

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

**3<sup>RD</sup> SEMESTER - AUTUMN 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, International Business Economics), 2016*

**Curriculum/study regulations**

*Danish and English versions are available here:*

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

**Semester Framework Theme**

The 3<sup>rd</sup> semester is a full elective semester where students construct their own programme based on the learning from the 1<sup>st</sup> and 2<sup>nd</sup> semester.

This means that students can choose between:

1. *Module 7a*: An internship with a company/organization abroad/in Denmark
2. *Module 7b*: Working on a project in Denmark (possibly on a specific company assignment)
3. *Module 7c*: Studying for one semester as an exchange student at a university abroad
4. *Module 7c*: Studying for one semester at another Danish university or at Aalborg University

Any of the four options that a student chooses is subject to the approval of the 3<sup>rd</sup> semester coordinator. We strongly recommend the first option, i.e. doing an internship with a company/organization abroad.

Students taking a project oriented course of study will have to prepare a project report for the exam, while students attending courses at Aalborg University or elsewhere will have their exams in conjunction with the chosen study.

### **Semester Organisation and Time Schedule**

The 3<sup>rd</sup> semester is an autumn semester and only contains one module: Module 7.

The Module commences in September, but students need to start planning their individual semester during the spring semester. The student's chosen activity must be pre-approved by the Study Board of Economics & Business Administration via the semester coordinator, before the semester commences in September. Exams are conducted in January.

### **Semester Coordinator and Secretariat Assistance**

#### **Module Coordinators**

Professor Marin Marinov, [marinov@business.aau.dk](mailto:marinov@business.aau.dk)

Associate Professor Yimei Hu, [yimei@business.aau.dk](mailto:yimei@business.aau.dk)

#### **Secretariat Assistance**

#### **Secretary - MSc International Business Economics & MSc International Marketing**

Birgitte Krogner

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## MSc IN ECONOMICS AND BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS ECONOMICS)

### 1ST SEMESTER - AUTUMN SEMESTER 2019 - MODULE DESCRIPTION

<p><b>Module 1:</b>  <b>Theory of Internationalisation of Companies in Institutional Contexts</b>          10 ECTS          STADS Code: SBF700130K</p>
<p><b>Location</b>          Semester 1, Autumn Semester, MSc in Economics and Business Administration          (International Business Economics)</p>
<p><b>Module Coordinator</b>          Professor Svetla Marinova, <a href="mailto:svetla@business.aau.dk">svetla@business.aau.dk</a></p> <p><b>Lecturers</b>          Professor Svetla Marinova, <a href="mailto:svetla@business.aau.dk">svetla@business.aau.dk</a>          Professor Romeo V. Turcan, <a href="mailto:rvt@business.aau.dk">rvt@business.aau.dk</a>          Professor Marin Marinov, <a href="mailto:marinov@business.aau.dk">marinov@business.aau.dk</a>          Professor Olav Jull Sørensen, <a href="mailto:ojs@business.aau.dk">ojs@business.aau.dk</a>          Associate Professor Mohammed B. Rana, <a href="mailto:mbr@business.aau.dk">mbr@business.aau.dk</a>          Assistant Professor Jonas Strømfeldt Eduardsen, <a href="mailto:jse@business.aau.dk">jse@business.aau.dk</a></p> <p><b>Secretariat Assistance</b>          Secretary - MSc International Business Economics          Birgitte Krogner          Fibigerstræde 11 Room 81          Phone: +45 9940 8051          E-mail: <a href="mailto:bk@business.aau.dk">bk@business.aau.dk</a></p>
<p><b>Type and Language</b>  <i>Type:</i> Course Module  <i>Language:</i> English</p> <p>The module is taught in English. Students are required to write their projects in English and sit their oral examination in English.</p>

## Objectives

### Aim

The aim is to give students an insight into and an understanding of

- (1) International business theories
- (2) Internationalization of MNEs and SMEs
- (3) The role of home and host country context in the internationalisation of the firm.

### Learning objectives

Upon completion of the module, the student will be able to:

**Knowledge:** demonstrate they know and understand the key international business concepts and theories characterising the development of the IB theoretical field in relation to the internationalization of MNEs and SMEs, and of the impact home and host country context on firm internationalization.

**Skills:** understand, discuss and reflect inter alia on strength, weakness, and limitations of international business theories, on the impact of home and host country context on the internationalization of MNEs and SMEs.

**Competences:** demonstrate their ability to apply the above knowledge and skills to a specific international business case as well as to and across other cases or situations of their choosing.

## Academic Content and Conjunction with other Modules/Semesters

### Content, teaching and student work format

The module presents and positions the respective international business theories and methods of internationalization of companies through literature, lectures/seminars, and company cases.

A module mini-report of max. 11,000 words, (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Content*), is prepared in cross-cultural groups and defended at an oral exam (see below).

The module is scheduled from week 36-41 with exam in week 41 as follows:

- Teaching sessions: **Weeks 36-38**
- Submission of mini-project: **Monday 30/9 2019 at 10.00**
- Examinations: **Week 41**

### Scope and Expected Performance

The module comprises of teaching sessions each of two hours; a one day visit to companies; two guest lectures; and a mini-project prepared in cross-cultural groups of five students.

Students are expected to read at least two articles/chapters per teaching session and prepare smaller assignment related to the teaching/visiting activities as well as a mini-project.

### Participants

Students enrolled in the MSc International Business Economics programme.

Other degree students or guest students who wish to participate in the module may apply to the study board, [oe\\_studienavn@business.aau.dk](mailto:oe_studienavn@business.aau.dk)

### Prerequisites for participation

The students must be admitted to the MSc 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

*Detailed outline of activities will be available in Moodle.*

#### Outline:

At the beginning of the Module in week 36 the students will be put into cross-cultural groups so that they can start working on their mini-project. At the beginning of the Module, the students will be handed a copy of the exam case so that they can link the material taught in the Module to the exam case. In addition to teaching blocks, the students will have the opportunity for field visits and listen to two guest lectures.

**Mini-project** based on the internationalisation of a case company. Students will provide answers to a set of questions/challenges to the company by using their theoretical knowledge.

**Group work:** Students work in cross-cultural groups of five. The groups will have access to supervisors (one supervision session is compulsory). Focus: see learning objectives above.

**Literature** before each session and during the module is divided into three:

1. General textbooks on international business
2. Compulsory and auxiliary articles/book chapters for each session
3. A list of reference journals to supplement the reading and knowledge of the students for each session and for the project.

**Examination:**

Students will be required to write in groups a mini-project of max. 11,000 words (*Including Tables and Figures .Excluding References, Appendices, Front Page, Table of Content*) and take part in an internal individual oral examination based on the project written in groups.

The oral individual examination has the duration of 30 minutes per student with a 15 minute feedback session per group. General feedback will be provided to the group in the 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.

**Optimal and maximum 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. Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](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: **Monday 30/9 2019 at 10.00.**

Electronic version to be uploaded to digital exam: <https://digitaleksamen.aau.dk/> and 2 hard copies to be submitted at the secretariat.

