

**Correction sheet for the Cand.Negot. Curriculum in Arabic, English, French, Spanish and German.**

**Approved by the Cand.Negot. Study Board 15<sup>th</sup> of December 2011.**

**Approved by the Dean of The Humanities Faculty 20<sup>th</sup> of December 2012.**

**Corrections applies for 2007 (rev. 2009 and 2010) and 2011 curricula.**

**Students who have not before examination term 2012/13 begun the examination in International Management must take the course in Leadership and Organizational Communication in stead.**

§ 2 is changed as follows:

## **§ 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.

<b>Globalisation Processes (Globaliseringsprocesser)</b>		Teaching activity no.:	
<b>Study:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester (Arabic line 3rd semester)	<b>Institute:</b>	Institute of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher::</b>	Sofie Møller Bjerrisgaard
<b>Approved:</b>	15th of December 2011 (Negot. Study Board)		

### **a. Duration**

4 hours per week for 11 weeks in the 2<sup>nd</sup> semester, in the case of Arabic studies 3<sup>rd</sup> 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

The course INTERNATIONAL MANAGEMENT is substituted by the following subject

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

#### a. Duration

44 hours in the 2<sup>nd</sup> semester (the 3<sup>rd</sup> 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*. 2<sup>nd</sup> 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