

Curriculum

for

The Cand. negot. Programme in Arabic, English, French, Spanish and German (Odense)

2011

revised 2012

Adopted by the Cand. negot. study board 19th of May 2011.

Approved by the Dean of the Humanities Faculty 23rd of August 2011 in accordance with regulation 814 of the 29th June 2010 regarding BA and MA degrees at universities

CORRECTIONS approved by the Cand.negot. study board 15th of December 2011 are included.

Approved by the Dean of the Humanities Faculty 20th of December 2012 in accordance with regulation 814 of the 29th June 2010 regarding BA and MA degrees at universities

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I. Provisions for the Cand. negot. programme

In respect of regulation no. 814 of 29th June 2010 regarding BA and Master's programmes at universities, students are offered the master's degree programme in International Business Economics, Language and Culture.

A. Aims and requirements

§ 1 The aims of the programme

The Cand. negot. Master's Programme with Arabic, English, French, Spanish or German as primary language is a 2-year full-time programme (120 ECTS points), which builds upon the skills acquired by students on their BA course in the areas of business economics, marketing and national economics on the one hand, and language, culture and communication on the other. In addition to the common subjects, students must specialise in one of three areas (profiles): Human Resource Management, International Relations or Marketing and Communication. Special subjects, thesis and the core subjects (constituent subjects) comprise in all 90 ECTS.

Also included are options from the humanities and the social sciences, which give students some latitude in influencing their course profile (30 ECTS in all).

The programme contains equal proportions of humanities and social science subjects, taking account of the fact that students can choose to write their thesis in one of the two areas or combine the two. The thesis comprises 30 ECTS and can be written in collaboration with a private or public company.

The aim of the programme is

- to ensure that graduates are capable of finding independent solutions to subject-specific problems and to carry out relevant investigations on the basis of broadly based skills both in international business economics and management and in culture and communication theory, and that they master foreign language skills at a high level and, depending on their option, master specialist knowledge in Human Resource Management, International Relations or Marketing and Communication.
- to qualify students to conduct and participate in academic work and to apply to continue to a Ph.d.

The programme aims to develop the following target skills:

General competence targets:

Students should be able to

1. delimit and define a problem in their subject area
2. investigate, analyse and solve problems in their subject area with the aid of relevant theories and methods
3. systematise complex quantities of knowledge and data and to prioritise elements that are essential to a given topic
4. make a critical assessment of the subject's various theories and methods
5. make precise and consistent use of concepts and terminology
6. base their arguments on tenable, academic foundations
7. enter into qualified dialogue
8. have clear focus and consistency in the solution of tasks

9. take a critical stance to sources employed and to provide documentation for them with the aid of references, notes and bibliographies
10. employ language – both written and spoken – that is subject-related, precise and correct
11. convey complex subject matter in such a way that it is relevant and understandable for a variety of target groups
12. be able to enter into collaborative partnership, including being able to accept criticism of their own work and give constructive criticism to others
13. work in an independent and disciplined manner, with structure and singleness of purpose, and to be able to respect deadlines and formal requirements
14. make use of IT as a tool both to seek information and to make oral and written presentations
15. understand and employ subject-specific texts in English and in the Scandinavian languages
16. articulate themselves on subject areas in a foreign language

Subject-specific target skills:

Subject target skills:

Students should

- depending on their choice of profile, have specialist knowledge in the areas of Human Resource Management, International Relations or Marketing and Communication
- Master their principal language at a high level both in writing and speaking
- Have an understanding of theoretical issues relating to culture and communication

Target practice skills:

Candidates should have a solid basis from which to perform independent business functions both in Denmark and abroad in commercial enterprises, organisations and areas of the public sector that require knowledge of international business economics, foreign language skills at a high level including an understanding of theoretical issues of culture and communication, and, depending on their options, specialist knowledge in Human Resource Management, International Relations or Marketing and Communication.

§ 2 Requirements

Requirements for acceptance for the master's degree programme are a BA Negot. degree or an equivalent qualification approved by the board of studies. The bachelor degree should comprise 10 ECTS within each of the following areas: Marketing, Business Economics and Management, Economics, Culture, Communication and Foreign Language.

§ 3 Teaching

Teaching is research-based.

§ 4 Titles

Once all examinations for the master's degree have been passed, the student has the right to the title Cand. negot. (candidatus/candidata negotiandi (Latin: trade, negotiate); in English, Master of Arts (MA) in Business, Language and Culture.

B Course models and outline of examinations

§ 5 Structure and course models

Subjects for the postgraduate degree programme are divided into

- 1. Core subjects**, which all students must take regardless of primary language
- 2. Profile Subject:** When enrolling for the postgraduate degree programme, students choose one of three profiles and must take the subjects to be found under that profile in both the humanities and social science part.
- 3. Electives:** Are offered for all profiles.
- 4. Thesis**

Teaching takes place in English unless otherwise stated.

Model: Arabic as primary language

Obligatory subjects: Common for all. **Profile subjects:** Students choose one out of three study profiles.

	HUMANITIES				SOCIAL SCIENCES				ECTS		TOTAL
	CORE SUBJ. regardless of language or profile	PROFILE SUBJECTS			PROFILE SUBJECTS			CORE SUBJ. regardless of language or profile	Soc. Sc.	Hum.	
		Profile: Human Resource Management	Profile: International Relations	Profile: Marketing and Communication	Profile: Human Resource Management	Profile: International Relations	Profile: Marketing and Communication				
1st Sem. (Spring)		Interpersonal Communication 2½ hr/wk# 10 ECTS	The Welfare Society 2½ hr/wk# 10 ECTS	Media Analysis 2½ hr/wk# 10 ECTS	Leadership and Organizational Communication 3 hr/wk 10 ECTS	International Trade and Policy 3 hr/wk 10 ECTS	Integrated Market Communication 3 hr/wk 10 ECTS	Globalization Processes 3 hr/wk 10 ECTS	6 20 ECTS	3 (3.5) 15 ECTS	9 (9.5) 35 ECTS
		Project Presentation 1 hr/wk 5 ECTS									
2nd Sem. (Fall)	Negotiation Theory 2 hr/wk 5 ECTS	HRM, Organizational Development and Communication 2½ hr/wk# 10 ECTS	Human Rights and Culture 2½ hr/wk# 10 ECTS	Media and Communication Theory 2 hr/wk 10 ECTS	Human Resource Management 3 hr/wk 10 ECTS	Economic Integration 3 hr/wk 10 ECTS	Applied Marketing Management 3 hr/wk 10 ECTS		3 10 ECTS	4 (4.5) 15 ECTS	7 (7.5) 25 ECTS
3rd Sem. (Spring)	ELECTIVES* Can be spread over several semesters. 10, 15 or 20 ECTS* § 5a				ELECTIVES* Can be spread over several semesters. 10, 15 or 20 ECTS* § 5a				4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
4th Sem. (Fall)	THESIS Foreign language summary: 5 ECTS; Thesis: 25 ECTS § 37								15 α	15 ECTS α	30 ECTS α
Total									13-15 60 ECTS	11,5-11 60 ECTS	24,5 - 26,5 120 ECTS

* At least 1 elective must be in Arabic and deal with Arabic-speaking countries. The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science.

1 hour of supervision is provided per student for project writing. About 2 hr/wk of instruction is provided and ½ hr/wk for project supervision.

α weighting of the Thesis towards the Humanities or the Social Sciences is dependent on the student's choice of topic. The foreign language summary is, however, always assigned to the Humanities part.

Model: Main language: English, French, Spanish or German

Obligatory subjects: Common for all. **Profile subjects:** Students choose one out of three study profiles.

