

**Curriculum**

**for**

**The Cand. negot.**

**Programme**

**in Arabic, English, Spanish and German**

**2013**

Adopted by the Cand. negot. study board 7.3.2013.

Approved by the Dean of the Humanities Faculty 24<sup>th</sup> of September 2013 in accordance with regulation 814 of the 29<sup>th</sup> 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 29<sup>th</sup> 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, Spanish or German 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 six areas (profiles): Human Resource Management, International Relations, International Economics, International Sales Management, Global Marketing Management, and International Communication Management. 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, International Economics, International Sales Management, Global Marketing Management, and International Communication Management.
- 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:***

*Knowledge:*

Candidates should:

- depending on their choice of profile, have specialist knowledge based on the highest level of international research in the areas of Human Resource Management, International Relations, International Economics, International Sales Management, Global Marketing Management, or International Communication Management
- have an understanding of theoretical issues relating to culture and communication
- understand and on a scientific basis reflect on the knowledge of the subject area and be able to identify scientific questions

*Skills:*

*Candidates can:*

- perform independent business functions both in Denmark and abroad in commercial enterprises, organisations and areas of the public sector that require knowledge of theories and methods of international business economics and foreign language skills at a high level including an understanding of theoretical and methodological issues of culture and communication
- depending on their options, perform independent business functions - both in Denmark and abroad – that require specialist knowledge in Human Resource Management, International Relations, International Economics, International Sales Management, Global Marketing Management, and International Communication Management.
- Master their chosen foreign language at a high level both in writing and speaking

- assess and select relevant scientific theories, methods and tools within business economics and the area of culture and communication in general and within their special profile as well as produce new scientifically based analysis and solution models
- convey research based knowledge and discuss professional and scientific questions with colleagues as well as non-specialists

*Competences:*

*Candidates can:*

- manage work and development situations which are complex, unpredictable and require new solution models
- independently initiate and accomplish both cross-disciplinary cooperation and cooperation within the field and assume professional responsibility
- independently take responsibility for their own professional development and specialisation

**§ 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

By enrolment students choose a language profile (Arabic, English, Spanish, or German) and one of the six following profiles.

The programme consists of

#### 1. Common subjects obligatory for all students regardless of chosen language and profile

#### 2. Profile subjects obligatory for the chosen profile

**3. Electives\*:** Profile courses from other profiles than the chosen can be taken as electives in the chosen profile. Electives can be spread over several semesters if the student prefers so. At least 10 ECTS electives must be within Humanities (i.e. offered by the Faculty of Humanities) and at least 10 ECTS must be within Social Sciences (i.e. offered by the Faculty of Social Sciences). In total 30 ECTS electives.

**4. Thesis\*\*:** Subject can be chosen within the Humanities or within Social Sciences.

*Teaching takes place in English unless otherwise stated.*

*For students who start in February the recommended order of the semesters are: 2<sup>nd</sup> semester, 1<sup>st</sup> semester, 3<sup>rd</sup> semester and 4<sup>th</sup> semester.*

#### COURSE MODELS FOR THE SIX PROFILES:

Profile <b>HUMAN RESOURCE MANAGEMENT</b>							
	HUMANITIES		SOCIAL SCIENCES		hrs/week/ECTS		Total
	Courses common for all profiles	Profile courses	Profile courses	Courses common for all profiles	Soc. Sc.	Hum.	
<b>1st Sem.</b>	Negotiation Theory 2 hrs/wk 5 ECTS	HRM, Organizational Development and Communication 2½ hrs/wk# 10 ECTS	Human Resource Management 3 hrs/wk 10 ECTS		3 10 ECTS	4.5 15 ECTS	7.5 25 ECTS
<b>2nd Sem.</b>	Project Presentation 1 hr/wk 5 ECTS	Interpersonal Communication 2½ hrs/wk# 10 ECTS	Leadership and Organizational Communication 3 hrs/wk 10 ECTS	Globalization Processes 3 hrs/wk 10 ECTS	6 20 ECTS	3.5 15 ECTS	9.5 35 ECTS
<b>3rd Sem.</b>	<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
<b>4th Sem.</b>	<b>Thesis</b> Foreign language summary: 5 ECTS; Thesis: 25 ECTS				15 ECTS#	15 ECTS#	30 ECTS
<b>Total</b>					<b>13-15 60 ECTS</b>	<b>11,5 60 ECTS</b>	<b>24,5-26,5 120 ECTS</b>

\* The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science. Electives may be profile courses from the other profiles.

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



Course model and outline of examinations

Profile <b>INTERNATIONAL ECONOMICS</b>							
	HUMANITIES		SOCIAL SCIENCES		hrs/week/ECTS		Total
	Courses common for all profiles	Profile courses	Profile courses	Courses common for all profiles	Soc. Sc.	Hum.	
<b>1st Sem.</b>	Negotiation Theory <i>2 hrs/wk</i> <i>5 ECTS</i>	Human Rights and Culture <i>2½ hrs/wk#</i> <i>10 ECTS</i>	Economic Integration <i>3 hrs/wk</i> <i>10 ECTS</i>		3 10 ECTS	4.5 15 ECTS	7.5 25 ECTS
<b>2nd Sem.</b>	Project Presentation <i>1 hr/wk</i> <i>5 ECTS</i>	The Welfare Society from an International Perspective <i>2½ hrs/wk#</i> <i>10 ECTS</i>	International Trade and Policy <i>3 hrs/wk</i> <i>10 ECTS</i>	Globalization Processes <i>3 hrs/wk</i> <i>10 ECTS</i>	6 20 ECTS	3.5 15 ECTS	9.5 35 ECTS
<b>3rd Sem.</b>	<b>Electives (§ 5a)</b> Can be spread over several semesters. <i>10, 15 or 20 ECTS*</i>		<b>Electives (§ 5a)</b> Can be spread over several semesters. <i>10, 15 or 20 ECTS*</i>		4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
<b>4th Sem.</b>	<b>THESIS</b> Foreign language summary: 5 ECTS; Thesis: 25 ECTS				15 ECTS $\alpha$	15 ECTS $\alpha$	30 ECTS
<b>Total</b>					<b>13-15</b> <b>60 ECTS</b>	<b>11,5</b> <b>60 ECTS</b>	<b>24,5-26,5</b> <b>120 ECTS</b>

\* The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science. Electives may be profile courses from the other profiles.