Examinations: **Week 41**



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

**1ST SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION**

<p><b>Module 2</b>  <b>Cross-Cultural Management and Leadership</b>  10 ECTS  STADS Code: SBF700131C</p>
<p><b>Location</b></p> <p>1. semester, Autumn semester, MSc in Economics and Business Administration (International Business Economics)</p>
<p><b>Module Coordinator</b></p> <p>Coordinators for Module 2:  Associate Professor Mohammad Bakhtiar Rana <a href="mailto:mbr@business.aau.dk">mbr@business.aau.dk</a>  External Lecturer Li Thuy Dao, <a href="mailto:lidao@business.aau.dk">lidao@business.aau.dk</a></p> <p>Lecturers</p> <p>Associate Professor Mohammad Bakhtiar Rana <a href="mailto:mbr@business.aau.dk">mbr@business.aau.dk</a>  External Lecturer Li Thuy Dao, <a href="mailto:lidao@business.aau.dk">lidao@business.aau.dk</a>  External Lecturer/ Director of Interlink A/S Susan Vonsild, <a href="mailto:vonsild@business.aau.dk">vonsild@business.aau.dk</a>  Assistant Professor Daojuan Wang, <a href="mailto:daw@business.aau.dk">daw@business.aau.dk</a></p> <p><b>Secretariat Assistance</b></p> <p>Secretary - MSc International Business Economics  Birgitte Krogner  Fibigerstræde 11 Room 81  Phone: +45 9940 8051  E-mail: <a href="mailto:bk@business.aau.dk">bk@business.aau.dk</a></p>
<p><b>Type and Language</b></p> <p>Module Type: Course Module</p> <p>Language of Instruction: English</p> <p>The module is taught in English. Students are required to write their projects in English and sit their oral examination in English.</p>

## **Objectives**

The module will provide students with theoretical and practical insights into major issues of cross-cultural management and leadership. In the context of internationalization and globalization, today's firms face a challenging reality of managing people and business relationships in multiple and diverse cultural contexts. Such diversity and multiplicity generally imply varying modes of expectations and behaviours that require greater awareness and more thoughtful decision making than in a domestic context. Insights gained in this module will help students understand key cross-cultural challenges and identify possible ways of dealing with such challenges.

Learning Objectives:

Upon completion of the module, students will be able to:

- (Knowledge) Define, understand and reflect on key concepts and theories of cross-cultural management and leadership, and apply the knowledge to business reality (cases).
- (Skills) Discuss and analyse advantages and disadvantages of different theories and models of cross-cultural management and leadership in explaining challenges and decision making in various cross-border business settings.
- (Competences) Demonstrate the ability to apply the above knowledge and skills to a specific international business case as well as to and across other cases or situations.

## **Academic Content and Conjunction with other Modules/Semesters**

The module covers major topics and associated theories within intercultural management and leadership in relation to various IB contexts. These topics address the challenges with cross-cultural diversity and multiplicity that firms experience when managing across borders and when ensuring that people with such diverse backgrounds can work together productively. As a point of departure, students will need to understand the core concept of culture as a major component of diversity and the different conceptions and perspectives on culture implying different ways culture influences behaviour. Subsequent lectures will offer insights into how culture relates to managerial challenges in leadership and human resource management, ranging from human resource concerns of an MNE in managing and coordinating foreign subsidiaries to issues of knowledge transfer and learning across borders. In class and during group work, students will have an opportunity to reflect and draw on their own cross-cultural experiences and competencies.

The lectures combine a theory-driven approach, i.e. discussing concepts, perspectives, models, theories, and research approaches with practical insights via company cases and guest lectures given by business executives with experience in intercultural management. Students will be assigned an exam case at the beginning of the course and discuss using different theoretical insights from the lectures to solve the managerial challenges addressed in the case questions.



**Scope and expected performance**

The module has a load of 10 ECTS credits. These are translated into the following workload:

- Preparation for the lectures: students are expected to do the specified readings and assignments (if any) per teaching session
- Attendance at all the scheduled lectures and guest lectures
- Participation in the scheduled workshop and exercise sessions
- Group work on the mini project based on the exam case
- Exam preparations

**Participants**

Students enrolled in the MSc International Marketing program. Other degree students or guest students who wish to participate in the module may apply to the study board, [coe\\_studienaevn@business.aau.dk](mailto:coe_studienaevn@business.aau.dk)

**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**

Detailed outline of activities will be available in Moodle.

- ✓ Teaching sessions are scheduled between week 42-44. These include guest lectures by company representatives. A detailed and updated outline of teaching sessions including details of readings will be available in Moodle.
- ✓ Mini-project: at the beginning of the module, students will receive copies of the exam case with assignments for a mini-project and will form groups to work on the mini-project. The exam case is interactive as it will involve guest lectures by representatives from the case company, where students are expected to actively engage in collecting additional insights in order to answer the case questions. Week 45 is a teaching-free period dedicated to writing and finalizing the mini-project. The size of the written report is max 11,000 words (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Content*). To assist students in writing the mini-project, each group will receive supervision/consultations.
- ✓ Submission of the mini-project is due Monday 11<sup>th</sup> November 2019.
- ✓ Oral exams in week 47

Tentative schedule of teaching sessions:

Session 1: Cross-cultural management and the institutional perspective (MBR)

Session 2: Institutionalism and business systems perspective on international management (MBR)

Session 3: Culture concepts and perspectives in international management (LD)

Session 4: Cross-cultural leadership – concepts and theories (LD)

Session 5: An institutional perspective on cross-border inter-firm collaboration (MBR)

Session 6: Cross-cultural management in international joint ventures (LD)

Session 7: Guest lecture, Niels Østerberg (Orana A/S)

Session 8: A sensemaking perspective on cross-cultural management (LD)

Session 9: Cross-border knowledge management (SV)

Session 10: Outsourcing and international projects (SV)

Session 11: Guest lecture, Fibertex A/S

Session 12: International assignments, expatriation and inpatriation (SV)

Session 13: Cross-border mergers and acquisitions (DJW)

Session 14: Cross-cultural communication and negotiation (SV)

Session 15: Guest lecture, Betina Moldt Rasmussen (Orana A/S)

## **Examination**

At the end of the module, there will be an oral group examination based on the written mini-project. The oral examination will be conducted on a group basis with an examiner and an external examiner.

Students will be required to write in groups a mini-project of max 11,000 words (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Content*).

The duration of the examination will vary with the number of students in each group. 30 minutes are allotted per student. However, no more than 2 ½ hours will be allotted in total per group meaning that the total examination time for a group of 6 or above also will be 2 ½ hours.

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

**Optimal group size is a group of 5 students.**

Information on how to conduct group exams can be found here:

<https://youtu.be/2z-K2sA-VpU>

Students are expected to make a presentation of max 9 minutes per student covering central issues that she/he would like to emphasize.

### **Duration of presentations**

- 1 student = max 9 minutes
- 2 students = max 18 minutes
- 3 students = max 27 minutes
- 4 students = max 36 minutes
- 5 students = max 45 minutes
- 6-7 students = max 54 minutes

### **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
- 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.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)

Students will receive their individual grades 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: **Monday 11/11 2019 at 10.00**

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

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

and 2 hard copies to be submitted at the secretariat.

Examinations: **Week 47**

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

**1<sup>ST</sup> SEMESTER - AUTUMN SEMESTER 2019 - MODULE DESCRIPTION**

**Module 3: Course in Research Methodology (3a) + Semester Project (3b)**

**Module 3a: Course in Research Methodology**

**Research Methodology 1: Meta-theoretical perspective and research design**  
 Teaching ECTS: 5

**Location**

1. semester, Autumn semester, MSc in Economics and Business Administration  
 (International Business Economics)

**Module Coordinator**

Professor Svetla Marinova, [svetla@business.aau.dk](mailto:svetla@business.aau.dk)

**Lecturer:**

Professor Svetla Marinova, [svetla@business.aau.dk](mailto:svetla@business.aau.dk)

**Secretariat Assistance**

Secretary - MSc International Business Economics  
 Birgitte Krogner  
 Fibigerstræde 11 Room 81  
 Phone: +45 9940 8051  
 E-mail: [bk@business.aau.dk](mailto:bk@business.aau.dk)

**Type and Language**

Module Type: Course

The course in Research Methodology is taught outside the two thematic modules and directly supports the semester project work.