	HUMANITIES				SOCIAL SCIENCES				hr/week/ECTS		TOTAL
	CORE SUBJ. regardless of language or profile	PROFILE SUBJECTS			PROFILE SUBJECTS			CORE SUBJ. regardless of language or profile	Soc. Sc.	Hum.	
		Profile: Human Resource Management	Profile: International Relations	Profile: Marketing and Communication	Profile: Human Resource Management	Profile: International Relations	Profile: Marketing and Communication				
<i>1st Yr</i> 1st Sem.	Negotiation theory 2 hr/wk 5 ECTS	HRM, Organizational Development and Communication 2½ hr/wk# 10 ECTS	Human Rights and Culture 2½ hr/wk# 10 ECTS	Media and Communication Theory 2 hr/wk 10 ECTS	Human Resource Management 3 hr/wk 10 ECTS	Economic Integration 3 hr/wk 10 ECTS	Applied Marketing Management 3 hr/wk 10 ECTS		3 10 ECTS	4 (4.5) 15 ECTS	7 (7.5) 25 ECTS
2nd Sem.		Interpersonal Comm.* 2½ hr/wk# 10 ECTS	The Welfare Society 2½ hr/wk# 10 ECTS	Media Analysis 2½ hr/wk# 10 ECTS	Leadership and Organizational Communication 3 hr/wk 10 ECTS	International Trade and Policy 3 hr/wk 10 ECTS	Integrated Market Comm. 3 hr/wk 10 ECTS	Globalization Processes 3 hr/wk 10 ECTS	6 20 ECTS	3 (3.5) 15 ECTS	9 (9.5) 35 ECTS
<i>2nd Yr</i> 3rd Sem.	Electives (§ 5a) Can be spread over several semesters. 10, 15 or 20 ECTS*				Electives (§ 5a) Can be spread over several semesters. 10, 15 or 20 ECTS*				4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
4th Sem.	THESIS Foreign language summary: 5 ECTS; Thesis: 25 ECTS								15 ECTS¤	15 ECTS¤	30 ECTS
Total									13-15 60 ECTS	11,5 60 ECTS	24,5-26,5 120 ECTS

* The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science.

1 hour of supervision is provided per student. About 2 hr/wk of instruction is provided and ½ hr/wk for project supervision.

¤ weighting of the Thesis towards the Humanities or the Social Sciences is dependent on the student's choice of topic. The foreign language summary is, however, always assigned to the Humanities part.

§ 5a Electives

a. Duration

The total weight of electives must be 30 ECTS, in which 10 ECTS should be within the Humanities and 10 ECTS within the Social Sciences.

For those studying Arabic at least one elective should be in Arabic and deal with conditions in the Arab-speaking world.

Both on the Humanities and the Social Science part, the electives can consist of profile subjects from another profile.

Electives available:

For their electives students can choose:

A. electives offered by the Cand. negot. board of studies.

B. profile subjects from other profiles.

C. subjects that are offered by other programmes and are approved by the Cand. negot. board of studies.

Examination requirements and ECTS weighting as described in the syllabus for the programme in question unless pre-authorisation by the Cand. negot. board of studies states otherwise. Approval for subjects offered by other programmes can be acquired in two ways:

A. Preliminary agreement between the boards of studies

The board of studies *pre-approves in advance of every semester a series of subjects offered by other programmes*. In such cases the board of studies offering the course has accepted that students from other programmes take part in the course.

B. Individual applications

Students should apply individually to the Cand. negot. board of studies for pre-authorisation of subjects offered by other programmes.

Deadline for submission of applications: 20th September and 20th February respectively.

Applications should be accompanied by a subject description containing the ECTS weighting and the timetable for the subject.

Students should themselves request permission from the board of studies of the programme offering the subject to follow the course.

D. Reports of traineeships

1. A report with documentation as prescribed on a traineeship abroad of at least 3½ months can replace an option in a Humanities subject of 5-10 ECTS (see § 19). The report is assessed as passed/failed without moderator.

2. A market report or similar assignment that contains a theoretical part and that has been written on the basis of a traineeship abroad of at least 3½ months can provide merit for a Social Science Elective of 5-10 ECTS (see § 19).

b. Aims

Students are referred to the option in question.

c. Course content

The aim of the electives is to give students the chance to tailor their degree individually either by going into further depth in a subject area already studied or by adding new skills. Electives can, therefore, not cover areas already covered by the obligatory subjects. The content of electives alters from semester to semester.

d. Forms of instruction

These depends on the subjects offered. The language used in teaching is normally English.

e. Syllabus

The syllabus is usually in the order of 5-600 standard pages per 5 ECTS

f. Assessment criteria

Students are referred to the elective in question.

g. Examination requirements

The examination forms in elective subjects are laid down by the board of studies in consultation with the teacher no later than at the start of the course.

§ 6 Outline of examinations

Examinations normally carry one fifth (1/5) of the total weighting rounded up to the nearest whole number of the subjects' total ECTS weight.

Arabic as primary language

Instruction		Examinations								Institute		
Sem.	Subject	hr/wk Lect.	hr/wk Pract.	Exam. form	Duration	Prepar- Ation	Aids/computer	Assess- ment	Co- examiner	ECTS	§	
COMMON SUBJECTS FOR ALL PROFILES												
HUM												
1	Elective			-	-	-	-	7 scale	Int/extern.	15	§ 5a	HKS
2	Negotiation Theory	2		oral	20 min.	20 min.	-	7 scale	Intern.	5		SK
3	Project Presentation	1		oral	20 min.	-	-	7 scale	Intern.	2.5		SK
				Home assign.				7 scale	Intern.	2.5		
		9								25		
SAM												
1/3	Globalization Processes	3		Home assign.	-	-	-	7 scale	none	10		MAR
1	Elective	4.5		-	-	-	-	7 scale	none/Ext.	15	§ 5a	All SAM
		7.5								25		
CORE	Thesis			Home assign.				7 scale	Extern.	25		All
	Summary of thesis			Home assign.				Pass/fail	none	5		HKS
										30		
PROFILE: HUMAN RESOURCE MANAGEMENT												
HUM	HRM, Organisational			Home assign.		-		7 scale	Extern.	10		SK
2	Developm.and Commun.											
3	Interpersonal	2.5		Home assign..				7 scale	Extern.	10		SK
	Communication											
		5								20		
SAM	Human Resource	3		Home assign.	72 hrs		-	7 scale	Extern.	10		MAR
2	Management											
3	Leadership and Organiza-	3		Oral	30 min.	30 min.	All written	7 scale	Extern.	10		MAR
	tional Communication											
		6								20		

INTERNATIONAL RELATIONS STUDY LINE												
HUM												
2	Human Rights	2.5	Home assign.				7 scale	Extern.	10	HKS		
3	The Welfare State	2.5	Oral or	30 min.	30 min.	All written	7 scale	Extern.	10	HKS		
			Home assign.				7 scale	Extern.	10			
									5	20		
SAM												
2	Economic Integration	3	written		4 hrs		All written; Comp	7 scale	none	10	VØK	
3	Internat. Trade and Policy	3	written		4 hrs	-	All written, Comp	7 scale	Extern.	10	VØK	
									6	20		
PROFILE: MARKETING AND COMMUNICATION												
Sem.	Subject	hr/wk Lect.	hr/wk Pract.	Test form	Duration	Prepar- Ation	Aids/ computer	Assess- ment	Moder- ator	ECTS	§	
HUM	Media and Communication theory	2		Home assign.			-	7 scale	Extern.	10	SK	
2												
3	Media analysis	2.5		Home assign.			-	7 scale	Extern.	10	SK	
									4.5	20		
SAM	Applied marketing Management	3		Home paper	72 hrs		-	7 scale	none.	10	MAR	
2												
3	Integrated Market Comm.	3		written	4 hrs			All written, Comp	7 scale	none	10	MAR
									6	20		

* The study line project replaces the examination in Human Rights, Media Analysis or (according the student's own choice) either Communication and Culture in Organisations or Interpersonal communication.