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

Profile <b>INTERNATIONAL RELATIONS</b>							
	HUMANITIES		SOCIAL SCIENCES		hrs/week/ECTS		TOTAL
	Courses common for all profiles	Profile courses	Profile courses	Courses common for all profiles	Soc. Sc.	Hum.	
<b>1st Sem.</b>	Negotiation Theory <i>2 hrs/wk</i> <i>5 ECTS</i>	Human Rights and Culture <i>2½ hrs/wk#</i> <i>10 ECTS</i>	Introduction to International Relations <i>2 hrs/wk</i> <i>10 ECTS</i>		3 10 ECTS	4.5 15 ECTS	7.5 25 ECTS
<b>2nd Sem.</b>	Project Presentation <i>1 hr/wk</i> <i>5 ECTS</i>	The Welfare Society from an International Perspective <i>2½ hr/wk#</i> <i>10 ECTS</i>	International Political Organizations <i>2 hrs/wk</i> <i>10 ECTS</i>	Globalization Processes <i>3 hrs/wk</i> <i>10 ECTS</i>	6 20 ECTS	3.5 15 ECTS	9.5 35 ECTS
<b>3rd Sem.</b>	<b>Electives (§ 5a)</b> Can be spread over several semesters. <i>10, 15 or 20 ECTS*</i>		<b>Electives (§ 5a)</b> Can be spread over several semesters. <i>10, 15 or 20 ECTS*</i>		4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
<b>4th Sem.</b>	<b>Thesis</b> Foreign language summary: 5 ECTS; Thesis: 25 ECTS				15 ECTS $\alpha$	15 ECTS $\alpha$	30 ECTS
<b>Total</b>					<b>13-15</b> <b>60 ECTS</b>	<b>11,5</b> <b>60 ECTS</b>	<b>24,5-26,5</b> <b>120 ECTS</b>

\* The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science. Electives may be profile courses from the other profiles.

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

Course model and outline of examinations

Profile							
INTERNATIONAL SALES MANAGEMENT					hrs/week/ECTS		Total
	HUMANITIES		SOCIAL SCIENCES		Soc. Sc.	Hum.	
	Courses common for all profiles	Profile courses	Profile courses	Courses common for all profiles			
<b>1st Sem.</b>	Negotiation Theory 2 hrs/wk 5 ECTS	Media and Communication Theory 2½ hrs/wk# 10 ECTS	International Sales Management 3 hrs/wk 10 ECTS		3 10 ECTS	4.5 15 ECTS	7.5 25 ECTS
<b>2nd Sem.</b>	Project Presentation 1 hr/wk 5 ECTS	Interpersonal Communication 2½ hr/wk# 10 ECTS	International Marketing Channels 3 hrs/wk 10 ECTS	Globalization Processes 3 hrs/wk 10 ECTS	6 20 ECTS	3.5 15 ECTS	9.5 35 ECTS
<b>3rd Sem.</b>	<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
<b>4th Sem.</b>	<b>Thesis</b> Foreign language summary: 5 ECTS; Thesis: 25 ECTS				15 ECTS $\alpha$	15 ECTS $\alpha$	30 ECTS
<b>Total</b>					<b>13-15 60 ECTS</b>	<b>11,5 60 ECTS</b>	<b>24,5-26,5 120 ECTS</b>

\* The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science. Electives may be profile courses from the other profiles.

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

Profile							
INTERNATIONAL COMMUNICATION MANAGEMENT					hrs/week/ECTS		Total
	HUMANITIES		SOCIAL SCIENCES		Soc. Sc.	Hum.	
	Courses common for all profiles	Profile courses	Profile courses	Courses common for all profiles			
<b>1st Sem.</b>	Negotiation Theory 2 hrs/wk 5 ECTS	Media and Communication Theory 2½ hrs/wk# 10 ECTS	Advanced Brand Management 3 hrs/wk 10 ECTS		3 10 ECTS	4.5 15 ECTS	7.5 25 ECTS
<b>2nd Sem.</b>	Project Presentation 1 hr/wk 5 ECTS	Media Analysis 2½ hr/wk# 10 ECTS	Corporate Communication 3 hrs/wk 10 ECTS	Globalization Processes 3 hrs/wk 10 ECTS	6 20 ECTS	3.5 15 ECTS	9.5 35 ECTS
<b>3rd Sem.</b>	<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
<b>4th Sem.</b>	<b>Thesis</b> Foreign language summary: 5 ECTS; Thesis: 25 ECTS				15 ECTS $\alpha$	15 ECTS $\alpha$	30 ECTS
<b>Total</b>					<b>13-15 60 ECTS</b>	<b>11,5 60 ECTS</b>	<b>24,5-26,5 120 ECTS</b>

\* The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science. Electives may be profile courses from the other profiles.

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

Profile GLOBAL MARKETING MANAGEMENT							
	HUMANITIES		SOCIAL SCIENCES		hrs/week/ECTS		Total
	Courses common for all profiles	Profile courses	Profile courses	Courses common for all profiles	Soc. Sc.	Hum.	
<b>1st Sem.</b>	Negotiation Theory 2 hrs/wk 5 ECTS	Media and Communication Theory 2½ hrs/wk# 10 ECTS	Marketing Across Cultures 3 hrs/wk 10 ECTS		3 10 ECTS	4.5 15 ECTS	7.5 25 ECTS
<b>2nd Sem.</b>	Project Presentation 1 hr/wk 5 ECTS	Media Analysis 2½ hr/wk# 10 ECTS	Consumption Studies 3 hrs/wk 10 ECTS	Globalization Processes 3 hrs/wk 10 ECTS	6 20 ECTS	3.5 15 ECTS	9.5 35 ECTS
<b>3rd Sem.</b>	<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		<b>Electives (§ 5a)</b> Can be spread over several semesters. 10, 15 or 20 ECTS*		4-6 15 ECTS	4 15 ECTS	8-10 30 ECTS
<b>4th Sem.</b>	<b>Thesis</b> Foreign language summary: 5 ECTS; Thesis: 25 ECTS				15 ECTS $\alpha$	15 ECTS $\alpha$	30 ECTS
<b>Total</b>					<b>13-15 60 ECTS</b>	<b>11,5 60 ECTS</b>	<b>24,5-26,5 120 ECTS</b>

\* The total of electives should be 30 ECTS of which at least 10 within Humanities and 10 within Social Science. Electives may be profile courses from the other profiles.

