

Enclosure to the curriculum for the Master of Science in Economics and Business Administration

Profile description for Marketing and Innovation

Enclosure to the curriculum for the
Master of Science in
Economics and Business Administration

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This profile description is an enclosure to the curriculum for the Master of Science in Economics and Business Administration

The profile description applies to students commencing the profile as from 1 September 2012

It is recommended also to read the curriculum as well as the ministerial orders.

The profile description was approved on 8th November 2011 by the Academic Study Board for Business Administration, Esbjerg and on 15th November 2011 by the Dean of the Faculty of Social Sciences.

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1. The title of the profile in Danish and English

The title of the profile is in Danish: Cand.merc. (med profil i Marketing and Innovation)

The title of the profile is in English: Master of Science in Economics and Business Administration (with profile in Marketing and Innovation)

2. Entry requirements to the profile and entrance through supplementary courses

Direct entrance:

In accordance with the curriculum, section 3, the following bachelor's degrees provide admission to the profile:

Persons who have passed the Bachelor in Economics and Business Administration programme (HA) have access to the Master of Science in Economics and Business Administration.

3. Description of the profile focus

In accordance with the curriculum, section 1.1 the student who completes the profile will obtain the same competency through academic and practical focus as described below:

Professional focus

The focus area of the profile is how firms can spot and take advantage of market opportunities by marketing of existing products and innovations.. Masters with this profile has therefore expanded their knowledge within the subjects that are relevant for this: innovation management, framework conditions of the firm, buyer behavior as well as strategy and competition. Further, the master has knowledge about and skills in using methods which can support development of market opportunities: research methodology of the social sciences and qualitative methods, project management, and quantitative market research methods. Finally, the master has gained competences in defining and establishing own learning through independent work with a seminar and the master thesis as well as managing and taking on responsibility in complex working situations.

4. Other regulations

4.1 Language

The programme is offered in English. If the teacher and the co-examiner or external examiner is Danish speaking, the student can choose to take the exam in Danish.

4.2 Project-oriented studies and studying abroad

Project-oriented studies and studying abroad is recommended to take place in the 3rd semester of the programme. Internship can replace up to 15 ECTS electives. An internship must be pre-approved by the profile responsible and finally approved by the study board after the internship period. Further information regarding internship and study abroad period can be found at www.sdu.dk.

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4.3 Semester structure

The programme runs in quarters. This means that each semester is split in quarters in the following way:

1. Semester
 - First quarter: Weeks 36-44 (fall holiday week 42). Exam week 45.
 - Second quarter: Weeks 46-02 (Christmas holiday week 52/53). Exam weeks 3-4.
2. Semester
 - First quarter: Weeks 05-12. Exam weeks 14/15.
 - Second quarter: Weeks 16-23. Exam weeks 24/25.

The above can deviate with up to one week due to changes in the calendar year. Every semester the final placement of the study and exam weeks can be found on the home page of the study under “Timetables”.

Reexams take place in January and June. For details, consult the course descriptions.

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5. Structure of the profile

5.1 Course titles, ECTS, weight and assessment

Course Titles	ECTS	Weight	Assessment
Constituent compulsory courses			
Framework Conditions for Development of the Firm	7.5	7.5	Internal 7-point grading scale
Methodology of the Social Sciences and Qualitative Methods	7.5	7.5	Internal 7-point grading scale
Buyer Behaviour	7.5	7.5	Internal 7-point grading scale
Project Management	7.5	7.5	Internal 7-point grading scale
Strategy & Competition	7.5	7.5	External 7-point grading scale
Quantitative Market Research Methods	7.5	7.5	Internal 7-point grading scale
Innovation Management	7.5	7.5	External 7-point grading scale
Seminar in Marketing and Innovation	7.5	7.5	Internal 7-point grading scale
Master Thesis	30	30	External 7-point grading scale
Elective subjects (min. 10 ECTS):			
Electives: Courses equaling 30 ECTS must be selected. See below.	30	30*	See course description 7-point grading scale

* In calculation of the mean, the courses weigh according to their value in ECTS.

The demand in the curriculum for at least 10 ECTS courses providing knowledge and skill within the area of scientific methods is met through the course(s) Methodology of the Social Sciences and Qualitative Methods and Quantitative Market Research Methods.

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5.2 Diagram of the profile, study start respectively 1st September and 1st February

Study start 1st September			
4. sem.		Master Thesis 30 ECTS	
3. sem.		Electives 30 ECTS	
2. sem	4. quarter	Innovation Management	Seminar in Marketing and Innovation
	3. quarter	Strategy & Competition	Quantitative Market Research Methods
1.sem.	2. quarter	Buyer Behaviour	Project Management
	1. quarter	Framework Conditions for development of the firm	Methodology of the Social Sciences and Qualitative Methods

Study start 1st February			
4. sem.		Master Thesis 30 ECTS	
3. sem	4. quarter	Buyer Behaviour	Project Management
	3. quarter	Framework Conditions for development of the firm	Methodology of the Social Sciences and Qualitative Methods
2. sem		Electives 30 CTS	
1. sem	2. quarter	Innovation Management	Seminar in Marketing and Innovation
	1. quarter	Strategy & Competition	Quantitative Market Research Methods

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5.3 Description of the elective subjects

The student can choose:

- From constituent subjects on other profiles on the Master in Economics and Business Administration (cand.merc.)

or

- From other subjects that have been pre-approved by the study board. See the list of course descriptions regarding this.

or

- Apply the study board for pre-approval of alternative subjects.