English, French, Spanish or German as main language

Instruction		Examinations								Institute	
Sem.	Subject	hr/wk Lect.	hr/w Test Prac form	Duration	Prepar- Ation	Aids/ Computer	Assess- ment	Co- examiner	ECTS	§	
CORE SUBJECTS COMMON FOR ALL PROFILES											
HUM											
3	Electives	4	-	-	-	-	7 scale	int/extern.	15	§ 5a	
1	Negotiation Theory	2	Oral	20 min.	20 min.	none	7 scale	intern.	5	SK	
2	Project Presentation	1	Oral Home assign.	20 min.	-	-	7 scale 7 scale	intern. intern.	2,5 2,5	SK	
		9								25	
SAM											
2	Globalization Processes	3	Home assign.	-	-	-	7 scale	none	10	MAR	
3	Electives		-	-	-	-	7 scale	none extern.	15	§ 5a	
		3								25	
CORE	Thesis		Home assign.				7 scale	extern.	25	All	
	Summary of thesis		Home assign.				Pass/fail	none	5	SK	
										30	

PROFILE: HUMAN RESOURCE MANAGEMENT											
HUM	HRM, Organisational Deve- lopment and Communication	2.5	Home assign.				7 scale	extern.	10	SK	
2	Interpersonal communication	2.5	Home assign..				7 scale	extern.	10	SK	
		5								20	
SAM	Human Resource Management	3	Home assign.	72 hrs		-	7 scale	extern.	10	MAR	
2	Leadership and Organiza- tional Communication	3	Oral	30 min.	30 min.	All written.	7 scale	extern.	10	MAR	
		6								20	

General provisions for the Cand.negot.-programme

PROFILE: INTERNATIONAL RELATIONS										
HUM										
1	Human Rights	2.5	Home assign.				7 scale	extern.	10	HKS
2	The Welfare Society	2.5	Oral or Home assign.	30 min.	30 min.	All written	7 scale	extern.	10	HKS
									5	20
SAM										
1	Economic Integration	3	Written	4 hr		All written, comp.	7 scale	none	10	VØK
2	Internat. Trade and Policy	3	Written	4 hr	-	All written, comp.	7 scale	extern.	10	VØK
									6	20
PROFILE: MARKETING AND COMMUNICATION										
HUM Media and Communication										
1	theory	2	Home assign.				7 scale	extern.	10	SK
2	Media Analysis	2.5	Home assign.				7 scale	extern.	10	SK
									4.5	20
SAM Applied Marketing Management										
1	Management	3	Home assign.	72 hrs			7 scale	none.	10	MAR
2	Integrated Market Comm.	3	Written	4 hr		all	7 scale	none	10	MAR
									6	20

* The Study Line Project replaces the examination in (according to the chosen study line) either Media Analysis; Human Rights or the Welfare State; Communication and Culture in Organisations or Interpersonal Communication.

C. Particular definitions and examination requirements for the Cand. negot. programme

§ 7 In the Common Provisions for the Humanities Faculty definitions can be found of

- ECTS
- Character (see also § 16 below)
- Standard pages (see also § 16 below)

Furthermore rules have been laid down about, for example:

- Master's Thesis
- Summaries relating to the postgraduate thesis
- Internal and external tests
- Capabilities in spelling and formulation (see also § 13 below)
- Examination languages (see also § 8 below)
- Web references in thesis and other written home assignments
- Rules for the conduct of examinations in the case of illness (see also § 14 below)
- Rules regarding students' active participation
- Rules regarding application for exemptions

E-learning

Attempts are made as far as is possible to involve accessible and relevant e-learning resources in tuition.

§ 8 Language used for teaching, set texts and examinations

Teaching in subjects that are language-specific (subjects designed for the individual language discipline) in the humanities part take place in principle in the foreign language concerned.

The language of instruction in subjects that are not language-specific is normally English. The language used in examinations is the same as that used in teaching, unless the board of studies has laid down other provisions, cf. *Provisions regarding examinations at university institutions* § 5.

Examinations

§ 9 Requirements for a pass, weighting of grades and averages

A test is assessed either by giving a grade according to the 7-scale grading system or by a simple pass/fail. A test assessed using the grading system must achieved at least a grade 2 in order to pass. This does not, however, apply to part-exams, cf. *Provisions regarding grading and other assessment at university institutions* §15.

A test once passed cannot be retaken.

Grades

An average is calculated for the postgraduate degree course. In the average the master's thesis carries twofold weighting.

§ 10 Examination entry

Entry to examinations takes place either by students entering themselves as part of their enrollment for courses or on special exam entry forms. Entry application to other tests or alterations in entries should be made from 20th-30th October and 20th-30th March respectively.

§ 11 Syllabus

The syllabus for examinations in a subject applies after the conclusion of the course until such time as another course has been offered in the subject. After this, only the new syllabus will be examined.

§ 12 Proficiency in spelling and linguistic expression

Regardless of the language used, students' proficiency in spelling and linguistic expression will be taken into account in the assessment of the thesis and other written assignments. The ability to handle language, defined as written/oral forms of presentation, must be assessed as passed before the test as a whole can be passed. Poor use of language in these tests can have a negative effect on the combined overall grade. In the same way effective use of language can have a positive effect on the grade.

§ 13 Examinations postponed due to illness/re-examination

Normally examinations are not held specially to cater for non-attendance due to illness or for re-examination outside the normal examination periods.

§ 14 Complaints

Complaints regarding an examination or the assessment of examination performance should be submitted to the Dean of the Humanities Faculty (in the case of humanities subjects) or the Dean of the Faculty of Social Sciences (in the case of social science subjects) *no more than two weeks after the result has been published.*

The date of publication of results can be seen from the notice regarding examination dates. Complaints must be in writing and give grounds for the appeal. The appellant should first contact the examiner.

Further information can be found in *Common Provisions for Degree Courses in the Humanities.*

Definitions

§ 15 A standard page

A standard page is a factor used for calculation and comprises 2100 characters of prose or 14 lines of verse. For audio-visual texts, 2 minutes sound or film corresponds to 1 standard page.

In Arabic short vowels are included even though they may not be shown in the text. An Arabic standard page without short vowels will usually correspond to about 1400 characters.

§ 16 Submission of home assignments

Home assignments that are to be assessed by a moderator should be submitted to the secretariat *in three copies.*

Home assignments that are to NOT be assessed by a moderator should be submitted to the secretariat *in two copies.*

The *number of words* required for home assignments is determined using the standard page (see § 15).

The *submission date* is given under the examination provisions for any given subject. *The time of submission is always during the secretariat's opening hours on the date given.*

In the present curriculum the distinction is made between:

- a. *An open home assignment* – the subject for the assignment is formulated by the students in consultation with their tutor/teacher.
- b. *A closed home assignment* – the assignment is set by the teacher.

A closed home assignment that is assessed to have failed cannot be resubmitted during the same examination period unless otherwise laid down in the examination provisions for the subject.

§ 17 Contributions from several students at one examination

Tests are individual, see § 3 of Order no. 857 of 1st July 2010. In the case of several contributors to a written assignment, the individual's contribution must be able to be assessed on its own. The length of the assignment must be in reasonable proportion to the number of contributors.

No more than *three individuals* can contribute to a *thesis*.

With other examinations a maximum of four people can contribute, unless otherwise stated expressly in the subject's examination provisions.

§ 18 Use of computers in examinations

The *use of computers* as aids in examinations is described under the examination conditions for each subject. If the need should arise, reference should be made to *The Humanities Faculties regulations regarding the use of computers in examinations*, see the booklet "Provisions and rules" or The Humanities Faculty homepage.

§ 19 Credit transfer

General

The basis for a credit transfer can either be an *exam* passed at another university either in Denmark or abroad, or a *trainee ship abroad*. In the latter case it must involve work that is relevant to the purpose of the course (see § 1).

Students can apply for *advance approval* of the study activity or the traineeship on a *special form*. *Advance approval* is an expression of a considered opinion. The final decision regarding credit transfer is made on each individual case on the basis of documentary evidence submitted on conclusion of the period in question. In applying for advance approval students must establish that the Board of Studies' conditions for approving credit transfer have been met.

Application for final transfer credit should be handed to the board of studies on the form provided no later than the 15th September or 15th February respectively immediately following the student's return.

If the application relates to several subjects on the basis of the same period of study or work experience, the application relating to *all* subjects must be submitted together.

Credit transfer on the basis of studies

Credit transfer on the basis of studies elsewhere in Denmark or abroad can be given in all subjects. *Credit transfer cannot, however, be given for the thesis.*

Credit transfer can only be granted on the basis of *documentation presented for tests passed*, including home assignments. Documentation must contain information as to the extent of the course in question (for instance, the number of hours involved), the syllabus and the form of test taken.

Credit transfer for obligatory subjects is granted with the grade of passed, regardless of the assessment made by other institutions of higher learning, unless there is an advance agreement of transfer of grades to the Danish 7 grade scale.