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

## § 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 in 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-authorization of subjects offered by other programmes.*

**Deadline for submission of applications: 20<sup>th</sup> September and 20<sup>th</sup> 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.

Sem.	Subject	Test form	Duration	Preparation	Aids	Assessment	Second examiner	ECTS	§
<b>SUBJECTS COMMON FOR ALL PROFILES</b>									
<b>Hum</b>									
1	Negotiation Theory	Oral	20 min.	20 min.	all printed	7 p.-scale	intern.	5	ILC
2	Project Presentation	Oral	25 min.	-	-	7 p.-scale	intern.	2,5	ILC
		Home assign.				7 p.-scale	intern.	2,5	
3	Electives	-	-	-	-	7 p.-scale	int/extern.	15	§ 5a All
								<b>25</b>	
<b>Soc Sc.</b>									
2	Globalisation Processes	Home assignm.	-	-	-	7 p.-scale	none	10	IMM
3	Electives	-	-	-	-	7 p.-scale	none extern.	15	§ 5a
								<b>25</b>	
<b>Common</b>									
	Thesis	Home assignm.				7 p.-scale	extern.	25	All
	Summary of thesis	Home assignm.				Pass/fail	none	5	ILC
								<b>30</b>	

<b>PROFILE SUBJECTS: HUMAN RESOURCE MANAGEMENT</b>									
<b>Hum</b>	<b>HRM, Organisational Development and Communication</b>	Home assignm.				7 p.-scale	extern.	10	ILC
2	Interpersonal communication	Home assignm.				7 p.-scale	extern.	10	ILC
								<b>20</b>	
<b>Soc Sc.</b>									
1	Human Resource Management	Home assignm.	72 hrs		-	7 p.-scale	extern.	10	IMM
2	Leadership and Organizational Communication	Oral	20 min.	20 min.	All written.	7 p.-scale	extern.	10	IMM
								<b>20</b>	

Course model and outline of examinations

Sem.	Subject	Test form	Duration	Preparation	Aids	Assessment	Second examiner	ECTS	§
<b>PROFILE: INTERNATIONAL ECONOMICS</b>									
<b>Hum</b>									
1	<b>Human Rights and Culture</b>	Home assignm.				7 p.-scale	extern.	10	IH
2	<b>The Welfare Society</b>	Oral or Home assignm.	30 min.	30 min.	All written	7 p.-scale	extern.	10	IH
								<b>20</b>	
<b>Soc Sc.</b>									
1	<b>Economic Integration</b>	Written	4 hrs			All written and printed	7 p.-scale	none	10
2	<b>Internat. Trade and Policy</b>	Written	4 hrs			All written and printed	7 p.-scale	extern.	10
								<b>20</b>	
<b>PROFILE: INTERNATIONAL RELATIONS</b>									
<b>Hum</b>									
1	<b>Human Rights and Culture</b>	Set home assignm. Open home assignm.				7 p.-scale	extern. extern.	5 5	IH
2	<b>The Welfare Society</b>	Oral or Home assignm.	30 min.	30 min.	All written	7 p.-scale	extern.	10	IH
								<b>20</b>	
<b>Soc Sc.</b>									
1	<b>Introduction to International Relations</b>	Home assignm.				7 p.-scale	none	10	IPS
2	<b>International Political Organisations</b>	Synopsis/oral	20 min.			7 p.-scale	internal	10	IPS
								<b>20</b>	

Course model and outline of examinations

Sem.	Subject	Test form	Duration	Preparation	Aids	Assessment	Second examiner	ECTS	§
<b>PROFILE: GLOBAL MARKETING MANAGEMENT</b>									
<b>Hum</b>									
1	Media and Communication theory	Home assignm.				7 p.-scale	extern.	10	ILC
2	Media Analysis	Home assignm				7 p.-scale	extern.	10	ILC
								<b>20</b>	
<b>Soc. Sc.</b>									
1	Marketing Across Cultures	Home assignm.	48 hrs.			7 p.-scale	extern.	10	IMM
2	Consumption Studies	Oral	20 min.	20 min.		7 p.-scale	extern.	10	IMM
								<b>20</b>	
<b>PROFILE: INTERNATIONAL COMMUNICATION MANAGEMENT</b>									
<b>Hum</b>									
1	Media and Communication theory	Home assignm.				7 p.-scale	extern.	10	ILC
2	Media Analysis	Home assignm.				7 p.-scale	extern.	10	ILC
								<b>20</b>	
<b>Soc. Sc.</b>									
1	Advanced Brand Management	Presentation/ home assignm.				7 p.-scale	none	10	IMM
2	Corporate Communication	Written	5 hrs		all exc. comm.	7 p.-scale	none	10	IMM
								<b>20</b>	
<b>PROFILE: INTERNATIONAL SALES MANAGEMENT</b>									
<b>Hum</b>									
1	Media and Communication theory	Home assignm.				7 p.-scale	extern.	10	ILC
2	Interpersonal Communication	Home assignm.				7 p.-scale	extern.	10	ILC
								<b>20</b>	
<b>Soc.Sc.</b>									
1	International Sales Management	Home assignm.	72 hrs.			7 p.-scale	none	10	IMM
2	International Marketing Channels	Group home assignm.	-		-	7 p.-scale	none	10	IMM
								<b>20</b>	

## C. Particular definitions for the Cand. negot. programme

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

- ECTS
- Grading (see also § 9 below)
- Standard pages (see also § 15 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 § 12 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 § 13 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 enrolment for courses or on special exam entry forms. Dead-line for entry application to other tests or alterations will be announced by the Faculty/the Examination office.

