

Subject	Provider	Content	Extent	Aim for learning	Examination	Language	Requisite
Management Science Models Autumn 2016	FIMA (MAMO)		5 ECTS	<p>The student should have knowledge of:</p> <ul style="list-style-type: none"> the fundamental concepts, definitions and models (including underlying assumptions) <p>The student should have the skills to:</p> <ul style="list-style-type: none"> describe and argue for the use of different types of models for troubleshooting purposes formulate, solve and interpret solutions to linear programming problems and whole figure programming problems describe methods used to address optimisation problems with several objectives and solve such problems describe examples of heuristic methods, their usage and set up simple heuristics and apply these describe decision-making situations and decision-making criteria in the light of uncertainty and risk, set up decision-making trees and apply these as basis for the decision-making process build simple simulation models, carry out simulations and interpret resulting solutions <p>The student should acquire the competencies:</p> <ul style="list-style-type: none"> that allow scrutiny of the business-related studies and enable the student to choose additional studies, also within business-related subject areas that enable the student to solve management science problems that the student may encounter in a future business career 	<p>The elective is completed by a 3-hour written exam in the learning goals of the course.</p> <p>The exam is evaluated according to the 7-point grading scale.</p>	ENG	
Advanced Statistics Autumn 2016 <i>Skolefag: 63136</i> <i>Sekretær: MRN</i>	FIMA (MAMO)	<p>Aim: The purpose is for the student to obtain a higher degree of knowledge in relation to probability theory and probability distributions that have former been used in relation with hypothesis testing. Furthermore, by use of statistical theory the student must be able to carry through an elaborate analysis and assessment of a given marketing management task, or problems of business economic or socio economic content.</p>	5 ECTS	<p>The student should have knowledge of:</p> <ul style="list-style-type: none"> Descriptive statistics and probability theory Stochastic variables and probability distributions Scaling Sampling theory Conduct tests for goodness of fit Conduct tests for contingency tables Variance analysis <p>The student should have the skills to:</p> <ul style="list-style-type: none"> Calculate and interpret different aims of tendency and variation Make probability calculations for stochastic variables/probability distributions Apply different means of collecting data Draw up point estimates and confidence intervals and interpret these Test for same middle values by the use of hypothesis testing and confidence intervals as single factor analysis of variance. 	<p>The elective is completed by a 2-hour written exam in the learning goals of the course.</p> <p>The exam is evaluated according to the 7-point grading scale.</p>	ENG	<p>If a student wants to follow the course, he/she must have received lessons in the following subjects as a minimum (applying to students of the flowing programmes: FINØ, FICO, FIBA and FIMA):</p> <ul style="list-style-type: none"> - Descriptive statistics - Point- and interval estimation regarding a mean value, share, intensity and variance of a random test - Hypothesis test for a mean value, variance, intensity

				<p>The student should acquire the competences to:</p> <ul style="list-style-type: none"> • In an independent manner and with a starting point in the probability theory asses specific tasks in the financial sector • Be able to asses descriptive statistics for problems related to the market • Be able to assess employed methods of data collection 			<ul style="list-style-type: none"> - and variance of a random test - Hypothesis test for a mean value, share and variance of two random tests - Linear regression and correlation analysis - Random sampling <p>Students who wish to take the course must have passed an exam in which the above-mentioned subjects are part of the syllabus.</p> <p><u>Please note that Advanced Statistics is a condition if you wish to be accepted to the cand.merc. programme.</u></p>
<p>International Business Communication</p> <p>Autumn 2016</p> <p><i>Skolefag 54118 Sekretær ANRI</i></p>	MFØ	Do you wish to work with sales and marketing on export markets where language and cultural skills are a prerequisite? This elective will provide you with the spoken and written language skills, together with the intercultural competences, necessary to work across international cultures	5 ECTS	<p>Knowledge and understanding</p> <p>The student will gain knowledge about:</p> <ul style="list-style-type: none"> • Advanced business English terminology • Knowledge of business environments in the English-speaking world and other countries • Understanding of cultural differences in business environments across the English-speaking world and other countries <p>Skills</p> <p>The student will get the skills to:</p> <ul style="list-style-type: none"> • Speaking English at a high level for international business • Communicating effectively in cross-cultural environments in English • Utilising international business language in practical situations for marketing, purchasing, selling, and customer service <p>Competencies</p> <p>The student will learn to:</p> <ul style="list-style-type: none"> • Participate in oral and written communication tasks in English in relation to marketing, sales and business communication in an international company • Cooperate with customers and suppliers with a different cultural and linguistic background. • Interact competently in inter-cultural business environment 	<p>Examination</p> <p>The learning objectives are tested with an examination. Form: Written and oral exam.</p> <p>On the basis on a case study the student will present a report discussing the various elements of the cultural and business aspects of the case. An oral presentation discussing the written report will follow to assess the student's written and oral English communicative skills.</p>	ENG	<p>Min. 14 participants</p> <p>Teaching, report and oral exam will be in English.</p>
<p>Operational Advertising</p> <p>Autumn 2016</p>	MFØ	<p>Contents</p> <p>If you wish to work for an advertising agency, coordinate with advertising agencies or be the company expert on</p>	5 ECTS	<p>"In order to fulfil these objectives the student must live up to the requirements detailed below.</p> <p>Knowledge and understanding</p>	<p>Assessment</p> <p>The exam in Operational Advertising consists of 3 parts:</p> <p>1. A case proposal (group work)</p>	ENG	<p><i>Please note that the exam form and parts of the content may change after the teaching/exam has</i></p>