In order a credit transfer to be granted, the test taken must have an academic level and range at least equivalent to the demands of the curriculum.

In the event of the range of the subject for which credit transfer is applied being judged to be less than that of the Cand. negot. course, it may be possible to be granted a reduction in the syllabus requirements.

Credit transfer cannot be given on the basis of courses/higher education components at a non-university level.

Credit transfer on the basis of traineeship

Since work experience is not an integrated part of the course, it will not normally be possible to grant full study-time compensation for a traineeship.

General requirements for credit transfer based on a traineeship abroad are,

- a) That the residency/work undertaken has relevance for the overall aims of the course.
- b) That the period of residency is at least 3½ months.
- c) That the extent and content of the period of work experience are documented in the form of statements from the employer and of examples of completed tasks.
- d) That the student has completed a home assignment (for further details, see below).

The period of work experience must be approved in advance by a relevant member of academic staff.

On the basis of a traineeship it is possible to be granted credit transfer for the following subjects on completion of the given conditions (and after a concrete assessment of each case):

Humanities options:

Work experience can take place in the primary language area or elsewhere.

Test form:	A home assignment that must be concerned with a cultural or social topic from the primary or secondary language area or, if the traineeship did not take place there, that has links to one of the subject areas in the humanities part of the course. The assignment must contain a theoretical part.
Language:	If the traineeship takes place in the primary or secondary language area, the assignment must be written in the appropriate foreign language. If the traineeship takes place in Denmark or in a country in which the language is neither the primary nor the secondary language, the assignment can be written in Danish.
Size:	10-15 standard pages per 5 ECTS

Assessment: Pass/fail.
Second examiner: none
Weighting: Credit transfer of 5-10 ECTS (following an assessment of the actual assignment) can be granted on the basis of a traineeship

Social science options:

Test form: Home assignment relating to the traineeship. The assignment must contain a theoretical part.
Length: 10-15 standard pages per 5 ECTS
Assessment: Pass/fail.
Second examiner: none
Weighting: Credit transfer for 5-10 ECTS can be granted

II Coming into force and transitional provisions

§ 20 Applicability

This curriculum has been developed in relation to government order no. 814 of 29th June 2010 on BA and postgraduate degrees at universities and applies to students matriculating on 1st September 2011 or thereafter.

§ 21 Transitional provisions

Students who have not finished the courses

III Common provisions for the Faculty of Humanities

You are referred to the Humanities Faculty homepage for an updated version:

<http://www.sdu.dk/hum/faellesbestemmelser>

Exemptions

In the case of exceptional circumstances the University can grant exemptions from those of the rules of this curriculum that have been decided by the University (cf 24, 7 in Order relating to examinations for university degrees § 5).

IV Description of subjects for the Cand. negot. programme (postgraduate degree programme)

1. Core subjects

Negotiation Theory (Forhandlingsteori)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	5 ECTS	City:	Odense
Semester:	1st semester	Institute:	Institute of Language and Communication
Language of instruction:	English	Responsible teacher::	Annette Grindsted
Approved:	19th of May 2011		

a. Duration

2 hours per week during the first semester, in the case of Arabic studies second semester.
Weighting 5 ECTS

b. Aims

After the course students must be able to give an account of a variety of theories and of their descriptions of the negotiation process and its constituent elements. The student should be in a position to explain the strengths and weaknesses of these descriptions depending on context. In addition students should be able to process complex issues in negotiation theory relevant to (international) negotiation situations.

c. Course content

Both cognitive approaches (e.g. rational choice and game theory) and social psychological approaches (e.g. identity theory) are covered. Emphasis is placed on describing the significance that might be exerted on the course and outcome of the process by factors of the context in which the negotiation process is embedded. In this context special weight is placed on communicative aspects in relation to concepts such as power, trust, 'agency' and on negotiation as cultural manifestation. The teaching involves case study materials, which are used to analyse how the concepts of negotiation theory can be brought into play in concrete situations.

d. Forms of instruction

Instruction is in the form of lectures, discussion and exercises. Teaching takes place in Danish or English.

e. Examination requirements

The syllabus is comprised of about 1000 standard pages.

f. Assessment criteria

In consideration of the provisions of the grading system, the form of the examination and the level of the 1st semester of the postgraduate course (for Arabic studies, 2nd semester), weighting is placed on the degree to which the student's performance lives up to the description of aims. Emphasis is also placed on the degree to which the student masters the general skills described in § 1, para. 1-8.

g. Examination provisions

Test form: individual oral test
Duration: 20 minutes including assessment
Preparation: 20 minutes
Aids: All printed aids may be brought to the exam
Second examiner: internal
Assessment: 7-grade scale
Weighting: 5 ECTS

Globalization Processes (Globaliseringsprocesser)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	2nd semester (Arabic line 3rd semester)	Institute:	Institute of Marketing and Management
Language of instruction:	English	Responsible teacher::	
Approved:	19th of May 2011		

a. Duration

4 hours per week for 11 weeks in the 2nd semester, in the case of Arabic studies 3rd semester. Weighting 10 ECTS

b. Aims

The aim of the course is to provide students with an understanding of the many complex issues involved in globalization processes such as the interplay of the global and the local, or globalization, with special attention to business and consumer culture. The course introduces the student to fundamental economic, political, and cultural dimensions of globalization processes. Such knowledge is necessary as both public and private organizations are challenged by the complexity and dynamism stemming from globalization and the increasing interconnectedness of global markets and institutions. After a general introduction to globalization processes the course will focus on analysis of how globalization affect business cultures and strategies and alters consumer practices. This course provides students with the necessary tools to analyze and reflect upon the complexity and multidimensionality of contemporary globalization and localization processes related to the intensified flow of money, people, technology, media and ideas. Furthermore the course addresses globalization processes as these are experienced in both developed and developing economies. The course equally discusses the methodological challenges related to studying globalizing phenomena. The student is expected to

- Describe, explain, relate and exemplify basic interdependencies between political, economic and cultural aspects of globalization processes
- Describe the historical trajectories of globalization processes and relate these to various perspective upon globalization

Define a relevant market phenomenon (within the thematic frames given by the lecturer), analyze this by mobilizing discussing and synthesizing the readings of the course and reflect upon the implications for marketers, consumers or other market agents.

c. Course content

- The interdependence of politics, economy and culture in a global world
- Globalization and its historical legacy
- Global networks, connections and flows
- Globalization and localization
- Global markets

- Global markets and innovation
- Global business culture
- Global consumer culture
- New consumer cultures
- Consumers as producers - Global Prosumption
- Globalization in developed and developing economies

d. Forms of instruction

- Lectures, class/group discussions
- Student to student supervision/feedback in relation to the term paper. These student to student interactions should primarily focus upon the formulation of problem statement, introduction and paper outline. The interactions between students should have the shape of mutual written feedback and must take place on Blackboard.
- Workshops with presentation and discussion of student term papers. Only students who have fulfilled their obligations in the student to student feedback, mentioned above, can expect to receive further feedback on their term papers from the lecturer during the workshops

e. Syllabus

The syllabus is comprised of a maximum of 1200 standard pages, For example:
Anthony Giddens (2002), Runaway World, Profile Books
Malcolm Waters (2001) Globalization, Routledge
Arjun Appadurai (1998) Disjuncture and difference in a global cultural economy

f. Assessment criteria

In consideration of the provisions of the scale grading system, the form of the exam and the level of the postgraduate degree course, weight is placed on the degree to which the student's performance lives up to the described aims.