Language of Instruction: English

**Objectives**

Upon completion of the module, the student will be able to develop skills and competencies in:

- Conducting comprehensive literature review, synthesis and conceptualization
- Engaging in critical reflections on theories and research design based on philosophy of science.

**Academic Content and Conjunction with Other Modules/Semesters**

This module is the first part of a two part course in International Business Research Methods.

It provides students with insights into approaches to thematic and systematic literature review and the meta-theoretical foundation of students’ semester projects and thesis.

The teaching will take the form of lectures and seminars, where appropriate.

**Scope and Expected Performance**

The taught module and follow up project work is designed to cover 5 ECTS comprising a total of 135 hours of student workload. Students will be required to write a semester project based on knowledge provided in the course. The theoretical perspective of the project will be grounded in concepts, frameworks and theories introduced and discussed in the theoretical courses in Semester 1. The students will take a group oral examination based on the project. The breakdown is as follows:

<i>Activity</i>	<i>Hours</i>
<i>Teaching hours &amp; Exercises</i>	<i>32</i>
<i>Preparations &amp; Project work</i>	<i>103</i>

**Participants**

Students enrolled in the MSc International Business Economics programme or MSc International Marketing programme. 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 MSc Economics and Business Administration (International Business Economics/International Marketing). 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**

*Detailed outline of activities will be available in Moodle.*

The module teaching sessions are divided into two parts:

**Part 1: Systematic literature review**

**Part 2: Philosophy of Science and International Business Research**

Reading materials will be provided at the beginning of the semester.

### **Examination**

This module is examined as part of the exam for module 3b: semester project.

Students will be required to write a semester project in groups and take part in an oral examination based on the project. Thus, the students are not given a separate grade for module 3a, but it is part of the overall grade given for the semester project exam.

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

**1<sup>ST</sup> SEMESTER - AUTUMN SEMESTER 2019 - MODULE DESCRIPTION**

**Module 3: Course in Research Methodology (3a) + Semester Project (3b)**

**Module 3b: Semester Project**

**Project within the subject area: Internationalisation and Cross-Cultural Management in a Theoretical and Methodological Perspective including a course in Research Methodology.**

The semester project takes its point of reference in the issues addressed in modules 1 and 2, as well as the course in Research Methodology. The course in Research Methodology is taught outside the two thematic modules and directly supports the semester project work.

The project is to be written in groups.

**Optimal and maximum group size is 5 students.**

Teaching ECTS: 5 ECTS

Examination ECTS: 10 ECTS

STADS Code: SBH700066C

**Location**

1. semester, Autumn semester, MSc in Economics and Business Administration  
(International Business Economics)

**Module Coordinator**

Coordinator for Module 3b - Semester Project:

Professor Svetla Marinova, [svetla@business.aau.dk](mailto:svetla@business.aau.dk)

**Secretariat Assistance**

Secretary - MSc International Business Economics

Birgitte Krogner

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E-mail: [bk@business.aau.dk](mailto:bk@business.aau.dk)



### **Type and Language**

Module Type: Project Module

Language of Instruction: English

Students are required to write their projects in English and sit their oral examination in English.

### **Objectives**

The objective of module 3b is to provide students with competence and skills into problem formulation, identification and synthesis of literature relevant to the problem, scientific and philosophical reflections on the theories identified and the possible adaptations required to apply them to practical international business decisions.

Upon completion of the module, the student will have acquired the following competences/skills:

- Ability to identify and formulate a business problem relevant to an international company
- Ability to do systematic literature review, leading to a framework for conceptualizing the problem identified
- Ability to describe and discuss the philosophical (theory of science) positions of the theories presented in the reviewed literature
- Prepare designs/research strategy for investigating the problem identified
- Preparing a research report with clear structure and in clear language.
- Propose appropriate solutions to the identified problem(s)

The module will train students in how to utilize academic literature to conceptualize a business problem, i.e. the 1<sup>st</sup> semester project is focusing on the conducting a literature review and methodology and not on a full scale project including empirical investigations. Students should therefore not contact companies with the purpose of collecting primary data for the project. Contacting companies should only focus on defining problems and if possible exemplifying the developed analytical frames.

### **Academic Content and Conjunction with other Modules/Semesters**

The project will take as its starting point relevant problems in the subject area of international business and the problem will be treated in a purely theoretical-methodical manner, i.e. in a manner that combines theory/method. The purpose is to strengthen students' ability to identify relevant international business issues, undertake theoretical/methodical conceptualization and reflection, with the focus of developing possible solutions.

### **Scope and Expected Performance**

Students are requested to choose an international business issue/problem related to Modules 1 and 2 and subsequently conduct the following tasks:

- (1) a literature review related to the defined issues followed by designing a conceptual framework,
- (2) the presentation and discussion of alternative methodological positions (based on their knowledge of theory of science and methodological design),
- (3) suggestions of possible solutions to the problems/issues identified.

The semester project is prepared in groups and presented in a report of no more than 50 pages (including Tables and Figures excluding References, Appendices, Front Page, Table of Contents). A page is defined as 2400 characters including the spaces between words.

### **Participants**

Students enrolled in the MSc International Business Economics programme. 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**

This is a project writing module.

The semester project offers the students the opportunity to gain deeper insight into international business related issues of the students' own interest. The semester project follows on the work conducted in the previous modules, and therefore the students can decide to go into depth with one topic from the curriculum in module 1 and 2. Students decide on issues to be addressed in the projects, with inspiration from lectures and reading materials during the semester. It is expected that the student individually search for relevant literature that go beyond the curriculum from module 1 and 2.

**Literature**

Students are required to organize group work and independently seek out relevant literature. The students are allowed to utilize the knowledge and literature from the previous modules, however it is required that they go beyond the curriculum from module 1 and 2. In relation to the exam, the curriculum will be the literature utilized in relation to the project.

**Time Line for Semester Project Writing:**

Group formation to be uploaded to moodle by: Monday 25/11 2019 at 12.00

Allocation of supervisors: Monday 25/11 2019 at 17.00

Problem Formulation (5 pages) to be forwarded to supervisor: Friday 29/11 2019 at 17.00

Draft project (15 pages) to be forwarded to supervisor: Friday 6/12 2019 at 17.00

Submission of semester project: Wednesday 8/1 2020 at 10.00

Examinations: Week 4-2020

## **Examination**

An external oral group examination based on the project work of max 30 pages per group (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Contents*) as well as the syllabi for the course in Research Methodology. A page is defined as 2400 characters including the spaces between words.

The oral examination will be conducted on a group basis with an examiner and an external examiner.

Its duration will vary with the number of students in each group. 30 minutes are allotted per student. However, no more than 2 ½ hours will be allotted in total per group meaning that the total examination time for a group of 6 or above also will be 2 ½ hours.

### **Optimal and maximum group size is a group of 5 students.**

Information on how to conduct group exams can be found here:

<https://youtu.be/2z-K2sA-VpU>

Students are expected to make a presentation of max 9 minutes per student covering central issues that she/he would like to emphasise.

### **Duration of presentations**

- 1 student = max 9 minutes
- 2 students = max 18 minutes
- 3 students = max 27 minutes
- 4 students = max 36 minutes
- 5 students = max 45 minutes
- 6-7 students = max 54 minutes

### ***Assessment:***

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

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

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

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)

Students will receive their individual grades 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.

**MSc IN ECONOMICS AND BUSINESS ADMINISTRATION  
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**3<sup>RD</sup> SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION**

**Module 7**

30 ECTS

STADS Code:

7a - Internship: SBF700141C

7b - Working on a project in Denmark: SBF700144C

**Location**

3<sup>rd</sup> semester, Autumn semester, MSc in Economics and Business Administration  
(International Business Economics)

**Module coordinators**

Professor Marin Marinov, [marinov@business.aau.dk](mailto:marinov@business.aau.dk)

Associate Professor Yimei Hu, [yimei@business.aau.dk](mailto:yimei@business.aau.dk)

**Secretariat Assistance**

**Secretary - MSc International Business Economics**

Birgitte Krogner

Fibigerstræde 11 Room 81

Phone: +45 9940 8051

E-mail: [bk@business.aau.dk](mailto:bk@business.aau.dk)

### **Type and language**

Module Type: Elective module with diversified content

Language of Instruction: English.