<p>Skolefag 54151 Sekretær ANRI</p>		<p>operational advertising, you should study Operational Advertising.</p> <p>This elective subject continues Marketing Communication taught at the 2nd semester but in this elective you will become more operational. You will learn to make a client briefing that is to the point, be part of the creative concept development and develop campaign flows, plan and partly try to carry through a concrete campaign for a company. As part of this elective you will also learn to produce messages and various communication products using the most widely used communication platforms.</p> <p>The elective will work across media and across conventional and digital means of marketing.</p>		<p>The student will have knowledge about:</p> <ul style="list-style-type: none"> • The interaction between various types of advertising agencies and the company • Briefing/de-briefing – form and contents • Creative concept development – methods and critical evaluation • Designing messages and discussing media • Campaign planning – campaign flows and production planning • Time registration and basic budgeting. <p>Skills The student should have the required skills to:</p> <ul style="list-style-type: none"> • Analyze types of cooperation with agencies and options • Prepare, conduct and chair meetings with customers and clients with a view to summarizing the outcome by way briefing • Manage and implement creative concept development processes • Assess how the company's communication efforts and campaigns for selected product categories are related. <p>Competencies The student must have the competencies to:</p> <ul style="list-style-type: none"> • Select and put together the right agency mix • Evaluate information and de-brief the team • Create strong concepts • Assess the creative concept • Plan and implement a given campaign. 	<p>2. A case presentation (group work) 3. An individual oral exam (25 min.) based on the case proposal and the syllabus</p> <p>A mark will be given according to the 7-point grading scale.</p>		<p><i>been completed for the first time for the winter intake in June 2016.</i></p>
<p>The Skilled Facilitator Autumn 2016 Skolefag 55032 Sekretær JHJ</p>	<p>PBIE</p>	<p>Background Why do some teams function well and others not? How do you get people with different professional backgrounds and personalities to work together and engage their skills? How can cross-disciplinary teams contribute to solving new, complex challenges in companies and organizations? The above questions are dealt with in the subject The Skilled Facilitator.</p> <p>The students should learn to understand and facilitate group processes and dynamics so that the work processes in the groups become more effective. This enables the students to plan, implement and follow up on cross-disciplinary collaboration when solving complex, innovative issues.</p>	<p>5 ECTS</p>	<p>Knowledge The student must</p> <ul style="list-style-type: none"> • acquire knowledge about how the behavior and personalities of group participants may affect collaboration in a group and how facilitation may support the process • acquire knowledge about group processes and dynamics • acquire knowledge about what makes a group a team. • acquire knowledge about conflict management <p>Skills The student must</p> <ul style="list-style-type: none"> • view the collaboration of others in a meta perspective in order to understand how they plan, decide, resolve tasks, handle disagreements and deal with professional and personal differences • be able to follow up on output and results from cross-disciplinary development work. 	<p>A reflection synopsis of max. three pages in length, corresponding to 7200 characters (incl. spaces) that is handed in.</p> <p>The grade is awarded on the basis of an oral exam. 5 minutes' presentation from the student, and hereafter 15 minutes' dialogue.</p> <p>An overall grade is given based on the oral examination and the written reflection synopsis</p> <p>The exam is assessed using the 7-point scale.</p>	<p>ENG</p>	<p>The student must be able to participate in the Expert in Teams event that takes place 23, 24 and 25 November from 8 until 16:00</p>

		As an integrated part of the course students must act as a learning assistant at Experts in Teams (an intensive innovation programme). Here the student must facilitate the group- and innovation processes of other students.		Competences The student must <ul style="list-style-type: none"> · be able to facilitate groups and group processes to achieve a higher degree of efficiency 			
Entrepreneurship Autumn 2016 <i>Skolefag 55083</i> <i>Sekretær JHJ</i>	PBIE	<ul style="list-style-type: none"> • The role, conditions and personal characteristics of the entrepreneur • The entrepreneur and independence culture • · Work out and assess a company plan 	5 ECTS	Knowledge and understanding The student will gain knowledge about: <ul style="list-style-type: none"> • Understanding the role of entrepreneurship, intrapreneurship and to understand the entrepreneur and independence culture nationally and internationally • Explaining the possibilities of setting up one's own company in Denmark • Knowing how to generate risk capital for financing of the initial difficult phases of a company • Setting up of a new company. Skills The student will get the skills to: <ul style="list-style-type: none"> • Be able to make a characterization of what it means to be an entrepreneur today. • Develop and assess the commercial value of ideas • Identify and assess the capital needs and possibilities. Competencies The student will learn to: <ul style="list-style-type: none"> • Be able to develop, present and assess a business idea. • Based on the business idea be able to develop, present and assess a business plan. 	A business plan of max. 15 pages exclusive of appendices must be made individually or in a group of max. 3 people. The business plan must be presented and assessed at an individual oral exam. The examination time is 30 min. per student. A presentation of max. 10 min. must be prepared for the exam. The written business plan and the oral defense will be assessed by the tutor and an internal censor. The exam is assessed using the 7-point scale.	ENG	Cannot be chosen by students from BA in Innovation and Entrepreneurship