

Enclosure to the curriculum for the Master of Science in Economics and Business Administration
(Profile: International Business & Marketing)

Profile Description - International Business & Marketing

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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 1st February 2012.

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

The profile description was approved on 26th November 2013 by The Academic Study Board of Business Administration and on 8th January 2014 by the Dean of the Faculty of Business and Social Sciences.

Section 4.1 and 5.1. has been updated on 6th May 2014 by the Academic Study Board of Business Administration and on 27st May 2014 by the Dean of the Faculty of Business and Social Sciences.

Section 5.1 and 6 has been updated on 24th February 2015 by the Academic Study Board of Business Administration and on 13th April 2015 by the Dean of the Faculty of Business and Social Sciences.

Section 7, 7.1, and 7.2 has been added to the profile description on 24th February 2015 by the Academic Study Board of Business Administration and on 13th April 2015 by the Dean of the Faculty of Business and Social Sciences.

Section 5.2 has been updated on 15th March 2016 by the Academic Study Board of Business Administration and on 13 April 2016 by the Dean of the Faculty of Business and Social Sciences.

Sections 2, 5.1, 5.2 and 7 have been updated on 2. December 2016 by the Academic Study Board of Business Administration and on 13 January 2017 by the Dean of the Faculty of Business and Social Sciences

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1. The title of the profile in Danish and in English

The title of the profile in Danish is: Kandidatuddannelsen i Erhvervsøkonomi (med profil i International Business & Marketing).

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

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

Refer to section 3 in the curriculum.

3. Description of the focus area

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

The focus area of the profile is marketing, including; retailing, services, business to business, marketing research as well as modules on other functional areas that influence management decisions in marketing. The graduates has gained knowledge about and skills in using methods and tools which give competences for a career in marketing, sales, advertising or media related jobs.

Finally, the graduate has gained skills in analyzing rules and regulations imposed by governments in order to gain competences to pursue careers in a number of areas including market research, imports, consultancy, exporting services marketing, direct marketing and distribution management.

4. Other regulations

4.1 Language

The programme is offered in English.

All compulsory courses are taught in English. Language of examination is English unless it is stipulated in the course description that the exam may also be taken in Danish. The Master Thesis is written in English. However, if the supervisor agrees, the Master's Thesis may be written in Danish. The oral exam will in this case also be in Danish.

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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.

Students who pursue an EMBS certificate should follow a special study programme. The Study Board must accept the individual study programme prior to the exchange. Please consult the profile responsible when embarking the profile in International Business & Marketing. The requirements for the EMBS certificate is; management courses in a foreign language at a partner university in Europe for either one semester or one academic year, an academic programme, including the related examinations, amounting to at least 30 ECTS (one semester) or 60 ECTS (one academic year) and recognized towards the degree requirements of the home university. As part of the academic programme abroad, a module entitled “European Affairs” of 20 ECTS credits. This module provides specific course contents relevant for management in a European context and a thesis or project with a European focus.

4.3 Semester structure

Please see section 5.2.

5. Structure of the profile

5.1 Course titles, ECTS, Weight and assessment

Course Titles	ECTS (= Weight)	Assessment
Constituent compulsory courses		
International Business Management	10	External / 7-point scale
International Marketing Channels	10	Internal / 7-point scale
Marketing across Culture	10	Internal/ 7-point scale
International Market Relations	10	Internal / 7-point scale
International Market Analysis*	10	Internal / 7-point scale
Strategic Market Creation	10	Internal / 7-point scale
Master's thesis	30	External / 7-point scale
Elective courses (30 ECTS)		
You have to choose no more than 30 ECTS elective courses	30	Depending on the chosen courses

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 “International Market Analysis”.

* The course *International Market analysis* replaces the course *Globalization Processes*. Please see section 6 for further information.

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

Study start 1st September			
4th semester	Master's thesis 30 ECTS		
3rd semester	Elective courses Max 30 ECTS		
2nd semester	International Marketing Channels	International Market Analysis	Strategic Market Creation
1st semester	International Business Management	International Market Relations	Marketing across Culture

Students who will be enrolled from 1st February will commence with the courses shown as 2nd semester courses in the diagramme. They will then proceed with the courses shown as 1st semester the following autumn.

5.3 Description of the elective courses

The student can choose elective courses:

- among other constituent courses on other M.Sc. in Economics and Business Administration, which are not constituent on the elected profile, primarily among 1. semester courses
or
- among the list of preapproved elective courses (to be announced)
or
- apply the study board for permission to include a specific elective course as an alternative elective course

6. Specific profile transitional rules

None

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

7.1. Interdependency between courses and competence profile

(1 is a little, 2 is some, 3 is a lot)

The M.Sc. in International Business & Marketing	International Business Management	International Market Relations	Marketing across Culture	International Market Analysis	International Marketing Channels	Strategic Market Creation	Electives	Master Thesis
Has knowledge based on the highest international research within a field of study	3	2	2	2	2	1	1	3
Can understand and scientifically reflect on the knowledge of the field/fields of study and identify relevant problems	2	3	2	2	2	2	1	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	2	3	2	2	1	2
Can set up new models of analysis and problem solving.	2	2	1	3	2	2	1	3
Can convey knowledge and discuss professional issues with colleagues, company management and external partners.	2	2	3	2	2	3	1	3
Can manage complex, unpredictable work and development situations.	2	2	2	2	2	3	1	2
Can independently initiate and implement cooperation and take on professional responsibility.	2	2	2	2	2	2	1	2
Can independently take responsibility for own professional development.	2	2	2	2	2	2	3	3
Can solve specialist tasks within the functional areas of organizations with the public and private sectors	2	2	2	2	3	2	1	3

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7.2 Academic progression between the courses

Progression of the Profile			
Advanced courses – Extended abstract level	Master's thesis 30 ECTS		
Specialization and internationalization	Elective Courses 30 ECTS		
Advanced Specialization courses	International Marketing Channels	International Market Analysis	Strategic Market Creation
Introductory profilisation courses	International Market Relations	International Business Management	Marketing across Culture
	<i>Specialization Theories & Methods</i>	<i>Theories and methods/models about the firm</i>	