Students are required to write their projects in English and sit their oral examination in English.

### **Objectives**

The semester offers the student to select the preferred study activities in relation to the individual students' career plans.

Students can choose between the following study activities for their 3<sup>rd</sup> semester:

- 7a - Company collaboration  
(project-oriented stay with a company and production of final project)
- 7b - Work on an academic project in Denmark
- 7c - Studies/courses under other master's programmes at AAU, other Danish universities or approved stay at international universities abroad

The student's 3<sup>rd</sup> semester study plan is organised in consultation with the programme coordinator and must be approved by the Study Board of Economics & Business Administration to ensure that they meet the requirements of what constitutes a fundamental component of the programme.

Electives provides the student with to opportunity to develop a specific professional competence as part of the chosen profile.

**Module 7a: Project-based internship, 30 ECTS credits**

A project-based internship is an opportunity to combine theories and methods from the programme with practice in firms and organizations. A project-oriented internship takes place in Danish or foreign firms, Danish institutions and authorities located in Denmark or abroad or foreign or international organizations. The internship must be relevant to the programme, and the involved tasks must be of an academic nature. At the end of the project-based internship the student must produce a project report. The project report shall be based on a topic chosen by the student, preferably incorporating the tasks which the student has been engaged in and the problem solving the student has undertaken in the firm or organization. The project report, on which the exam will be based, must document the theoretical and methodical deliberations underlying the solutions of the tasks and problem solving as well as the evaluation of and choice between alternative solutions.

**Module 7b: Semester project, 30 ECTS credits**

The aim of the module is to increase the student's competences in one or several of the core areas of the programme. The semester project must be completed in close collaboration with a relevant research environment. The chosen topic of the semester project must be approved by the Study Board of Economics & Business Administration.

**Module 7c: Specialized electives, 30 ECTS credits**

The aim of the module is to increase the student's competences within chosen academic problems. This can either be done by introducing new academic elements or expanding existing elements. The student must choose between study activities offered by the Study Board of Economics & Business Administration at Aalborg University, other study boards at Economics and Business Administration or other universities in Denmark or abroad. The specialized electives must be pre-approved by the Study Board of Economics & Business Administration and are evaluated as outlined in the relevant study guide.

**Academic Content and Conjunction with other Modules/Semesters**

Module 7 builds upon the theories and methods learned in the 1<sup>st</sup> and 2<sup>nd</sup> semester. Students choose themselves how to combine and expand their previously acquired skills and competencies. This practical application and further development prepares the students to undertake the research project for the master's thesis during the 4<sup>th</sup> semester.



### **Scope and Expected Performance**

The module is equivalent to half a year's work; 30 ECTS.

The precise distribution of the workload:

7a+7b: Depends on the accommodating company, organisation or research group

7c: Depends on the chosen course. Activities decided by relevant study board

### **Participants**

Students enrolled in the MSc International Business Economics programme.

Other degree students or guest students who wish to participate in the module may apply to the Study Board of Economics & Business Administration.

E-mail: [coe\\_studienaevn@business.aau.dk](mailto:coe_studienaevn@business.aau.dk)

### **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**

7a+7b: Depends on the accommodating company, organisation or research group.

7c: Depends on the chosen course. Activities decided by relevant study board.

**Examination**

7a+7b: External, oral, based on project, 7-point grading scale.

7c: Depends on the chosen course. Examination form decided by relevant study board.

***Examination Guidelines in relation to 7a+7b***

Students will be required to write a project of 50 pages maximum (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Contents*) and take part in an external oral individual examination based on the project. A page is defined as 2400 characters including the spaces between words.

The duration of the examination is 1 hour for 1 student.

If you are in a group of 2 or more students writing your project, please note that the oral examination will be conducted on a group basis. Its duration will vary with the number of students in each group:

- 1 student - 1 hour
- 2 students - 1  $\frac{3}{4}$  hour
- 3 students - 2  $\frac{1}{2}$  hour
- 4 students - 3 hours

Students are expected to make a presentation of about 15 minutes covering central issues that they would like to emphasize.

**Duration of presentation**

1 student = max 15 minutes

2 students = max 30 minutes

3 students = max 45 minutes

With regard to group examinations, students will receive their individual grades while the entire group is present in the examination room. However, students have the right to request that they receive their grades without the rest of the group being present in the examination room. Students who would like to make use of this option must inform the examiner prior to the commencement of the examination.

### ***Assessment***

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

The grading will be done according to the Danish 7-point grading scale. The grade has a weight of 30/120.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)

### ***Submission of Project***

Students are required to:

- upload their final project to Digital Exam: <https://www.de.aau.dk/>  
*(no hard copies of project to be submitted, only upload of project to digital exam)*
- clearly mark their project confidential if relevant.
- forward a hard copy of their final project to the host company.

## MSc IN ECONOMICS AND BUSINESS ADMINISTRATION (INTERNATIONAL BUSINESS ECONOMICS)

### 1ST SEMESTER - AUTUMN 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 Business Economics), 2016*

*Curriculum:*

*Danish and English versions are available here:*

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

#### Semester Framework Theme

The framework theme for the 1.semester is internationalization and cross-cultural management in a global context.

The semester theme will be manifested in the three modules focusing on:

- 1) Theory of internationalization of companies in institutional contexts
- 2) Cross-cultural management and leadership
- 3) Semester project

The semester provides the students with crucial learning about internationalization of companies and cross-cultural management and leadership. There is a focus on how the company becomes international and how to manage the international/global company. Hereby the semester introduces the students to different international problems in relation to companies operating in a global context.

The semester is to provide students with advanced knowledge and skills in the subject of international business economics, 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 economics 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 semester consists of courses and project work and each of these activities take up 50% of the semester. Some of the courses are organized into thematic modules (module 1 and module 2) and some are taught outside the thematic modules. The course in Research Methodology (module 3) is taught outside the two thematic modules and directly supports the semester project work.

- 1) Lectures
- 2) Seminars /Workshops/Study Trips
- 3) Consultations
- 3) Mini-project Work
- 4) Main Semester Project work

**Lectures**

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

**Seminars/Workshops/Study Trips**

During the semester there will be arranged several seminars, workshops and study trips where the students will get input from business managers and other employees from the business environment.

**Mini-project**

Students will be required to write two mini-projects (max 11.000 words) in groups during the semester. The mini-projects will be based on theoretical issues to be discussed in modules 1 and 2.

**Semester Project**

*Theme: Internationalisation and Cross-cultural Management in a Theoretical and Methodological Perspective*

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

The semester begins primo September and ends ultimo January.

