problem, theory and models, research methods, and methodology.</i>
Learning Objectives <i>Through problem based learning (PBL) project work the students are writing a semester project in groups based on problems discovered within existing firms.</i> Knowledge: <i>The Semester Project must demonstrate that the student possesses knowledge of theory and method and of integrating and applying theory and method to real life business settings. This includes knowledge to:</i> <ul style="list-style-type: none"><i>Describe empirical and conceptual data to discover a set of real life business problems</i><i>Explain the choice of a business problem for the project connecting it to applicable theories and research methods and analyzed data</i><i>Define and explain the choice of theories and methods to address the chosen real life business problem</i><i>Understand and explain the connection between (i) the chosen real life business problem, (ii) the chosen theories and methods; and (iii) the emerged academic, social, business and/or policy impact</i>

Skills:

The Semester Project must show that the student has skills in PBL project work, can apply interdisciplinary theories, conceptual frameworks, as well as scientific methods and tools to real life organizational or business settings. This includes skills to:

- *Identify a set of real life business problems*
- *Evaluate the identified business problems and make an informed decision as a team on the choice of the problem to be pursued and addressed in the Semester Project*
- *Develop a research design to address the chosen real life business problem*
- *Identify and apply relevant theoretical frameworks and/or models to analyze the chosen real life business problem*
- *Identify and apply interdisciplinary knowledge, theories, methods in the process of addressing the chosen real life business problem*
- *Understand, interpret and critically reflect upon the findings of the project and develop recommendations for academia, society, business and/or policy based on these findings thus creating new knowledge, new connections between practice and theory*
- *Handle project management within the team and with the company*
- *Communicate business-oriented problems in writing and verbally in theoretical and practical contexts*

Competences:

Through the Semester Project, the student must demonstrate that s/he can manage and develop complex, inter-disciplinary tasks within existing organizational settings. This includes competence to:

- *Apply the above knowledge and skills to specific organizational settings and beyond, to generate academic, social, business and/or policy impact*
- *Critically evaluate and assess the developed academic, social, business and/or policy impact within the limitations of the project*
- *Critically reflect on real life business problems identified*
- *Critically assess the relevance of chosen theoretical frameworks and/or models in the analysis of the chosen real life business problem*
- *Critically reflect on research design, data collection and analysis methods*
- *Critically assess the choice and application of theory of science and methodological approaches to the identification of (i) real life business problems, (ii) theories and models; (iii) research method; and (iv) impact/interpretation*

Scope and expected performance

20 ECTS is equivalent to 540 hours of work. This time includes, but is not limited to, meetings and/or interviews with company representatives and their stakeholders, internal group meetings, readings, and meetings with supervisors.

Introduction to semester project, group formation, student-company fair and supervisor allocation to support the semester project will be held during September.

Details will be provided in Moodle.

Semester project size:

Project written by 1 student: max 40 pages

Project written by 2 students: max 60 pages

Project written by 3 students: max 70 pages

Project written by 4 students: max 80 pages

Project written by 5-6 students: max 100 pages

Note: *The total number of pages indicated above excludes table of contents, appendices and the executive summary. A page is defined as 2,400 characters with spaces.*

Examination

Oral group examination based on a project (duration depending on group size). An external co-examiner/censor will attend the oral exam. Individual assessment 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.

Only students who have turned in the semester project on time can take part in the exam. Precise time for turning in the project and the schedule for the exam (end of January) will be posted by study secretary Julie Søgaard in Moodle.