Emphasis is also placed on the degree to which the student masters the general skills described in § 1, para. 1-15.

g. Examination provisions

Test form:	Open home assignment. The topic for the assignment is chosen in consultation with the teacher, though the teacher can lay down a thematic framework within which the assignment should be written.
Number of pages:	15-25 standard pages
Submission:	End of May on a date specified by the teacher
Multiple participants:	Up to 3 participants possible. Number of pages per student must then approximately correspond to the number by an individual paper.
Second examiner:	none
Assessment:	7-grade scale
Weighting:	10 ECTS

Project presentation (Projektpræsentation)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	5 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	Institute of Language and Communication
Language of instruction:	The primary language	Responsible teacher:	Arabic: Helle Lykke Nielsen English: Christian Heyde Petersen French: - Spanish: Teresa Cadierno German: Gitte Rasmussen
Approved:	19th of May 2011		

a. Duration

Language-specific tuition: 1 hour per week during the 2nd semester, in the case of Arabic studies 3rd semester. Weighting 5 ECTS

b. Aims

Using the primary language in a well-organised, fluent way that is grammatically correct and precisely worded, students must be able to communicate both orally and in writing the aim, content and method of one of the assignments of the humanities profile courses or another postgraduate course at a level that accords with the requirements of a postgraduate degree. Emphasis is also placed on whether students can structure their material and use the presentation techniques studied on the course, preferably using visual aids.

c. Course content

Students are presented with relevant themes in the genres of rhetoric or public speaking such as presentation, debating, disposition, body language and use of visual aids. Students are given the chance to use these techniques in practice by means of presentation and discussion of their profile subject/profile project in their principal language both orally and in the form of brief synopsis.

d. Forms of instruction

Teaching uses oral and written presentations by students as a starting point. Teaching takes place in the foreign language.

e. Syllabus

The syllabus is comprised of the materials outlined in the course.

f. Assessment criteria

Taking into consideration the stipulations of the scale grading system, the examination form and the level of the postgraduate course, focus is placed on the degree to which the student's performance lives up to the description of aims and objectives. In addition, emphasis is placed on whether students have mastered the general competences described in § 1.

g. Examination requirements

An oral and a written examination are held at the end of January/June.

A.

Examination form: written summary in the principal language of the profile subject/profile project/another project at postgraduate level

Length: about 5 standard pages

Second examiner: internal

Assessment: one grade using the 7 scale system, in which presentational skills and linguistic correctness carry equal weight

Weighting: 2.5 ECTS

B.

Examination form: oral examination in the presentation of the profile subject/profile project/another project at postgraduate level.

Length: 25 minutes including assessment (presentation 15 minutes, questions 5 minutes)

Preparation: none

Second examiner: internal

Assessment: one grade according to the 7-grade system for oral proficiency, in which correctness and presentational skills carry equal weight

Weighting: 2.5 ECTS

2. Profile Subjects

A) PROFILE: HUMAN RESOURCE MANAGEMENT

HRM, Organisational Development and Communication (HRM, organisationsudvikling og kommunikation)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	1st semester (Arabic line: 2nd semester)	Institute:	Institute of Language and Communication
Language of instruction:	English	Responsible teacher:	Dennis Day
Approved:	19th of May 2011		

a. Duration

2½ hours per week in the 1st semester; for those taking Arabic in the 2nd semester.
Weighting: 10 ECTS

b. Aims

Students should

- be able to give an account of and adopt a critical stance towards central theoretical and methodological traditions in the study of the relations between communication, culture and organisations.
- be able to give an account of and take a critical stance towards how these theoretical and methodological traditions can be used in HR-related research
- be able on the basis of a theoretical and methodological tradition to assemble an empirical study of a clearly delimited HR-related subject from a communicative perspective.

c. Course content

Students should be introduced to central topics in the fields of anthropology, sociology and linguistics that are relevant to an understanding of the relations between HRM, Organisation Development and Communication, such as organisational culture as a HRM-tool; communicative competence in globalized contexts, interaction and management; learning as communicative and social practice; etc.

In the subject students work partly with considerations of theoretical and methodological factors and partly with analysis of concrete studies relevant to the course.

d. Forms of instruction

Teaching takes the form of lectures, discussions and exercises. The language used in teaching is usually English.

e. Required reading

The syllabus comprises about 1000 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2-6, 8-10 and 14.

g. Examination requirements

Examination form:	an open written home assignment on a topic selected by the student within the chosen profile. The topic is to be approved by the teacher.
Length:	15-20 standard pages excluding appendices. If multiple participants the length of the assignment must be in reasonable proportion to the number of contributors.
Multiple participants:	possible, provided that each individual contributor's work stands and can be assessed on its own, see § 17
Submission:	the deadline for submission of assignments that are to be assessed in the relevant examination period by the relevant teacher is 1st January/1 st June respectively.
Second examiner:	external
Assessment:	7-grade scale
Weighting:	10 ECTS

Human Resource Management (Human Resource Management)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	1st semester (Arabic line: 2nd semester)	Institute:	Department of Marketing and Management
Language of instruction:	English	Responsible teacher:	Jeanette Lemmergaard
Approved:	19th of May 2011		

a. Duration

44 hours in the 1st semester (the 2nd semester for those taking Arabic). Weighting: 10 ECTS

b. Aims

On the basis of an understanding of HRM tools, students should be able to assess an organisation's need for developing or improving the use of these tools with a view to strategic 'fit', productivity, special tasks and – not least – the well-being and psychophysical health of employees.

Students can

- *define* concepts that describe human qualities and job behaviour (see course content 2, 4) and relate these to the areas of application and the results of the HRM tool-kit.
- *specify* demands to be made of HRM tools (see course content 6,7,8,9,10) with a view to meeting the organisation's needs – expressed by, for example, a concrete demand for improved performance or by the establishment of a new company, functions, projects, task forces etc.
- *demonstrate* the potential effectiveness of an HR strategy (see course content 3,11) with a view to realising strategic goals for an organisation
- *argue* and form hypotheses on the basis of limited information about an issue related to HR with a view to uncovering the need for further information in order to arrive at greater certainty in decision-making.

c. Course content

The subject is a natural supplement to the students' understanding of general management, cross-cultural differences in views about people and human relations, and of their own reflections regarding job suitability and career. It comprises the following elements among others:

1. The history of HRM and its relationship to other management disciplines; HRM in the 21st century
2. Basic concepts in working with human resources
3. HR as a strategic parameter
4. Critical behaviour with a view to achieving competitive advantage
5. Central and peripheral areas of results for HRM
6. Manning an organisation
7. Job construction and job analysis
8. Learning and development in organisations
9. Career development
10. Classic areas for HRM: salary, personnel policy, assessment, disciplining, problem solving (personnel problems)

11. HRM strategies for supporting a business strategy

d. Forms of instruction

Approximately 20 of the 44 lessons will be carried out as dialogue based lectures and contain a general introduction to strategic HRM and modern HRM-tools, as described in b. Aims for the course. Textbooks about HRM and strategic HRM will be used in this part of the course. Approximately 12 lessons will be carried out as critical studies of selected themes in strategic HRM. Scientific articles within various defined fields will be used in this part of the course. The remaining 12 lessons will be carried out as case based projects where each group will be offered group discussions with sparring and guidance from the teacher. The case work will be carried out in groups of 3-6 students. Students who are not able to find a group on their own will be placed in groups by the teacher. There will be a minimum of two discussion sessions with the teacher.

e. Syllabus

The syllabus comprises about 1200 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2-6, 8-10 and 14.

g. Examination requirements

Examination form: a home assignment where the student has to make use of the theory, methods and tools obtained in the course in order to solve a case. The assignment is written in English.

Duration: 72 hours – typically a weekend

Number of pages: 15-20 standard pages, excl. appendix. If multiple participants the length of the assignment must be in reasonable proportion to the number of contributors.

Multiple participants: possible, until 3 participants, provided that each individual contributor's work stands and can be assessed on its own, see § 17

Second examiner: external

Assessment: 7-grade scale. Individual assessment

Weighting: 10 ECTS

Interpersonal Communication (Interpersonel kommunikation)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	Institute of Language and Communication
Language of instruction:	English	Responsible teacher:	Gitte Rasmussen
Approved:	19th of May 2011		

a. Duration

2½ hours per week in the 2nd semester (the 3rd semester for those taking Arabic).
Weighting: 10 ECTS

b. Aims

Students should

- identify a specific issue in the field of social communication that has relevance to their studies
- demonstrate understanding of the cognitive interests of the social communication theory and/or method selected in the course
- describe the selected theory and/or method and use it in an appropriate way
- present social communication analyses of empirical materials in the form of (non-) verbal and/or face-to-face communication
- contextualise results of analyses in relation to, for example, further work with the results aimed at ensuring validity; to insights into social processes established in the literature; to insights into the creation of social norms established in the literature; or to insights established in the literature as to the social norms that characterise given social groups in given situations.

c. Course content

Students are introduced to social communication methods such as *ethno-methodology* or *conversation analysis*.