**§ 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**

*If not submitted digitally, home assignments that are to be assessed by a moderator should be submitted to the secretariat in three copies.*

*If not submitted digitally, 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. *If the assignment is not submitted digitally, 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

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

All written, campus-based examinations are computerised. The rules for *use of computers* as in examinations is described in *The Humanities Faculties regulations regarding the use of computers in examinations*, see The Humanities Faculty homepage:

[http://sdu.dk/Om\\_SDU/Fakulteterne/Humaniora/Digital\\_aflevering/Studerende](http://sdu.dk/Om_SDU/Fakulteterne/Humaniora/Digital_aflevering/Studerende)

### § 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) and a report.

Students can apply for *pre-approval* of the study activity or the traineeship on a *special form*. *Pre-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 and the report submitted on conclusion of the period in question. In applying for pre-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 passed examinations*, 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-point grading scale.

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

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

### ***Credit transfer on the basis of trainee ship***

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 trainee ship.

*General requirements for credit transfer based on a trainee ship abroad are,*

- a) That the work undertaken has relevance for the overall aims of the course.
- b) That the work period 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).

**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 foreign language area or elsewhere.

Test form:	A home assignment that must be concerned with a cultural or social topic from the foreign language area or, if the trainee ship 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 trainee ship takes place in the foreign language area, the assignment must be written in the appropriate foreign language. If the trainee ship takes place in Denmark or in a country in which the language is not the foreign 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 trainee ship

**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 29<sup>th</sup> June 2010 on BA and postgraduate degrees at universities and applies to students matriculating on 1<sup>st</sup> September 2013 or thereafter.

### § 21 Transitional provisions

Students who have not finished the courses according to the 2011 curriculum or earlier can replace *Applied Marketing Management* with *Marketing Across Cultures*.

Students who have not finished the courses according to the 2011 curriculum can apply to the study board for being transferred to the 2013 curriculum according to the following model:

2011 curriculum	2013 curriculum
Globalisation Processes	Globalisation Processes
Negotiation Theory	Negotiation Theory
Project Presentation	Project Presentation
Human Resource Management	Human Resource Management
Leadership and Organisational Communication	Leadership and Organisational Communication
HRM, Organisational Development and Communication	HRM, Organisational Development and Communication
Interpersonal Communication	Interpersonal Communication
Human Rights and Culture	Human Rights and Culture
The Welfare Society	The Welfare Society
Economic Integration	Economic Integration
International Trade and Policy	International Trade and Policy
Media and Communication Theory	Media and Communication Theory
Media Analysis	Media Analysis
Applied Marketing Management	Elective
Integrated Market Communication	Elective

The last time that examinations will be held according to the provisions of the 2011 curriculum will be as follows:

1st semester examinations	Summer 2013
2nd semester examinations	Winter 2013/14

3rd semester examinations	Summer 2014
4th semester: Thesis	Winter 2014/15

### **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 of the Cand. negot. programme (postgraduate degree programme)**

**1. Common subjects**

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

**a. Duration**

2 hours per week during the first 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.

**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 1<sup>st</sup> semester of the postgraduate course (for Arabic profile, 2<sup>nd</sup> 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, par. 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-point grading scale  
Weighting: 5 ECTS



<b>Globalisation Processes (Globaliseringsprocesser)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: All Profiles</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Institute of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher::</b>	Dannie Kjeldgaard
<b>Approved:</b>	15th of December 2011		

**a. Duration**

4 hours per week for 11 weeks in the 2<sup>nd</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, par. 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-point grading scale

Weighting: 10 ECTS

<b>Project presentation (Projektpræsentation)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.;		
	<b>Profile: All Profiles</b>		
<b>ECTS:</b>	5 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Institute of Language and Communication
<b>Language of instruction:</b>	The chosen foreign language	<b>Responsible teacher:</b>	Arabic: Helle Lykke Nielsen English: Christian Heyde-Petersen Spanish: Teresa Cadierno German: Flemming Hoffmann
<b>Approved:</b>	19th of May 2011		

**a. Duration**

Language-specific tuition: 1 hour per week during the 2<sup>nd</sup> semester. Weighting 5 ECTS

**b. Aims**

Using the chosen foreign 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 chosen foreign 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 chosen 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 chosen foreign 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: Individual oral examination in the chosen foreign language 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 – Social Sciences**

<b>Advanced Brand Management</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.;		
	<b>Profile: International Communication Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Matthias Bode
<b>Approved:</b>	Study Board 31.1.2013		

**a. Duration**

44 hours in the 1st semester. Weighting: 10 ECTS

**b. Aims**

In the last 30 years the idea of brands as valuable intangible assets and basic prerequisites to a company's long-term market success has been firmly established. At the same time, the ubiquitous presence of brands in society and its powerful effects on the identity and social interaction of society's members have been taken into account of diverse social and humanistic disciplines. The purpose of the course is to have an integrative look at brands and their roles in today's markets. This implies a use of managerial as well as more socio-cultural approaches to analyze the role of brands in markets, in people's lives and in societies. While there can be divergent knowledge goals, the direction of the course is to argue that an integrative perspective on brands can help so diverse goals as strengthening brand equity or criticizing the social consequences of a branded personality.

The subject is based and connected on a wider understanding of globalized market & consumption systems.

Advanced Brand Management focus explicitly on

- Enabling students to understand and critically reflect on the most current scientific debates on brands and branding
- enhancing the skills of students to engage in brand discourses from diverse perspectives
- Qualifying students to independently decide upon appropriate and context dependent applications of brand concepts to theoretical and practical brand phenomena.
- The course intends to enable students to develop a critical, reflective and contextual understanding of current academic discussion of brand theories. This refers to managerial brand theories; to socio-cultural theories on brands and to their interrelationships. Students should be able in the end to discuss and apply new brand concepts in relating them to different ways of understanding brands and their broader functionalities.

