

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

Profile description for Marketing and Innovation

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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 2013

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

The profile description was approved on April 3 2013 by the Academic Study Board for Business Administration, Esbjerg and on by the Dean of the Faculty of Social Sciences.

The Curriculum has been updated in the following sections:

Article 3 Description of the profile focus

Article 7 Interdependency between courses and competence profile and academic progression between the courses

7.1 Interdependency between courses and competence profile

7.2. Academic progression between the courses

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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

2.1 BSc in Economics and Business Administration

The following apply as per September 1, 2013:

Applicants with a BSc in Economics and Business Administration from The University of Southern Denmark have the right to admission to this master programme within the first year after having completed the BSc

Other applicants having passed a BSc in Economics and Business Administration are qualified for admission to the master programme.

2.2 Other higher education

Applicants may be admitted to the programme on a different basis than the admission requirements set out in subsection 3.1 if the applicant possesses comparable academic qualifications and if the university deems that the applicant will be able to complete the programme. The university may stipulate that the applicant must pass supplementary tests prior to the time fixed for the start of the programme at the latest. Furthermore, the applicant must be able to document sufficient language requirements which the Faculty of Social Sciences has defined.

In order for a degree to be deemed as providing qualifications similar to those of the BSc programme in Economics and Business Administration, the applicant must have a bachelor degree from a university. The programme must include 75 ECTS courses covering the disciplines within economics and business administration.

This means that the following subjects must be included with the stipulated number of ECTS

- 1) 5 ECTS Microeconomics or Managerial Economics
- 2) 5 ECTS Accounting
- 3) 5 ECTS Corporate Finance
- 4) 5 ECTS Marketing
- 5) 5 ECTS Organizational Theory
- 6) 5 ECTS Statistics
- 7) 5 ECTS Theory of Science and Scientific Methodology and Methods from a university
- 8) 5 ECTS Methods for collection and analysis of data (qualitative or quantitative)
- 9) Additional 35 ECTS subject within the area of business economics and business administration

Applicants with another basis for admission, for example a professional bachelor's degree from Denmark or another country may be admitted after an individual assessment concerning whether the degree is at a level equivalent to the above.

In case the above requirements are not fulfilled the applicant must pass additional examinations before study start in order for the applicant to obtain the qualifications similar to those of the admission requirements.

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Furthermore, the University may determine that the applicants is further examined before study start should it be considered necessary.

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. Graduates with this profile has therefore specialized knowledge within the following subjects: innovation management, framework conditions of the firm, buyer behavior as well as strategy and competition. Further, the graduate has knowledge about and skills in using methods to 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 projects and the master thesis.

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.

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.

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 7.5 ECTS	Seminar in Marketing and Innovation 7.5 ECTS
	3. quarter	Strategy & Competition 7.5 ECTS	Quantitative Market Research Methods 7.5 ECTS
1.sem.	2. quarter	Buyer Behaviour 7.5 ECTS	Project Management 7.5 ECTS
	1. quarter	Framework Conditions for development of the firm 7.5 ECTS	Methodology of the Social Sciences and Qualitative Methods 7.5 ECTS

Study start 1st February			
4. sem.		Master Thesis 30 ECTS	
3. sem		Electives 22.5 ECTS	Seminar in Marketing and Innovation 7.5 ECTS
2. sem	4. quarter	Buyer Behaviour 7.5 ECTS	Project Management 7.5 ECTS
	3. quarter	Framework Conditions for development of the firm 7.5 ECTS	Methodology of the Social Sciences and Qualitative Methods 7.5 ECTS
1. sem	2. quarter	Innovation Management 7.5 ECTS	Elective 7.5 ECTS
	1. quarter	Strategy & Competition 7.5 ECTS	Quantitative Market Research Methods 7.5 ECTS

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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.

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6. Interdependency between courses and competence profile of the programme and progression

cf. description of competences in the curriculum section 1.1 (1 is a little, 2 is some, 3 is a lot)

The MSc in Economics and Business Administration	Framework Conditions for Development of the Firm	Methodology and the Social Sciences and Qualitative Methods	Buyer Behaviour	Project Management	Strategy and Competition	Quantitative Market Research Methods	Innovation Management	Seminar in Marketing and Innovation	Master Thesis
Has knowledge based on the highest international research within a field of study	2		2	2	2		2	3	3
Can understand and scientifically reflect on the knowledge of the field/fields of study and identify relevant problems	2		2	2	2		2	3	3
Can select and apply advanced scientific methods and theories for collection and analysis of data to describe the conditions of the firm.		3				3			3
Can set up new models of analysis and problem solving.						1		3	3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.				3				3	3
Can manage complex, unpredictable work and development situations.				2				2	2
Can independently initiate and implement cooperation and take on professional responsibility.				2				2	2
Can independently take responsibility for own professional development.								3	3
Can solve specialist tasks within the functional areas of organizations with the public and private sectors									3

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Illustration of progression of the programme