Data is analysed in the form of, for example, conversations between (mono- or bilingual) colleagues, employers and employees, between representatives of parent companies and subsidiaries (possibly by telephone), between purchaser and vendor or between patient and doctor, teacher and student.

The conversations can, in principle, be about anything from orders to personnel development to therapy. The central feature of working with conversations will be to look at the social norms (re)established by partners in their conversation in order to deal with each other.

d. Forms of instruction

Teaching takes the form of lectures, student discussion papers and presentations alongside discussion, exercises and data sessions. The language used in teaching is usually English.

e. Syllabus

The syllabus comprises about 1000 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2-6, 8-10 and 14.

g. Examination requirements

Examination form: an open written home assignment in the form of an empirical project. The topic is to be approved by the teacher.

Length: 15-20 standard pages excluding appendices. If multiple participants the length of the assignment must be in reasonable proportion to the number of contributors.

Multiple participants: possible, provided that each individual contributor's work stands and can be assessed on its own, see § 17.

Submission: the deadline for submission of assignments that are to be assessed in the relevant examination period by the relevant teacher is 1st January/1st June respectively.

Second examiner: external

Assessment: 7-grade scale

Weighting: 10 ECTS

Leadership and Organizational Communication		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	Department of Marketing and Management
Language of instruction:	English	Responsible teacher:	Lars Thøger Christensen
Approved:	15th of December 2011		

a. Duration

44 hours in the 2nd semester (the 3rd semester for those taking Arabic). Weighting: 10 ECTS

b. Aims

On completion of the course, students must be able to:

- judiciously describe, analyse and put theoretical communicative problems into perspective in a managerial and organisational context with the help of relevant academic theories and methods,
- independently systematise complex knowledge on organisational communication and management,
- select and prioritise matters of significance for the subject in question and evaluate theories connected with the discipline in a judicious manner.

c. Course content

Teaching includes an in-depth scientific and research-based introduction to basic theories on organisational communication and management in the public and private sectors. Teaching themes include structure and process, rationality and decision-making, organisational culture(s) and socialisation, organisational identity and identification, relations and networks, management styles and competences, facilitation and participation, power, authority and control, conflict and conflict resolution, change and change communication, organisational communication technologies and diversity and ethics. The aim is to introduce students to theories of management as a multi-faceted, complex entity that is also related to ordinary communication ideals such as integrated communication and corporate communication.

d. Forms of instruction

Teaching takes the form of lectures, discussions and reviewing specific cases.

e. Syllabus

The syllabus comprises 800 standard pages established by the teacher and represents a plurality of theories on organisational communication and management.

Example of syllabus:

- George Cheney, Lars Thøger Christensen, Ted Zorn & Shiv Ganesh (2011), *Organizational Communication in an Age of Globalization: Issues, Reflections, Practices*. 2nd ed. Waveland Press, Inc., Chicago.
- Compendium containing background articles.

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to

which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1.

g. Examination requirements

Examination form: oral
Duration: 30 minutes per student including discussion of performance
Preparation: 30 minutes
Examination aids: all written examination aids
Co-examiner: external
Scale: the 7-point grading scale
Weighting: 10 ECTS points

PROFILE: INTERNATIONAL RELATIONS

Human Rights and Culture (Menneskerettigheder og kultur)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	1st semester (Arabic line: 2nd semester)	Institute:	Institute of Philosophy, Pedagogy and Religion
Language of instruction:	English	Responsible teacher:	Tim Jensen/Lars Binderup
Approved:	19th of May 2011		

a. Duration

2½ hours per week in the 1st semester (the 2nd semester for those taking Arabic).
Weighting: 10 ECTS

b. Aims

Students should be able to evidence and demonstrate insight into relevant theories dealing with human rights and be able to assess their applicability in a variety of concrete geographical, social and cultural contexts.

c. Course content

Central topics and issues within the topic area of human rights and culture. These will include:

- the history of human rights
- the concept of (human) rights and its significance
- the universality of human rights
- relations between human rights and religion
- relations between human rights and ethics
- the significance of human rights for supranational organisations such as the UN and aid work
- human rights on a more local level
- the significance of human rights for business concerns

d. Forms of instruction

Teaching will typically take the form of traditional lectures, but can include structured home study and workshops. Considerable active participation is expected from students in relation to preparation, presentation and discussion of suggested readings. Students are encouraged to create study groups in this discipline.

The language used in teaching is usually English.

e. Examination requirements

The syllabus comprises a maximum of 1200 standard pages, which should broadly cover the discipline.

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level in the 2nd semester of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2-6, 8-10 and 14.

g. Examination requirements

Examination form:	an open written home assignment on a topic selected by the student within the chosen profile. The topic should be approved by the supervisor, who is the teacher of the special subject. In addition the examination includes a set assignment in the form of a question on the syllabus. The deadline for the submission of the set assignment is determined by the teacher.
Number of pages	15-20 standard pages excluding appendices. The open part about 15 standard pages and the set part about 5 standard pages
Multiple participants:	possible, provided that each individual contributor's work stands and can be assessed on its own, see § 17
Submission:	the deadline for submission of assignments that are to be assessed in the relevant examination period by the relevant teacher is 1st January/1 st June respectively.
Second examiner:	external
Assessment:	two grades will be given. The open assignment is assessed by the 7-grade scale. The set assignment is assessed passed/failed.
Weighting:	10 ECTS

Economic Integration (Økonomisk integration)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	1st semester (Arabic line: 2nd semester)	Institute:	Department of Business and Economics
Language of instruction:	English	Responsible teacher:	Jørgen Drud Hansen
Approved:	19th of May 2011		

a. Duration

45 hours in the 1st semester (the 2nd semester for those taking Arabic).

Weighting: 10 ECTS

b. Aims

Students should be able to:

- describe and identify the most significant historical events and the most important organs of the EU
- Compare and explain the various levels of economic integration

Real integration:

- Describe, analyse and discuss the welfare effects of establishing a free trade area, a customs union, an internal market and a common market with the aid of both diagrams and algebra.
- Analyse dynamic effects of integration using both diagrams and algebra and discuss the difference between static and dynamic effects of integration.
- Explain in words the spacial effects of integration.
- Describe, analyse and make a critique of the following EU policies: Common agricultural policy, competition policy, industrial policy and regional policy, using diagrams as well as algebra.
- Account for data about real integration and relate these to theory.

Monetary integration

- Describe analyse and debate the advantages and disadvantages of monetary integration with the aid of both diagrams and algebra and evaluate the monetary union in the EU with regard to advantages and disadvantages.
- Analyse and debate the effects of financial and fiscal policy in a monetary union in both the short and the long term and under the influence of macro-economic set-back using both diagrams and algebra.
- Describe the institutional construction of the European Central Bank.
- Describe and analyse central bank independence and conservatism with the aid of both diagrams and algebra and evaluate the institutional make-up of the European Central Bank.
- Explain and analyse the European Central Bank's strategy for monetary policy and relate it to the data.
- Describe, analyse and discuss the role of monetary policies in a monetary union with the aid of both diagrams and algebra.
- Explain, analyse and formulate a critique of the Stability and Growth Pact with the aid of both diagrams and algebra.

- Describe and explain financial integration and monetary transmission mechanisms in the EU.

c. Course content

The aim of the course is to provide students with in-depth and critical insight into economic aspects of international integration in general and in particular into the economic aspects of the European integration process. Focus during the course is particularly directed at economic theory about integration – both real and monetary conditions – and on aspects of economic policy in the EU. In addition empirical knowledge about EU integration is included.

d. Forms of instruction

Teaching takes the form of lectures. The language used is usually English.

e. Syllabus

There is required reading of about 700 standard pages in the subject area.