In detail this includes:

- - Understanding theoretical brand concepts from different disciplinary viewpoints
- - Combine a managerial with a societal perspective on branding
- - Develop a viewpoint on relevant criteria for evaluating new brand concepts
- - Appreciate a contextual use value of diverse brand theories
- - Independently develop a reflective, theoretically argued and contextually justified criticism to existing and upcoming brand theories

**c. Course content**

The purpose of the Advanced Brand Management class is achieved by discussing the following areas of study:

- Specific topics that emerged out of specific managerial brand management experiences: the corporate brand; the brand in a social media context; mixed branding approaches via licensing or alliances; b2b brands, multisensual brands, location branding.
- Specific topics that emerged out of an academic, conceptual discourse on brands: the origin of branding; the future role of brands, gendered brands, hi-jacked brand meanings
- Specific topics that emerged out of a social and political brand discourse: the gendered brand, the brand society, the role of brands in politics, in arts and religion; sustainable branding; ‘authentic non-brand’ brands.

While these topics can be shaped by their predominantly place of discourse, they will be discussed both from managerial as well as social perspectives.

**d. Forms of instruction**

The subject will be taught in English.

To enable the students to achieve the goals for the Advanced Brand Management class, the instruction is planned so that students will be able to advance their conceptual understanding as well as the independent critical reflection skills. The format will be based on instructions, discussions, in class exercises, brand cases and student group presentations.

These teaching activities result in an estimated distribution of the work effort of an average student as follows:

<b>Activity</b>	<b>Hours</b>
Face-to-face teaching	44
Preparation for class	66
Preparation of group presentation	40
Preparation of presentation feedback	40
Research & writing final essay	80
Total	270

**e. Syllabus**

The relevant reading material will be based on a collection of 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 a 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:
- 1) In order to take the examination the student must take part in a group presentation that reflects on a self chosen special topic of the class.
  - 2) Individual home paper to be handed in via Black Board at the end of the semester. The essay must be a theoretical discussion that applies a class topic to an individually chosen case.

Duration: Date for submission will be announced by the secretariat

Second examiner	None
Scale:	The 7-point grading scale
Weighting:	10 ECTS points



<b>Consumption Studies</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.;		
	<b>Profile: Global Marketing Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Dannie Kjeldgaard
<b>Approved:</b>	Study Board 31st of January 2013		

**a. Duration**

44 hours in the 2nd semester. Weighting: 10 ECTS

**b. Aims**

The purpose of the course is to provide students with knowledge of problems addressed by contemporary consumer research. This will enable students to analyze consumption culture and behaviour with an advanced set of theoretical frameworks with the purpose of defining needs for market research and identify strategic market challenges for organizations.

The subject forms the conceptual and analytical complementary foundation to for example Advanced Brand Management and Marketing and Communication Ethnography. Students should be able to account for central concepts and processes in consumer culture theory. They should be able to describe how consumers' behaviour and consumption choices form systematic patterns. On the basis of this and founded on a research based conceptual apparatus be able to identify and explain similarities and differences between different consumers' or groups of consumers pattern of behaviour and be able to relate these to wider market place cultures. Finally, students should be able to critically relate different theoretical perspectives.

**c. Course content**

The course contains the following key areas:

- Consumer culture and the foundational myths of the market
- Rituals and consumption
- Consumption as practices
- Consumers' identify projects
- Consumers in the market: shopping and experience economy
- Mass mediated consumption ideologies and consumers' interpretive processes
- Consumption and structure: segments and class
- Consumption subcultures.

**d. Forms of instruction**

The teaching activities result in an estimated distribution of the work effort of an average student as follows:

Face-to-face teaching: 44 hours.

Preparation: 121 hours.

Participation in reading group: 40 hours.

Preparation of presentation in groups: 15 hours.

Examination preparation: 44 hours.

Examination: 1 hour.

Total: 270 hours.

**e. Syllabus**

Will be announced by the start of the course

**f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of a 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:	Individual oral exam. The student must respond to a random question concerning a key area of the course.
Duration:	20 minutes
Preparation:	20 minutes
Second examiner	External
Scale:	The 7-point grading scale
Weighting:	10 ECTS points

<b>Corporate Communication</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: International Communication Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Mette Lund Kristensen
<b>Approved:</b>	Study Board 31st of January 2013		

**a. Duration**

44 hours in the 2<sup>nd</sup> semester. Weighting: 10 ECTS

**b. Aims**

Knowledge of corporate communication as a specific communication strategy allows managers to become more effective in diagnosing, understanding, and handling unexpected communication challenges as well as in planning future-oriented strategic communication messages. The course is designed to provide advanced knowledge of principles of persuasion, planning and reception in strategic communication campaigns and other types of communicative encounters between organizations and their stakeholders. Also, it is the aim of the course to provide the students with competences to continuously improve their insight and capabilities within the field of corporate communication as well as skills in identifying and using relevant scientific sources to reach such a learning goal.

Students are expected to be able to demonstrate knowledge in the form of good command of the central concepts, processes, models and theories of corporate and strategic communication presented in the course. They must be able to:

- define and illustrate the central dimensions and challenges of professional communication in the contemporary business landscape;
- apply concepts like corporate branding, corporate identity, corporate image, corporate storytelling and auto-communication to specific cases;
- identify and assess the impact of specific communication situations and campaigns;
- analyze the inter-relationships between internal and external communication;
- and to identify, discuss, and evaluate the assumptions which underlie competing theories of corporate and strategic communication.

In addition, students are expected to demonstrate skills in identifying adequate solutions to corporate communication problems, including issues of segmentation, targeting, planning and evaluating, and in their ability to critique, appraise and otherwise reflect upon the impacts of such solutions.

**c. Course content**

In the course, the following concepts and issues are discussed and analyzed:

- Public relations
- Stakeholder management
- Communication planning

- Issues management
- Media relations
- Corporate social responsibility
- Corporate legitimacy
- Integrated communications
- Corporate branding
- Auto-communication
- Corporate identity and corporate culture
- Corporate image and reputation management
- Corporate storytelling
- Alternative perspectives on corporate communications.