## Semester Coordinator and Secretariat Assistance

### Coordinators

Academic/Programme Coordinator:

Professor Romeo V. Turcan, [rvt@business.aau.dk](mailto:rvt@business.aau.dk)

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

Coordinator for Module 1:

Professor Svetla Marinova, [svetla@business.aau.dk](mailto:svetla@business.aau.dk)

Coordinator for Module 2:

Associate Professor Mohammad B. Rana, [mbr@business.aau.dk](mailto:mbr@business.aau.dk)

External Lecturer Li Thuy Dao, [lidao@business.aau.dk](mailto:lidao@business.aau.dk)

Coordinator for Module 3a, Research Methodology:

Professor Svetla Marinova, [svetla@business.aau.dk](mailto:svetla@business.aau.dk)

Coordinator for Module 3b, Semester Project:

Professor Svetla Marinova, [svetla@business.aau.dk](mailto:svetla@business.aau.dk)

### Secretariat Assistance

Secretary - MSc International Business Economics

Birgitte Krogner

Fibigerstræde 11 Room 81

Phone: +45 9940 8051

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

**1<sup>ST</sup> SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION**

<p><b>Module 1</b>  <b>International Strategic Marketing and Consumer Behaviour</b>          10 ECTS          STADS Code: SBH700062K</p>
<p><b>Location</b>          1. semester, Autumn semester, MSc in Economics and Business Administration          (International Marketing)</p>
<p><b>Module Coordinator</b>          Research Assistant Jeanne Sørensen Bentzen, <a href="mailto:jeas@business.aau.dk">jeas@business.aau.dk</a></p> <p><b>Lecturers:</b>          Professor Svetla Marinova, <a href="mailto:svetla@business.aau.dk">svetla@business.aau.dk</a>          Research Assistant Jeanne Sørensen Bentzen, <a href="mailto:jeas@business.aau.dk">jeas@business.aau.dk</a>          Associate Professor Ernesto Tavoletti, University of Macerata          CEO Niels Træholt, MED24 - Guest Lecturer</p> <p><b>Secretariat Assistance</b>          Secretary - MSc International Marketing Birgitte Krogner          Fibigerstræde 11 Room 81          Phone: +45 9940 8051          E-mail: <a href="mailto:bk@business.aau.dk">bk@business.aau.dk</a></p>
<p><b>Type and Language</b>          Module Type: Course Module          Language of Instruction: English          The module is taught in English.</p> <p>Students are required to write their projects in English and sit their oral examination in English.</p>

### **Objectives**

The objective of this module is to provide students with an insight into central theories of international marketing strategy and consumer behavior.

Upon completion of the module, the student will be able to:

#### **Knowledge:**

- Demonstrate research based knowledge of theories, concepts and models within the areas of consumer behavior and international strategic marketing
- Explain the role of insights into consumer behavior in developing international marketing strategy.

#### **Skills:**

- Select and apply relevant constructs to analyze consumer behavior
- Apply knowledge of consumer behavior and international strategic marketing to formulate strategic marketing decisions.
- Evaluate theoretical and practical problems within International strategic marketing and consumer behavior to propose relevant international strategic marketing decisions.

#### **Competencies:**

- Systematically reflect upon the meaning of the different theories, constructs and models of consumer behavior and international strategic marketing to understand and work with central international marketing problems
- Independently analyze complex international strategic marketing problems and critically reflect upon consumer behavior to identify international marketing opportunities for goods and service, formulate and propose suggested solutions.

### **Academic Content and Conjunction with other Modules/Semesters**

This is the first module that the international marketing students will take. It therefore lays the foundation for the subsequent modules by introducing students to the theoretical foundation of international strategic marketing and consumer behavior. The teaching will take the form of lectures, cases and seminars, where appropriate.



### Scope and Expected Performance

The module is designed to cover 10 ECTS comprising a total of 270 hour workload. This includes lectures, exercises and/or seminars with teachers in connection with students' work on their mini-projects. Students are expected to spend 1 week working on and writing their mini-projects. The breakdown is as follows

<i>Activity</i>	<i>Hours</i>
<i>Teaching hours</i>	28
<i>Preparation time</i>	130
<i>Project work</i>	110
<i>Project seminar</i>	4

### Participants

Students enrolled in the MSc International Marketing programme. Other degree students or guest students who wish to participate in the module may apply to the study board, [coe\\_studienaevn@business.aau.dk](mailto:coe_studienaevn@business.aau.dk)

### Prerequisites for participation

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Marketing). 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

*Detailed outline of activities will be available in Moodle.*

The module teaching sessions are divided into two parts:

#### **Part 1: International Strategic Marketing**

**Svetla Marinova, AAU**

**Ernesto Tavoletti, University of Macerata**

#### **Part 2: Consumer Behaviour in an international perspective**

**Jeanne Sørensen Bentzen, AAU**

**Examination**

Students will be required to write in groups a mini-project of max. 11,000 words (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Content*) and take part in an internal oral individual examination based on the project written in groups.

The oral individual examination has the 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.

**Optimal and maximum 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.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](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: **Monday 30/9 2019 at 10.00.**

Electronic version of the project to be uploaded to digital exam: <https://digitaleksamen.aau.dk/> and 2 hard copies to be submitted at the secretariat.

Examinations: **Week 41**

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

**1<sup>ST</sup> SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION**

<p><b>Module 2</b>  <b>E-Marketing/E-Commercial Marketing</b>  10 ECTS  STADS Code: SBH700063C</p>
<p><b>Location</b></p> <p>1. semester, Autumn semester, MSc in Economics and Business Administration  (International Marketing)</p>
<p><b>Module Coordinator</b></p> <p>Assistant Professor, Jonas S. Eduardsen, <a href="mailto:jse@business.aau.dk">jse@business.aau.dk</a></p> <p><b>Secretariat Assistance</b></p> <p>Secretary - MSc International Marketing  Birgitte Krogner  Fibigerstræde 11 Room 81  Phone: +45 9940 8051  E-mail: <a href="mailto:bk@business.aau.dk">bk@business.aau.dk</a></p>
<p><b>Type and Language</b></p> <p>Module Type: Course Module</p> <p>Language of Instruction: English</p> <p>The module is taught in English. Students are required to write their projects in English and sit their oral examination in English.</p>
<p><b>Objectives</b></p> <p>This course focuses on the intersection of digital marketing and international marketing. The objective of this module is to provide students with an insight into contemporary theories and approaches to digital marketing in an international context. The module will focus on how digitalization and the use of digital technologies influences international marketing and how companies can use digital marketing to create, communicate, and deliver customer value across national borders.</p>

**Knowledge:**

- Explain how digital technologies affect organizations and how international marketers can exploit digital marketing opportunities effectively
- Demonstrate research-based knowledge about theories, methods and practices within the area of digital marketing
- Define how companies – both large and small – can use digital marketing to create, communicate, and deliver customer value across national borders.

**Skills:**

- Apply knowledge of digital marketing to formulate digital marketing strategies
- Interpret and evaluate data and turn this into data-driven recommendations for solving relevant business problems

**Competencies:**

- Ability to identify and solve relevant business problems related to international digital marketing
- Critically reflect upon market research data to identify causes of business problems and formulate and communicate possible solutions related to international digital marketing

**Academic Content and Conjunction with other Modules/Semesters**

The Internet and other digital technologies have transformed marketing and many companies are striving to gain competitive advantages by taking advantage of these transformations. Thus, there is a need for students to understand to what extent digitalization and the Internet changes existing marketing models and whether new models and strategies can be applied to exploit the medium effectively.

This module attempts to address this need and builds upon the knowledge acquired in the previous module “Strategic marketing and consumer behaviour”. During this module, students will be exposed to different themes related to international strategic marketing and consumer behaviour, including international marketing strategy and e-business, internet-enabled internationalization and international entrepreneurship, social media marketing and online consumer behaviour.

### Scope and Expected Performance

The course awards a total of 10 ECTS, which is equivalent to 270 hours of work. This includes teaching activities (lectures and seminars), preparation, and project work. The expected workload for each activity is specified below.

Activity	Hours
Teaching Hours	30
Preparation time	75
Project work	165

### Participants

Students enrolled in the MSc International Marketing program. Other degree students or guest students who wish to participate in the module may apply to the study board, [coe\\_studienaevn@business.aau.dk](mailto:coe_studienaevn@business.aau.dk)

### Prerequisites for participation

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Marketing). 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

Detailed course description is available in Moodle.