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

g. Examination requirements

Examination form:	written examination under supervision. A computer must be used.
Duration:	4 hours
Aids:	all written and printed aids
Computer:	according to the rules of the Faculty of Humanities
Second examiner:	none
Assessment:	7-grade scale
Weighting:	10 ECTS

The Welfare Society from an International Perspective (Velfærdssamfundet fra et internationalt perspektiv)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	Institute of History and Civilization
Language of instruction:	English	Responsible teacher:	Klaus Petersen
Approved:	19th of May 2011		

a. Duration

2½ hours per week in the 2nd semester (the 3rd semester for those taking Arabic). Weighting: 10 ECTS

b. Aims

Students should

- be acquainted with a variety of types of welfare state and their historical development
- be able to debate various types of challenge facing the Danish welfare state
- demonstrate a comparative understanding of other countries' welfare systems
- be able to apply theoretical approaches to issues chosen by them and/or of topical relevance

c. Course content

The course introduces the historical development of the Danish welfare society with particular emphasis on the period after 1945 and with a view to what are known as the Nordic, the Anglo-Saxon and the continental welfare models.

In addition the course discusses definitions and problems in the welfare society and the crisis of the model is looked at in close detail. This will involve themes such as demographic pressure, globalisation, individualisation, and the political problems associated with welfare reforms.

Political, economic, social and cultural viewpoints are brought to bear. Finally the course will provide an elementary introduction to problems of method and theory with a view to enabling students to apply their knowledge to similar issues. This can take the form of exercises.

d. Forms of instruction

Teaching takes the form of lectures, discussions and exercises. The language used in teaching is usually English.

e. Syllabus

The syllabus comprises about 1000 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above.

Emphasis will be placed on the extent to which students are able not simply to give an account of the knowledge acquired during the course but also to apply this knowledge to other real problems relating to the welfare society. In addition emphasis is placed in the assessment

on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

g. Examination requirements

Either an oral examination:

Examination form:	oral examination
Duration:	about 30 minutes including assessment
Preparation:	30 minutes
Aids:	all printed aids may be brought to the examination.
Moderator:	external
Assessment:	7-grade scale
Weighting:	10 ECTS

or a home assignment:

Examination form:	an open written home assignment on a topic selected by the student within the chosen profile. The topic is to be approved by the teacher .
Length:	15-20 standard pages excluding appendices. If multiple participants the length of the assignment must be in reasonable proportion to the number of contributors.
Multiple participants:	possible, provided that each individual contributor's work stands and can be assessed on its own, see § 17.
Submission:	the deadline for submission of assignments that are to be assessed in the relevant examination period by the relevant teacher is 1st January/1 st June respectively.
Second examiner:	external
Assessment:	7-grade scale
Weighting:	10 ECTS

International Trade and Policy (International handel og politik)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	Department of Business and Economics
Language of instruction:	English	Responsible teacher:	Jørgen Drud Hansen
Approved:	19th of May 2011		

a. Duration

45 hours in the 2nd semester (the 3rd semester for those taking Arabic). Weighting: 10 ECTS

b. Aims

Students should be able to:

for open economies

- describe, explain and discuss the economic and political arguments for and against international trade taking place under perfect competition
- describe and explain means involved in and effect of strategic trade policy
- describe, explain and discuss the economic and political arguments for and against international trade under imperfect competition
- describe, analyse and discuss the political process behind trade policy decisions
- account for and discuss the effects of international trade on the economies of developing countries and their trade policy
- account for and discuss current trade policy issues under the WTO

insofar as the topic is dealt with:

- account for and discuss current international environmental issues and policies

c. Course content

The subject elucidates aspects of international economics. Arguments for and against free trade are tackled alongside income-related aspects of trade. The political process behind the introduction of trade barriers, including lobbying, are looked at, and strategic arguments for intrusive action and instruments of trade policy are brought to bear. The effects of globalisation, issues relating to developing countries and current conflicts under the WTO are dealt with. International environmental issues and policies can also be addressed on the course.

d. Forms of instruction

Teaching takes the form of lectures. The language used in teaching is usually English.

e. Syllabus

The syllabus comprises about 700 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. Emphasis will be placed on the extent to which students are able not simply to give an account of the knowledge acquired during the course but also to apply this knowledge to other real problems relating to welfare society. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

g. Examination requirements

Examination form: written examination under supervision. A computer must be used.
Duration: 4 hours
Aids: all printed aids may be brought to the examination.
Computer: according to the rules of the Faculty of Humanities
Second examiner: external
Assessment: 7-grade scale
Weighting: 10 ECTS

PROFILE: MARKETING AND COMMUNICATION

Media and Communication Theory (Medie- og kommunikationsteori)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	1st semester (Arabic line: 2nd semester)	Institute:	Institute of Language and Communication
Language of instruction:	English	Responsible teacher:	Dennis Day
Approved:	19th of May 2011		

a. Duration

2 hours per week in the 1st semester (the 3rd semester for those taking Arabic). Weighting: 10 ECTS

b. Aims

For the examination students should

- demonstrate knowledge of significant theories and methodologies concerning human and social scientific communication and media.
- demonstrate the ability independently to assess and reflect on the explanatory value of these theories in relation to various aspects of mediated communication
- make a critical assessment of empirical communication and media theory relevant to their studies from a theoretical and methodological viewpoint.

c. Course content

Students should be introduced to central theories about the psychological, cultural and social interchange, use and significance of media communication.

Supervision is provided in how to reflect on and assess the applicability of these theories in relation to a set of dimensions (for example media and socialisation, media and trust, media and globalisation). Concrete empirical studies should be read with a view to making a critical examination of their theoretical and methodological coherence.

d. Forms of instruction

Teaching takes the form of lectures and exercises. The language used is English.

e. Syllabus

The syllabus comprises a maximum of 1200 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

g. Examination requirements

Examination form: an open written home assignment. Deadline for submission is 1st June/January, if the assignment is to be assessed in a given examination period by the relevant teacher.

Number of pages 10 – 15 standard pages

Second examiner: external

Assessment: 7-grade scale

Weighting: 10 ECTS

Applied Marketing Management (Anvendt Markedsføringsplanlægning)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	1st semester (Arabic line: 2nd semester)	Institute:	Department of Marketing and Management
Language of instruction:	English	Responsible teacher:	Per Servais
Approved:	19th of May 2011		

a. Duration

45 hours in the 1st semester (the 2nd semester for those taking Arabic).

Weighting: 10 ECTS

b. Aims

The aim of the course is to provide a solid basis in marketing theory that can act as a background for structuring and debating marketing issues to be found in a company's marketing function.

Students should

- independently and on the basis of considered scholarship be able to plan ways of dealing with a company's marketing tasks from the standpoint of the marketing function.
- be able, in relation to the analysis and structuring of information, to select and apply the models and methods that are relevant to solving marketing problems.

c. Course content

The course builds upon the knowledge that students have acquired in the BA course in Marketing. The aim of the course is to give students the understanding and the skills necessary to analyse the tasks and issues involved in a company's marketing function, including the methods and techniques that should be used in order to answer the demands and expectations made of a marketing function.

On the course students are introduced to the way the marketing function is carried out in practice with special focus the ability to control and manage the value-generative processes that the marketing function contributes to. At the centre of the course lies planning and management of effective exchange relations as characteristic of the role of the marketing function and of those of its activities that are directed at achieving the aims of the individual concern.

In addition to learning about the process involved in planning for marketing, students have the chance to demonstrate a knowledge of relationship marketing in respect to clients, competitors and distributors, whether this be the marketing of physical products or of services.

d. Forms of instruction

Lectures, student presentations and discussion. Considerable active participation is expected from students in relation to preparation, presentation and discussion of suggested solutions. Students are encouraged to create study groups in this discipline.

All lectures take concrete tasks and issues relevant to an organisation as their starting point. The lectures present an overview of the literature and, in relation to cases, indicate practical

solutions in answer to tasks/problems. Students are involved in the phases at which problems are formulated and solutions arrived at.

The language used in teaching is usually English.

e. Syllabus

Required reading: about 1200 pages, which broadly cover the research area.