**d. Forms of instruction**

Lectures, which includes student presentations.

**e. Syllabus**

Examples:

- Cornelissen, Joep (2004). *Corporate communications. Theory and practice*. London: Sage.
- Christensen, Lars Thøger, Mette Morsing & George Cheney (20084). *Corporate communications. Convention, Complexity and Critique*. London: Sage.

Reader with collection of scholarly articles.

Finale literature will be announced at the beginning of the course.

**f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of a 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:	Written examination in computer room. The examination paper must be submitted via Black Board.
Duration:	5 hours
Aids:	Books, articles and notes. Also USB-units are allowed. Internet is not allowed and it is not allowed to communicate with other students
Second examiner	None
Scale:	The 7-point grading scale
Weighting:	10 ECTS points

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

**a. Duration**

45 hours in the 1<sup>st</sup> 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 a 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, c.f. § 18
Second examiner:	None
Assessment:	7-point grading scale
Weighting:	10 ECTS

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

**a. Duration**

44 hours in the 1<sup>st</sup> semester. 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 a 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-point grading scale. Individual assessment

Weighting: 10 ECTS



<b>International Marketing Channels (Internationale marketingkanaler)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.;		
	<b>Profile: International Sales Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Stephen Rosenbaum
<b>Approved:</b>	Study Board 31.1.2013		

**a. Duration**

44 hours in the 2<sup>nd</sup> semester. Weighting: 10 ECTS

**b. Aims**

The understanding of marketing channels is wide and incorporates themes like distribution, sourcing, power and conflict, retailing and strategic chain management. The course therefore aims at providing the advanced marketing and management student with an overall perspective on marketing channels.

By participating in this course the participant can:

- Understand, describe and evaluate the theories that represent the general International Marketing Channel literature.
- Describe and give an account for how firms may structure and design their Marketing Channels
- Conduct flow and efficiency analyses of firms Marketing Channels
- Identify and provide solutions for potential and actual conflicts in Marketing Channels
- Describe and give an account for the internationalization issues firms face when entering foreign markets
- Describe and give an account for how service firms differ from e.g. manufacturing with respect to their approach to managing their Marketing Channels.

**c. Course content**

The purpose is that the student can:

- Identify, describe, explain and analyse the concrete problems facing firms' choice of international marketing channels
- Select, discuss and apply models and theories to the solution of such problems.

**d. Forms of instruction**

Lectures, cases and class discussion.

**e. Syllabus**

*Examples:* Coughlan, Anderson, Stern, El-Ansary: Marketing Channels. 7th edition. Prentice Hall. Additional literature is available as a reading list online on the Black Board home page.

**f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of a 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:	Written home assignment to be handed in via SDU Assignment in Black Board
Length:	Maximum 20 pages per group.
Duration:	Date for submission will be announced by the secretariat
Multiple participants:	The report should be written in groups of 2-3 students. It must be specified in the preface who is responsible for which parts of the term paper, so an individual evaluation is possible.
Co-examiner	None
Scale:	the 7-point grading scale
Weighting:	10 ECTS points

<b>International Political Organisations (Internationale politologiske organisationer)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.;		
	<b>Profile: International Relations</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Department of Political Science and Public Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Sten Rynning
<b>Approved:</b>	Study Board 31.1.2013		

**a. Duration**

2 hours per week in the 2nd semester

Weighting: 10 ECTS

**b. Aims**

The purpose of this course is to provide students with a comprehensive knowledge of the work and working of international organisations. The aim is to give students a comprehensive understanding of political and institutional aspects of international organisation and to enable students to analyse dynamics and politics of important policy issues related to international organisation.

The course will address the functioning of international organizations in general but also give special emphasis to some of the most significant institutions, such as the UN, the EU and NATO. At the end of the course students are expected to demonstrate a sound understanding of the concept of international organisation, the politics and dynamics governing their creation, structure and functioning, as well as their relationship to other international actors. They should be able to use this knowledge to select and apply theories and concepts to analyse specific policy issues. As such, the aim of the course is to enable students orally and in writing to:

- generally describe and analyse the political and organisational structure of an international organisation
- compare and analyse the mandate and powers of international organisations
- analyse political and institutional issues of selected policy areas in relation to a specific international organisation

**c. Course content**

The first part of the course provides a comprehensive introduction to the work and working of key organisations of the international politics. It provides an overview of the evolution of international organisations, illustrating their status in international relations and their functions, membership, institutional structure and decision-making powers. This first part of the course also provides the students with theory to analyse various issues of decision making and implementation in relation to of international organisations.

The second part of the course focuses on selected international organisations, most notably the United Nations (UN) and its subsidiary bodies, the European Union (EU) and the North Atlantic Treaty Organization (NATO). Among the topics covered will be member state autonomy, institutional capacity, and issues of leadership and legitimacy.

The course will thus address issues such as:

- The history of international organisations
- Treaties establishing international organisations,
- Functions performed by international organisations
- Various types of interaction between international organisations and sovereign states
- Responsibility and accountability of international organisations.
- The United Nations, in particular the Security Council
- The European Union (EU), the overarching construction (Commission, Council, Parliament and Court) and interactions with member states (Europeanization)
- The North Atlantic Treaty Organization (NATO)

**d. Forms of instruction**

The course is taught in a comparative way, highlighting peculiarities of various organisations. The teaching is interactive and students are expected to participate actively in discussions. The students will develop their analytical skills and reflective judgment by discussing real-life cases in class. Teaching language: English

**e. Examination requirements**

The syllabus comprises app. 1000 standard pages, and will be announced at the beginning of the course.