### Examination

At the end of the module, there will be an oral external group examination, where students are tested in their project work and the curriculum. The oral examination will be conducted on a group basis with an examiner and an external examiner.

Students will be required to write in groups a mini-project of max 11,000 words (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Content*).

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 duration of the examination will vary with the number of students in each group. 30 minutes are allotted per student. However, no more than 2 ½ hours will be allotted in total per group meaning that the total examination time for a group of 6 or above also will be 2 ½ hours.

**Optimal and maximum group size is a group of 5 students.**

Information on how to conduct group exams can be found here:

<https://youtu.be/2z-K2sA-VpU>

Students are expected to make a presentation of max 9 minutes per student covering central issues that she/he would like to emphasise.

**Duration of presentations**

1 student = max 9 minutes

2 students = max 18 minutes

3 students = max 27 minutes

4 students = max 36 minutes

5 students = max 45 minutes

6-7 students = max 54 minutes

***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
- 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.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)



Students will receive their individual grade 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: **Monday 11/11 2019 at 10.00**

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

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

and 2 hard copies to be submitted at the secretariat.

Examinations: **Week 47**

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

**1<sup>ST</sup> SEMESTER - AUTUMN SEMESTER 2019 - MODULE DESCRIPTION**

**Module 3: Course in Research Methodology (3a) + Semester Project (3b)**

<p><b>Module 3a: Course in Research Methodology</b></p> <p><b>Research Methodology 1: Meta-theoretical perspective and research design</b> Teaching ECTS: 5</p>
<p><b>Location</b></p> <p>1. semester, Autumn semester, MSc in Economics and Business Administration (International Marketing)</p>
<p><b>Module Coordinator</b></p> <p>Professor Svetla Marinova, <a href="mailto:svetla@business.aau.dk">svetla@business.aau.dk</a></p> <p><b>Lecturer:</b></p> <p>Professor Svetla Marinova, <a href="mailto:svetla@business.aau.dk">svetla@business.aau.dk</a></p> <p><b>Secretariat Assistance</b></p> <p>Secretary - MSc International Marketing Birgitte Krogner Fibigerstræde 11 Room 81 Phone: +45 9940 8051 E-mail: <a href="mailto:bk@business.aau.dk">bk@business.aau.dk</a></p>
<p><b>Type and Language</b></p> <p>Module Type: Course</p> <p>The course in Research Methodology is taught outside the two thematic modules and directly supports the semester project work.</p> <p>Language of Instruction: English</p>



**Objectives**

Upon completion of the module, the student will be able to develop skills and competencies in:

- Conducting comprehensive literature review, synthesis and conceptualization
- Engaging in critical reflections on theories and research design based on philosophy of science.

**Academic Content and Conjunction with Other Modules/Semesters**

This module is the first part of a two part course in International Business Research Methods.

It provides students with insights into approaches to thematic and systematic literature review and the meta-theoretical foundation of students’ semester projects and thesis.

The teaching will take the form of lectures and seminars, where appropriate.

**Scope and Expected Performance**

The taught module and follow up project work is designed to cover 5 ECTS comprising a total of 135 hours of student workload. Students will be required to write a semester project based on knowledge provided in the course. The theoretical perspective of the project will be grounded in concepts, frameworks and theories introduced and discussed in the theoretical courses in Semester 1. The students will take a group oral examination based on the project. The breakdown is as follows:

<i>Activity</i>	<i>Hours</i>
<i>Teaching hours &amp; Exercises</i>	<i>32</i>
<i>Preparations &amp; Project work</i>	<i>103</i>

**Participants**

Students enrolled in the MSc International Business Economics programme or MSc International Marketing programme. 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 MSc Economics and Business Administration (International Business Economics/International Marketing). 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**

*Detailed outline of activities will be available in Moodle.*

The module teaching sessions are divided into two parts:

**Part 1: Systematic literature review (5 sessions of 2 hours)**

**Part 2: Philosophy of Science and International Business Research (3 sessions of 2 hours)**

Reading materials will be provided at the beginning of the semester.

**Examination**

This module is examined as part of the exam for module 3b: semester project.

Students will be required to write a semester project in groups and take part in an oral examination based on the project. Thus, the students are not given a separate grade for module 3a, but it is part of the overall grade given for the semester project exam.

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

**1<sup>ST</sup> SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION**

**Module 3: Course in Research Methodology (3a) + Semester Project (3b)**

**Module 3b: Semester Project**

**Project within the subject area: International Marketing in a Theoretical and Methodological Perspective including a course in Research Methodology**

The semester project takes its point of reference in the issues addressed in modules 1 and 2, as well as the course in Research Methodology. The course in Research Methodology is taught outside the two thematic modules and directly supports the semester project work.

The project is to be written in groups.

**Optimal and maximum group size is 5 students.**

Teaching ECTS: 5 ECTS

Examination ECTS: 10 ECTS

STADS Code: SBH700066C

**Location**

1. semester, Autumn semester, MSc in Economics and Business Administration  
(International Marketing)

**Module Coordinator**

Coordinator for Module 3b - Semester Project:

Assistant Professor Jonas Strømfeldt Eduardsen, [jse@business.aau.dk](mailto:jse@business.aau.dk)

**Secretariat Assistance**

Secretary - MSc International Marketing

Birgitte Krogner

Fibigerstræde 11 Room 81

Phone: +45 9940 8051

E-mail: [bk@business.aau.dk](mailto:bk@business.aau.dk)

## Type and Language

Module Type: Project Module

Language of Instruction: English

Students are required to write their projects in English and sit their oral examination in English.

***However, Danish students are allowed to write their semester projects in Danish and sit their examinations in Danish. However, they have to inform the coordinator/the secretary if they choose to do so, when groups are formed.***

## Objectives

The objective of module 3b is to provide students with competence and skills into problem formulation, identification and synthesis of literature relevant to the problem, scientific and philosophical reflections on the theories identified and the possible adaptations required to apply them to practical international marketing decisions.

Upon completion of the module, the student will have acquired the following competences/skills:

- Ability to identify and formulate a marketing problem relevant to an international company
- Ability to do systematic literature review, leading to a framework for conceptualizing the problem identified
- Ability to describe and discuss the philosophical (theory of science) positions of the theories presented in the reviewed literature
- Prepare designs/research strategy for investigating the problem identified
- Preparing a research report with clear structure and in clear language.
- Propose appropriate solutions to the identified problem(s)

The module will train students in how to utilize academic literature to conceptualize a business problem, i.e. the 1<sup>st</sup> semester project is focusing on the conducting a literature review and methodology and not on a full scale project including empirical investigations. Students should therefore not contact companies with the purpose of collecting primary data for the project. Contacting companies should only focus on defining problems and if possible exemplifying the developed analytical frames.

**Academic Content and Conjunction with other Modules/Semesters**

The project will take as its starting point relevant problems in the subject area of international marketing and the problem will be treated in a purely theoretical-methodical manner, i.e. in a manner that combines theory/method. The purpose is to strengthen students' ability to identify relevant international marketing issues, undertake theoretical/methodical conceptualization and reflection, with the focus of developing possible solutions.

**Scope and Expected Performance**

Students are requested to choose an international marketing issue/problem related to Modules 1 and 2 and subsequently conduct the following tasks:

- (1) a literature review related to the defined issues followed by designing a conceptual framework,
- (2) the presentation and discussion of alternative methodological positions (based on their knowledge of theory of science and methodological design),
- (3) suggestions of possible solutions to the problems/issues identified.

The semester project is prepared in groups and presented in a report of no more than 50 pages (including Tables and Figures excluding References, Appendices, Front Page, Table of Contents). A page is defined as 2400 characters including the spaces between words.

**Participants**

Students enrolled in the MSc International Marketing programme. 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 Marketing). 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**

This is a project writing module.