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

g. Examination requirements

Examination form:	a closed home assignment in the form of a case. The teacher decides when the assignment is handed out and the deadline for handing it in.
Duration:	72 hours
Second examiner:	none
Assessment:	7 grade scale
Weighting:	10 ECTS

Media Analysis (Medieanalyse)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	Institute of Language and Communication
Language of instruction:	English	Responsible teacher:	Christian Heyde Petersen
Approved:	19th of May 2011		

a. Duration

2½ hours per week in the 2nd semester (the 3rd semester for those taking Arabic).
Weighting: 10 ECTS

b. Aims

For the examination students should

- use central theories and methodologies about the psychological, cultural and social uses and significance of media communications in modern society with the aim of
- preparing and conducting a small-scale, empirical media study relevant for their studies from the standpoint either of the sender or the receiver and being able to back up the approach taken.

c. Course content

After a review of central theories and methodologies of media and communication, a variety of analytical and methodological possibilities offered by these is presented.

Insight is given into the criteria that have to be brought to bear in a choice of method and of analytical tools for an empirical study. After that students are supervised in how independently to prepare and carry out a small-scale, empirical media study from the standpoint of either the sender or the receiver.

d. Forms of instruction

Teaching takes the form of lectures and exercises. The language used is normally English.

e. Syllabus

The syllabus comprises a maximum of 1200 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above and that the students can

- give an account of important theories concerning the use and importance of media in modern society
- demonstrate abilities in comparing, evaluating and reflecting upon these theories and their validity so as to facilitate applications of them in media investigations
- draft and execute a small empirical investigation from a sender- or recipient-perspective and substantiate their approach and choices.

In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

g. Examination requirements

As special subject and as an option carrying 10 ECTS, the course is conducted *as described under profile project*:

Examination form:	an open written home assignment on a topic selected by the student within the chosen profile subject. The topic should be approved by the supervisor, who is the teacher of the profile subject.
Length:	15-20 standard pages excluding appendices.
Multiple participants:	possible, provided that each individual participant's work stands and can be assessed on its own, see § 17
Submission:	the deadline for submission of assignments that are to be assessed in the relevant examination period by the relevant teacher is 1 st January/1 st June respectively.
Second examiner:	external
Assessment:	7-grade scale
Weighting:	10 ECTS

Integrated Market Communication (Integreret markedskommunikation)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	10 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	Department of Marketing and Management
Language of instruction:	English	Responsible teacher:	Lars Thøger Christensen
Approved:	19th of May 2011		

a. Duration

45 hours in the 2nd semester (the 3rd semester for those taking Arabic).

Weighting: 10 ECTS

b. Aims

Students should learn the following skills:

- To be able to give an account of central marketing concepts
- To be able to explain why businesses increasingly integrate their communication
- To be able to identify the interplay between strategy, creativity and identity in a concern's advertising and in other forms of marketing communication
- To be able to give an account of and apply concepts of marketing communication in practical cases
- To be able to analyse and assess the significance and effect of a communication plan
- To be able to identify elements of the ideal of integrated communication as organisational practice

c. Course content

The course takes as its point of departure the fact that a company's market is characterised by many different forms of communication, media and agents. To exploit and understand the potential of and the interplay between these forms, it is important to be able to plan, control and analyse market-related communication on its own premises. The course explores the way market-related communication is created, received and interpreted by different agents in and around the market. The course constructs a view of marketing communication that is grounded both in strategy and in interpretation and that paves the way for a balanced, multi-faceted and critical understanding of the conditions, the dimensions and the effects of market communication. The course aims in other words both to provide students with a fundamental theoretical and practical understanding of communication in the field of tension between business, market and society.

Central areas

On the course the following concepts and issues are studied:

- Planning of market communication
- Integrated communication as organisational practice
- Advertisement
- Other market communication media including printed media, TV and radio, internet
- Consumer behaviour
- Branding
- Creative strategies
- Corporate identity and image

- Effect(s) of communication

d. Form of instruction

Teaching takes the form of lectures and exercises. The language used is normally English.

e. Syllabus

The syllabus comprises a maximum of 1200 standard pages

f. Assessment criteria

With reference to the stipulations of the grading system and taking account of the form of examination and the level of the postgraduate course, emphasis is placed on the degree to which the students' performance lives up to the aims and objectives described above. In addition emphasis is placed in the assessment on the degree to which students have mastered the general competences described in § 1, in particular items 2, 5-7, 10, 13 and 14.

g. Examination requirements

Examination form:	written examination under supervision. A computer must be used
Duration:	4 hours
Aids:	all written and printed aids
Computer:	according to the rules of the Faculty of Humanities
Second examiner:	none
Assessment:	7-grade scale
Weighting:	10 ECTS

Thesis (Speciale)		Teaching activity no.:	
Study:	The Master's Programme in Business, Language and Culture, Cand.negot.		
ECTS:	25 ECTS + 5 ECTS	City:	Odense
Semester:	2nd semester (Arabic line: 3rd semester)	Institute:	-
Language of instruction:		Responsible teacher:	the individual supervisor
Approved:	19th of May 2011		

a. Extent of the thesis

Individual supervision is provided, the extent to be agreed with the teacher.

Weighting: 30 ECTS, of which 5 ECTS are made up by the foreign language summary.

b. Aims

Students should demonstrate the ability to isolate and solve a problem by independently and critically employing the methods and theories introduced during the course on a topic of economic, social, cultural and/or linguistic relevance, which is relevant to the primary language area and/or involves literature in the primary language to a significant extent. The topic should be in the chosen profile.

In the *summary of the thesis* using the primary language students should show the ability to give a clear and ordered presentation of the content of the thesis in language that is without significant deviation from the norm in its grammar, idiom, vocabulary and orthography.

c. Course content

Work on the thesis is conducted under individual supervision from a teacher from one of the two main areas or possibly a teacher from each of these areas. The *topic* of the thesis is formulated by the student and should be in the selected area and study line of the primary language. The topic is approved by a *supervisor* for the thesis, who is appointed by the board of studies.

Procedures

Students fill out a thesis application form, which is signed by both the supervisor and the student and is handed in to the secretariat.

At the same time a deadline is laid down of no more than 6 months for the submission of the thesis.

On the form *the provisional title* is given as well as a deadline for the submission of a *project description*.

Before the deadline the project description must be handed in to the supervisor. At the same time a midway meeting is arranged between the student(s) and the supervisor. At the midway meeting the project description is presented for discussion between the student(s) and the supervisor.

d. Examination requirements

Examination

form: Graduate thesis (open home assignment). Is normally written in Danish but can be written in the primary language if agreed with the supervisor.

Length: 60-100 standard pages per student.

Multiple

participation: possible – max. 3 participants. The individual student's contribution must stand on its own and must be assessed individually, and the total extent of the thesis should reasonably be in proportion to the number of contributors.

Presentation of the thesis: As far as possible at the latest 5 weeks after the submission of the thesis there is a presentation of the thesis in the form of a meeting of about 1 hour between the author of the thesis, the supervisor and the moderator. The author starts the meeting with a presentation of 5-10 minutes. In the presentation, which must not be a summary of the thesis, the student can give a more detailed explanation of the chosen form, of problems involved in the composition, of other possible models for dealing with the topic, etc. In the subsequent conversation the supervisor and the moderator can pose questions elaborating on specific points in order, for example, to clarify doubt as to detail in the thesis and to conduct an in-depth test of the author's insights into the subject of the thesis.

Second examiner: external

Assessment: 7-grade scale. The presentation of the thesis can normally influence the result by no more than 1 grade. Students' proficiency in spelling and linguistic expression, whether the thesis is written in Danish or in a foreign language, must be assessed as passed for the thesis as a whole to be passed. Poor use of language can have a negative effect on the overall grade, and effective use of language can have a positive effect. Immediately after the oral presentation of the thesis the supervisor and the moderator make their deliberations, whereupon the grade is published.
Grade count double.

Weighting: 25 ECTS

In addition students must complete a *summary in the primary language*, which is submitted in two copies at the same time as but separate from the thesis.

Examination form: summary of thesis in the primary language (open home assignment)

Length: about 5 standard pages per student.

Multiple participants: Up to 3 participants, whose individual contributions must be able to be identified and assessed on their own merits.

Second examiner: none

Assessment: passed/failed. The thesis is not passed until the summary has been passed. Assessment of the summary should be completed by the time of the oral presentation of the thesis at the latest. Individual grades are given.

Weighting: 5 ECTS

The thesis cannot be assessed before all other subjects on the discipline have been completed. In the event of any re-examination the thesis must have a new topic.