**f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of a 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**

An oral examination based on a synopsis

**Synopsis:**

Examination form: A synopsis on a topic of the student's own choice. Assignment will be handed out in Black Board.  
Number of pages: Approximately five pages of 2400 units  
Multiple participants: Not allowed  
Submission: The deadline for submission of assignments will be announced by the secretariat. Submission via Black Board.  
Assessment: Together with the oral examination  
Weighting: 0 ECTS

**Oral examination:**

Examination form: Oral examination based on a written synopsis.  
Duration: 20 minutes  
Second examiner: Internal  
Assessment: 7-grade scale.  
Weighting: 10 ECTS

<b>International Sales Management (International salgsmangement)</b>		Teaching activity no.:	
<b>Study:</b>	The Master's Programme in Business, Language and Culture, Cand.negot. <b>Profile: International Sales Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Anna Lund Jepsen
<b>Approved:</b>	Study Board 31.1.2013		

**a. Duration**

45 hours in the 1<sup>st</sup> semester. Weighting: 10 ECTS

**b. Aims**

The aim of the course is to give the student a background for management of the sales force internationally

Students should be able to, for a specific sales management problem demonstrate

- knowledge of concepts and theories related to sales management by ability to bring forward relevant concepts, models, and theories and reflect on the foundation for the theories and possible limitations in their applicability to the situation at hand,
- skills in application of concepts and theories to a specific sales management problem and, based on this application, give suggestions for possible solutions to the problem,
- competences to present the solution, its foundation and limitations in a well-structured and clear way,
- competences to reflect on and discuss the application made and the solution

**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 knowledge and the skills necessary to analyse the tasks and issues involved in management of a company's international sales effort.

The course comprises theories and models related to organizing, motivation, leading, controlling and evaluating the sales force. In the course, the issues business-to-business marketing, customer relationship marketing, ethics, and the role of sales in the organisation are also discussed.

**d. Forms of instruction**

Lectures, case presentations by groups of students in groups, and discussion. Considerable active participation is expected from students in relation to preparation, presentation and discussion of suggested solutions. Students must create study groups for case work and presentations. Creation of study groups is facilitated during the first lesson.

All lectures take concrete tasks and issues relevant to an organisation as their starting point. The lectures present an overview of the literature and subsequently students present solutions to cases according to a plan for the semester. 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-point grading scale  
Weighting: 10 ECTS

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

**a. Duration**

45 hours in the 2<sup>nd</sup> semester (the 3<sup>rd</sup> 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 trade balances 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 a 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, c.f. § 18  
Second examiner: external  
Assessment: 7-point grading scale  
Weighting: 10 ECTS



<b>Introduction to International Relations</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.;		
	<b>Profile: International Relations</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Department of Political Science and Public Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Michael D. Cohen
<b>Approved:</b>	Study Board 31.1.2013		

**a. Duration**

2 hours per week in the 1<sup>st</sup> semester  
Weighting: 10 ECTS

**b. Aims**

Introduction to International Relations introduces students to the main theories that have been developed to explain international relations. Students will be introduced to the important actors, conflicts, and dynamics that influence important international events. The course covers the traditional study of the causes of inter-state war as well as intra-state conflict and a range of other issues. Students will be given the opportunity to learn about the theories through applying them to several cases of their choice in policy oriented interactive discussions.

By the end of the course, the student should be able to identify and differentiate the major theories of International Relations and their use in policy prescriptions, understand the key actors and trends in contemporary International Relations and provide theoretically informed policy prescriptions in complex contemporary conflict scenarios.

**c. Course content**

The focus of the course will be core theories of International Relations: offensive realism, defensive realism, neoclassical realism, institutional liberalism, democratic liberalism, economic liberalism, domestic politics approaches, bargaining theories, psychological theories, constructivism, Marxism, feminism and environmental approaches. The empirical focus will be the 20<sup>th</sup> and 21<sup>st</sup> centuries, although earlier events will occasionally be mentioned. We will address issues in the fields of strategic and security studies, international political economy, foreign policy analysis and the role of law and global and regional governance.

**d. Forms of instruction**

Active participation from students is required.

**e. Examination requirements**

All literature is specified on the syllabus and available in the course folder at SDU library or on the internet. There is one recommended book for purchase. The mandatory readings will amount to approximately 1,200 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 a 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:	Individual take home exam. Assignment will be handed out via Black Board.
Duration:	53 hours
Submission:	The deadline for submission of the paper will be announced by the secretariat. Submission via Black Board.
Number of pages	Maximum 8 pages of 2400 units.
Second examiner:	None
Assessment:	One grade according to the 7-point grading scale.
Weighting:	10 ECTS

<b>Leadership and Organizational Communication (Ledelse og organisationskommunikation)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: Human Resource Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Jeanette Lemmergaard
<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 a 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: 20 minutes per student including discussion of performance  
Preparation: 20 minutes  
Examination aids: all written examination aids  
Co-examiner external  
Scale: the 7-point grading scale  
Weighting: 10 ECTS points

<b>Marketing Across Cultures</b>		Teaching activity no.:	
<b>Tværkulturel marketing</b>			
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.;		
	<b>Profile: Global Marketing Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Department of Marketing and Management
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Søren Askegaard
<b>Approved:</b>	Study Board 31.1.2013		

**a. Duration**

44 hours in the 1st semester). Weighting: 10 ECTS

**b. Aims**

The purpose of the course is to give students knowledge and comprehension for understanding 1) the relevance of cultural differences on marketing practices and 2) strategic opportunities and problems arising from culturally different contexts. The course provides students with competencies to identify the influence of culture on marketing and how cultural differences pose particular strategic and communication challenges for organizations. Finally it shall provide the students with an understanding of culture that takes into account the complexity of the culture concept.

Students are expected to be able to describe the main logics at stake in doing marketing across cultures and its embeddedness in global market change process. Furthermore the students should be able to demonstrate an understanding of the complexity and consequences of the notion of culture. Students should be able analyze cultural contexts and identify problems and opportunities for marketing using the theories introduced in the course. Finally, they should be able to critically reflect on the interplay between specific cultural context and marketing practices.

**c. Course content**

Marketing processes are increasingly global in their constitution and societies are increasingly pluri-cultural. As a consequence, a cross-cultural approach to marketing is increasingly salient. The central areas of the course: - Introduction to the notion of culture - Methods for analyzing and understanding cultural differences - Processes of homogenization and heterogenization of markets - Standardization and adaptation in strategic marketing planning - Cultural differences in the constitution of markets - Cross cultural advertising - Marketing and development - Marketing to subaltern consumers.