The semester project offers the students the opportunity to gain deeper insight into international marketing related issues of the students' own interest. The semester project follows on the work conducted in the previous modules, and therefore the students can decide to go into depth with one topic from the curriculum in module 1 and 2. Students decide on issues to be addressed in the projects, with inspiration from lectures and reading materials during the semester. It is expected that the student individually search for relevant literature that go beyond the curriculum from module 1 and 2.

### **Literature**

Students are required to organize group work and independently seek out relevant literature. The students are allowed to utilize the knowledge and literature from the previous modules, however it is required that they go beyond the curriculum from module 1 and 2. In relation to the exam, the curriculum will be the literature utilized in relation to the project.

### **Time Line for Semester Project Writing:**

Group formation to be uploaded to moodle by: Monday 25/11 2019 at 12.00

Allocation of supervisors: Monday 25/11 2019 at 17.00

Problem Formulation (5 pages) to be forwarded to supervisor: Friday 29/11 2019 at 17.00

Draft project (15 pages) to be forwarded to supervisor: Friday 6/12 2019 at 17.00

Submission of semester project: Wednesday 8/1 2020 at 10.00

Examinations: Week 4-2020



## **Examination**

An external oral group examination based on the project work of max 30 pages per group (*Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Contents*) as well as the syllabi for the course in Research Methodology. A page is defined as 2400 characters including the spaces between words.

The oral examination will be conducted on a group basis with an examiner and an external examiner.

### **Optimal and maximum group size is a group of 5 students.**

Information on how to conduct group exams can be found here:

<https://youtu.be/2z-K2sA-VpU>

Its duration will vary with the number of students in each group. 30 minutes are allotted per student. However, no more than 2 ½ hours will be allotted in total per group meaning that the total examination time for a group of 6 or above also will be 2 ½ hours.

Students are expected to make a presentation of max 9 minutes per student covering central issues that she/he would like to emphasise.

### **Duration of presentations**

- 1 student = max 9 minutes
- 2 students = max 18 minutes
- 3 students = max 27 minutes
- 4 students = max 36 minutes
- 5 students = max 45 minutes
- 6-7 students = max 54 minutes

### ***Assessment:***

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

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

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

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)

Students will receive their individual grades 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.





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

**3<sup>RD</sup> SEMESTER - AUTUMN 2019 - MODULE DESCRIPTION**

**Module 7**

30 ECTS

STADS Code:

7a - Internship: SBH700073C

7b - Working on a project in Denmark: SBH700076C

**Location**

3<sup>rd</sup> semester, Autumn semester, MSc in Economics and Business Administration  
(International Marketing)

**Module Coordinators**

Professor Marin Marinov, [marinov@business.aau.dk](mailto:marinov@business.aau.dk)

Associate Professor Yimei Hu, [yimei@business.aau.dk](mailto:yimei@business.aau.dk)

**Secretariat Assistance**

**Secretary - MSc International Marketing**

Birgitte Krogner

Fibigerstræde 11 Room 81

Phone: +45 9940 8051

E-mail: [bk@business.aau.dk](mailto:bk@business.aau.dk)

### **Type and language**

Module Type: Elective module with diversified content

Language of Instruction: English.

Students are required to write their projects in English and sit their oral examination in English.

***However, Danish students are allowed to write their 3<sup>rd</sup> semester projects in Danish and sit their examinations in Danish. However, they have to inform the coordinator/the secretary if they choose to do so when submitting their problem formulations.***

### **Objectives**

The semester offers the student to select the preferred study activities in relation to the individual students' career plans.

Students can choose between the following study activities for their 3<sup>rd</sup> semester:

- 7a - Company collaboration  
(project-oriented stay with a company and production of final project)
- 7b - Work on an academic project in Denmark
- 7c - Studies/courses under other master's programmes at AAU, other Danish universities or approved stay at international universities abroad

The student's 3<sup>rd</sup> semester study plan is organised in consultation with the programme coordinator and must be approved by the Study Board of Economics & Business Administration to ensure that they meet the requirements of what constitutes a fundamental component of the programme.

Electives provides the student with to opportunity to develop a specific professional competence as part of the chosen profile.

***Module 7a: Project-based internship, 30 ECTS credits***

A project-based internship is an opportunity to combine theories and methods from the programme with practice in firms and organizations. A project-oriented internship takes place in Danish or foreign firms, Danish institutions and authorities located in Denmark or abroad or foreign or international organizations. The internship must be relevant to the programme, and the involved tasks must be of an academic nature. At the end of the project-based internship the student must produce a project report. The project report shall be based on a topic chosen by the student, preferably incorporating the tasks which the student has been engaged in and the problem solving the student has undertaken in the firm or organization. The project report, on which the exam will be based, must document the theoretical and methodical deliberations underlying the solutions of the tasks and problem solving as well as the evaluation of and choice between alternative solutions.

***Module 7b: Semester project, 30 ECTS credits***

The aim of the module is to increase the student's competences in one or several of the core areas of the programme. The semester project must be completed in close collaboration with a relevant research environment. The chosen topic of the semester project must be approved by the Study Board of Economics & Business Administration.

***Module 7c: Specialized electives, 30 ECTS credits***

The aim of the module is to increase the student's competences within chosen academic problems. This can either be done by introducing new academic elements or expanding existing elements. The student must choose between study activities offered by the Study Board of Economics & Business Administration at Aalborg University, other study boards at Economics and Business Administration or other universities in Denmark or abroad. The specialized electives must be pre-approved by the Study Board of Economics & Business Administration and are evaluated as outlined in the relevant study guide.

**Academic Content and Conjunction with other Modules/Semesters**

Module 7 builds upon the theories and methods learned in the 1<sup>st</sup> and 2<sup>nd</sup> semester. Students choose themselves how to combine and expand their previously acquired skills and competencies. This practical application and further development prepares the students to undertake the research project for the master's thesis during the 4<sup>th</sup> semester.

### **Scope and Expected Performance**

The module is equivalent to half a year's work; 30 ECTS.

The precise distribution of the workload:

7a+7b: Depends on the accommodating company, organisation or research group

7c: Depends on the chosen course. Activities decided by relevant study board

### **Participants**

Students enrolled in the MSc International Marketing programme.

Other degree students or guest students who wish to participate in the module may apply to the Study Board of Economics & Business Administration.

E-mail: [coe\\_studienaevn@business.aau.dk](mailto:coe_studienaevn@business.aau.dk)

### **Prerequisites for Participation**

The students must be admitted to the Master's Degree Programme in Economics and Business Administration (International Marketing). 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**

7a+7b: Depends on the accommodating company, organisation or research group.

7c: Depends on the chosen course. Activities decided by relevant study board.

**Examination**

7a+7b: External, oral, based on project, 7-point grading scale.

7c: Depends on the chosen course. Examination form decided by relevant study board.

***Examination Guidelines in relation to 7a+7b***

Students will be required to write a project of 50 pages maximum (Including Tables and Figures. Excluding References, Appendices, Front Page, Table of Contents) and take part in an external oral individual examination based on the project. A page is defined as 2400 characters including the spaces between words.

The duration of the examination is 1 hour for 1 student.

If you are in a group of 2 or more students writing your project, please note that the oral examination will be conducted on a group basis. Its duration will vary with the number of students in each group:

- 1 student - 1 hour
- 2 students - 1  $\frac{3}{4}$  hour
- 3 students- 2  $\frac{1}{2}$  hour
- 4 students - 3 hours

Students are expected to make a presentation of about 15 minutes covering central issues that they would like to emphasize.

**Duration of presentation**

1 student = max 15 minutes

2 students = max 30 minutes

3 students = max 45 minutes

With regard to group examinations, students will receive their individual grades while the entire group is present in the examination room. However, students have the right to request that they receive their grades without the rest of the group being present in the examination room. Students who would like to make use of this option must inform the examiner prior to the commencement of the examination.

### ***Assessment***

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

The grading will be done according to the Danish 7-point grading scale. The grade has a weight of 30/120.

Visit this link for details on grading:

[http://www.en.fak.samf.aau.dk/digitalAssets/108/108739\\_7trinsskala-uk.pdf](http://www.en.fak.samf.aau.dk/digitalAssets/108/108739_7trinsskala-uk.pdf)

### ***Submission of Project***

Students are required to:

- upload their final project to Digital Exam: <https://www.de.aau.dk/>  
*(no hard copies of project to be submitted, only upload of project to digital exam)*
- clearly mark their project confidential if relevant.
- forward a hard copy of their final project to the host company.

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

### **1ST SEMESTER - AUTUMN 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-arkiv/>

#### **Semester Framework Theme**

The framework theme for the 1. semester is Consumer Behavior and E-Marketing in an international context.

The semester theme will be manifested in the three modules focusing on:

- 1) Strategic Marketing and Consumer Behavior
- 2) E-marketing/E-commerce
- 3) Semester project

The semester provides the students with crucial learning about strategic marketing, consumer behavior and e-marketing. There is a focus on how to understand the consumer and how to utilize this information when designing e-marketing strategies. Hereby the semester introduces the students to different international problems in relation to companies conducting marketing in a global and digital context.

The semester is to provide students with advanced knowledge and skills in the subject of marketing, 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 marketing 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 semester consists of courses and project work and each of these activities take up 50% of the semester. Some of the courses are organized into thematic modules (module 1 and module 2) and some are taught outside the thematic modules. The course in Research Methodology (module 3) is taught outside the two thematic modules and directly supports the semester project work.

- 1) Lectures
- 2) Seminars /Workshops/Study Trips
- 3) Consultations
- 3) Mini-project Work
- 4) Main Semester Project Work

**Lectures**

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

**Seminars/Workshops/Study Trips**

During the semester there will be arranged several seminars, workshops and study trips where the students will get input from business managers and other employees from the business environment.

**Mini-project**

Students will be required to write two mini-projects (max 11.000 words) in groups during the semester. The mini-projects will be based on theoretical issues to be discussed in modules 1 and 2.

**Semester Project**

*Theme: International Marketing in a Theoretical and Methodological Perspective*

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

The semester begins primo September and ends ultimo January.



## **Semester Coordinator and Secretariat Assistance**

### **Coordinators**

Academic/Programme Coordinator:

Assistant Professor Jonas Strømfeldt Eduardsen, [jse@business.aau.dk](mailto:jse@business.aau.dk)

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

Coordinator for Module 1:

Research Assistant Jeanne Sørensen Bentzen, [jeas@business.aau.dk](mailto:jeas@business.aau.dk)

Coordinator for Module 2:

Assistant Professor Jonas S. Eduardsen, [jse@business.aau.dk](mailto:jse@business.aau.dk)

Coordinator for Module 3a, Research Methodology:

Professor Svetla Marinova, [svetla@business.aau.dk](mailto:svetla@business.aau.dk)

Coordinator for module 3b, Semester Project:

Assistant Professor Jonas S. Eduardsen, [jse@business.aau.dk](mailto:jse@business.aau.dk)

### **Secretariat Assistance**

Secretary - MSc International Marketing

Birgitte Krogner

Fibigerstræde 11 Room 81

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## Præstationsmåling og belønningsstrukturer (PMB)

### Fagets indhold

Fagets formål er at give studerende en indsigt i de økonomiske problemstillinger, der ligger i job-design og design af incitamentssystemer. Dette kursus avancerer de studerendes viden i økonomistyring ved diskussioner af præstationsmålingssystemer, herunder multi-dimensionelle præstationsmål, målfastlæggelse, evaluering og belønning, hvilket fra et organisationsøkonomisk perspektiv er hovedelementerne i at skabe incitamenter i organisationer.

### Målbeskrivelse:

- Den studerende skal forstå og redegøre for teorierne og teoretiske begreber som ligger til grund for fagets analyser.
- Den studerende skal være i stand til at relatere og diskutere teorierne og begreberne til hinanden.
- Den studerende skal være i stand til at bruge teorierne og de teoretiske begreber til at analysere cases og praktiske situationer.
- Den studerende skal på basis af analyserne være i stand til at komme med løsningsorienterede forslag til de problemstillinger, der diskuteres på faget.

### Litteratur

- Lærebog: Lazear, E.P. & Gibbs, M. 2014. *Personnel economics in practice*, Danvers, John Wiley & Sons
- Artikler: Artikler downloades fra AAU bibliotekets hjemmeside ([www.aub.dk](http://www.aub.dk)). I kan med fordel søge i databaserne ABI/Inform, ScienceDirect og Business Source Premier for at finde artiklerne.
- Cases: Casene er fra Harvard Business School's case site. Disse købes til 'discounted student prices'. Der uploades et link til køb af casene, når kurset starter.

### Lektionerne

Faget består af dialogforelæsninger, cases og casepræsentationer samt mindre øvelser.

### Underviser:

Lektor Niels Joseph Lennon

## Lektionsplan

Lektion	Titel	Emne	Litteratur	Case/øvelse
Lektion 1	Introduktion + Organisering og fordeling af beslutningsrettigheder (I)	Introduktion. Organisationsarkitektur, centralisering og decentralisering i et økonomisk perspektiv.	Roberts 2004: chapter 4 *; Lazear & Gibbs 2014: Introduction p. 201-206 + chapter 5+6; Jensen & Meckling 1995	-
Lektion 2	Organisering og fordeling af beslutningsrettigheder (II)	Job design (multi-tasking ift. specialisering, organisering i teams etc.)	Lazear & Gibbs 2014: kapitel 7+8	Sedalia Engine plant
Lektion 3	Præstations-evaluering (I)	Essentielle design kriterier og designvalg vedr. præstationsmåling	Lazear & Gibbs 2014: kapitel 9; Hansen, 2009 <u>Supplerende læsning:</u> Hansen, 2010	Safelite
Lektion 4	Præstations-evaluering (II)	Subjektiv præstations-evaluering	Prendergast & Topel 1993; Bol, 2008*	
Lektion 5	Præstations-belønning (I)	Incitamentsintensitet og kompensationsprofiler – hvordan skaber motiverede medarbejdere ved brug af præstationsrelaterede belønningssystemer?	Lazear & Gibbs 2009: kapitel 10	Citibank
Lektion 6	Præstations-belønning (II)	Indre / ydre belønning, crowding out og implikationer for organisationel økonomi	Ryan & Deci 2000; Kunz & Pfaff 2002; Osterloh & Frey 2002	Merck A+B
Lektion 7	Social kontrol og tillid	Hvordan sikrer man, at de ansatte deltager i de strategier, som målingerne synliggør? Udvidede modeller for samarbejde (cooperation, credible commitment, culture).	<u>Supplerende læsning:</u> Miller 2003: kapitel 5, 9, 10, 11	Afrunding / opsamling

### Referencer

Hansen, A. 2012 Performance evaluation systems: Design criteria and design choices in a transaction costs perspective, Working paper, CBS.

Lazear, E.P. & Gibbs, M. 2009. *Personnel economics in practice*, Danvers, John Wiley & Sons.

Prendergast, C. & Topel, R. 1993. Discretion and bias in performance evaluation. *European Economic Review*, 37, (2-3), 355-365

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- Roberts, J. 2004. *The modern firm - organizational design for performance and growth*, Oxford, Oxford University Press.
- Ryan, R.M. & Deci, E.L. 2000. Intrinsic and extrinsic motivations: classic definitions and new directions. *Contemporary educational psychology*, 25, 54-67