**d. Forms of instruction**

4 hours pr. week. Face-to-face teaching: 45 hours. Compulsory reading: 100 hours. Case work (information gathering): 30 hours. Case preparations for in-class discussion: 50 hours. Preparation for exam: 50 hours. Total: 275 hours. Teaching language: English.

**e. Syllabus**

Selection of readings such as - Selected articles from Lisa Peñaloza, Nil Toulouse & Luca Visconti, eds., (2012), Marketing Management: A Cultural Perspective, London: Routledge. - Applbaum, Kalman & Ingrid Jordt (1996), "Notes toward an Application of McCracken"s -

Cultural Categories - for Cross-Cultural Consumer Research", *Journal of Consumer Research*, vol. 23 no. 3, 204-218 - Bouchet, Dominique, *Avoiding Cross-Cultural Misunderstandings: Cross-Cultural Management*, Afveje, Aarhus, 1996, pp. 5-74. - Craig, C. Samuel & Susan P. Douglas (2006), "Beyond National Culture: Implications of Cultural Dynamics for Consumer Research", *International Marketing Review*, vol. 23 no. 3, 322-342. - Ger, Güliz; Belk, Russell W. (1999), "Accounting for Materialism in Four Cultures", *Journal of Material Culture*, 4(2), 183-204. - McCracken, Grant (1986), "Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods", *Journal of Consumer Research*, 13 (1986), 71-84.

**f. Assessment criteria**

With reference to the stipulations of the grading system and taking account of the form of examination and the level of a 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: Home assignment based on a case. Hand out of assignment: via Black Board. Hand in: SDU assignment via Black Board  
Duration: 48 hours  
Second examiner external  
Scale: The 7-point grading scale  
Weighting: 10 ECTS points

**Profile Subjects - Humanities**

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

**a. Duration**

2½ hours per week in the 1<sup>st</sup> 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 a 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<sup>st</sup> June respectively.
- Second examiner: external
- Assessment: 7-point grading scale
- Weighting: 10 ECTS

<b>Human Rights and Culture (Menneskerettigheder og kultur)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.: <b>Profile: International Economics, International Relations</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Department for the Study of Culture
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Tim Jensen/Lars Binderup
<b>Approved:</b>	19th of May 2011		

**a. Duration**

2½ hours per week in the 1<sup>st</sup> semester. 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 of a 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 <sup>st</sup> June respectively.
Second examiner:	external
Assessment:	two grades will be given. The open assignment is assessed by the 7-point grading scale. The set assignment is assessed passed/failed.
Weighting:	10 ECTS

<b>Interpersonal Communication (Interpersonel kommunikation)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: Human Resource Management, International Sales Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Institute of Language and Communication
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Gitte Rasmussen
<b>Approved:</b>	19th of May 2011		

**a. Duration**

2½ hours per week in the 2<sup>nd</sup> semester 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 a 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/1<sup>st</sup> June respectively.

Second examiner: external

Assessment: 7-point grading scale

Weighting: 10 ECTS

<b>Media Analysis (Medieanalyse)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: Global Marketing Management, International Communication Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	2nd semester	<b>Institute:</b>	Institute of Language and Communication
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Christian Heyde Petersen
<b>Approved:</b>	19th of May 2011		

**a. Duration**

2½ hours per week in the 2<sup>nd</sup> semester). 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 <sup>st</sup> January/1 <sup>st</sup> June respectively.
Second examiner:	external
Assessment:	7-point grading scale
Weighting:	10 ECTS

<b>Media and Communication Theory (Medie- og kommunikationsteori)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: Global Marketing Management, International Communication Management, International Sales Management</b>		
<b>ECTS:</b>	10 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	1st semester	<b>Institute:</b>	Institute of Language and Communication
<b>Language of instruction:</b>	English	<b>Responsible teacher:</b>	Dennis Day
<b>Approved:</b>	19th of May 2011		

**a. Duration**

2 hours per week in the 1<sup>st</sup> semester. 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-point grading scale

Weighting: 10 ECTS

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

**a. Duration**

2½ hours per week in the 2<sup>nd</sup> semester (the 3<sup>rd</sup> 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 a 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-point grading 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 <sup>st</sup> June respectively.
Second examiner:	external
Assessment:	7-point grading scale
Weighting:	10 ECTS

**Thesis**

<b>Thesis (Speciale)</b>		Teaching activity no.:	
<b>Study/Profile:</b>	The Master's Programme in Business, Language and Culture, Cand.negot.; <b>Profile: All Profiles</b>		
<b>ECTS:</b>	25 ECTS + 5 ECTS	<b>City:</b>	Odense
<b>Semester:</b>	4 <sup>th</sup> semester	<b>Institute:</b>	-
<b>Language of instruction:</b>		<b>Responsible teacher:</b>	the individual supervisor
<b>Approved:</b>	Study Board 31st of January 2013		

**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 chosen language area and/or involves literature in the chosen language to a significant extent. In detail, the student must formulate an original and related problem, explain the methodological and scientific implications of the chosen problem, explain and evaluate the importance of the chosen theories and methods, compare the theories and methods of the area and identify their differences and similarities, weaknesses and forces.

Further, if an empirical problem is chosen, the student must independently apply theories and methods that are relevant for the analysis of the chosen problem as well as compile data independently.

The student must independently work out a systematic theoretical and/or empirical analysis, in which relevant theories, methods and data, if any, are used.

The student must assume a critical attitude towards the results of her/his own theoretical and empirical analysis and their applicability.

Finally, the student must demonstrate the ability to further develop the theories, methods and/or their applicability independently.

The thesis must be presented in a systematic and coherent way focusing on both synthesis and documentation.

The topic should be in the chosen profile.

In the *summary of the thesis* using the chosen 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 or English but can be written in the chosen 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 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/the authors 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-point grading 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.*