

Programme description for Global Business Relationships

Enclosure to the curriculum for
the BSc in Economics and Business Administration

The Faculty of Business and Social Sciences
The Academic Study Board of Business Administration

Enclosure to the curriculum for the BSc in Economics and Business Administration

The programme description is an enclosure to the curriculum for the BSc in Economics and Business Administration

The programme description applies to students commencing the programme as from September 2019

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

The programme description was approved on 9th November 2018 by The Academic Study Board of Business Administration and on 10 May 2019 by the Dean of the Faculty of Business and Social Sciences.

The curriculum applies to students enrolled as of 1st September 2019.

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1. The title of the programme in Danish and English

The title of the programme is in Danish: Bachelor i Erhvervsøkonomi - HA (med linje i Global Business Relationships).

The title of the programme is in English: Bachelor of Science in Economics and Business Administration (with profile in Global Business Relationships).

2. Description of the profile focus

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

The programme is an internationally oriented education in economics and business administration that reflects key challenges and opportunities of modern global and regional business in its structure and contents. It is taught solely in English in an international environment. It combines broad foundations in economics and business administration with a specialization in global business and businesses becoming international, which includes topics ranging from an inter-organisational and business perspectives on marketing, networks and strategies and global regulations and business responsibility to the individual perspective on cross-cultural competences. This specialization prepares the students for today's challenges and functions in global oriented businesses.

3. Other regulations

3.1 *Language*

The programme is offered in English.

3.2 *Special features of the programme*

All courses are taught in English, and only English-language literature is used. Furthermore, the curriculum and description of the programme are available in English. Course descriptions are only in English.

3.3. *Special requirements for students following this profile*

The student must write the Bachelor Project in one subject area within one of the Business Economics areas: Accounting, Finance, Organization, Marketing or Business Economics.

4. Programme structure

4.1 Course titles, ECTS, examination weight, censorship, assessment

	Course title	ECTS	Weight	Censorship	Assessment
	Core subjects and flexible courses:				
Constituent courses 120 ECTS	Microeconomics	10	10	Internal	7-point scale
	Organization with Theory of Science	10	10	External	7-point scale
	Entrepreneurship and Understanding Business	10	10	Internal	7-point scale
	Marketing	10	10	External	7-point scale
	Accounting	10	10	External	7-point scale
	Finance	10	10	External	7-point scale
	Strategy	10	10	Internal	7-point scale
	Mathematics and Statistics	10	10	Internal	7-point scale
	Advanced Quantitative Analyses	5	5	Internal	7-point scale
	Business Law	5	5	Internal	7-point scale
	Macroeconomics	10	10	Internal	7-point scale
	Bachelor Project	20	20	External	7-point scale

	Specific profile subjects (a total of 60 ECTS):				
Other course elements 60 ECTS	Qualitative Methodology	5	5	Internal	7-point scale
	Digitalisation and Business	5	5	Internal	7-point scale
	Networks and Regional Strategies	10	10	Internal	7-point scale
	Cross-cultural Management	10	10	Internal	7-point scale
	Global Regulation and Business Responsibility	10	10	Internal	7-point scale
	Global Marketing and Business Relationships	10	10	Internal	7-point scale
	Electives	10	*	According to course descriptions	


*The given grade equals the ECTS weight

4.2 Diagram of the programme

6	Bachelor Project (20)				Strategy (10)	
5*	Global Regulation and Business Responsibility (10)	Global Marketing and Business Relationships (10)			Electives (2 x 5 or 10)	
4	Macro- economics (10)	Accounting (10)	Advanced Quantitative Analyses (5)	Business Law (5)	Cross-Cultural Management (10)	
3			Finance (10)		Networks and Regional Strategies (10)	
2	Micro- economics (10)	Mathematics and Statistics (10)	Marketing (10)		Qualitative Methodology (5)	Digitalisation and Business (5)
1			Organization with Theory of Science (10)		Entrepreneurship and Understanding Business (10)	

* The fifth semester can also be used for study abroad or internship.

The courses of the 5th semester must be followed if the student does not go for a study abroad. For students studying on a University abroad, the study programme may be composed of courses belonging to the Business Economics area, which are not part of the other study programme in the profile. The programme must be approved by the Academic Study Board.

 = courses in grey coloured boxes are included in the first-year examination

5. Special programme transitional rules

The profile is offered first starting 1st September 2019, and there will therefore not be transitional rules for students from previous years of the former bachelor study programme.

For students who have ask to switch to this profile and/or have been enrolled in the BSc in Economics and Business Administration programme previously on other profiles, the following will apply:

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- For courses that are identical with former courses used examination attempts in the former identical course will be transferred.
- Courses that are identical with former courses, that are passed according to applied rules cannot be retaken.

- **Identical courses – common courses:**

Microeconomics:

This course is identical with the former course Microeconomics:
83100x01 / Odense: 83100601 + 83101601, Sønderborg: 83100701 + 83101701 and
From Autumn 2018 B100081X01, B100081101, B100081401

Mathematics and Statistics:

This course is identical with the former course Mathematics and Statistics:
83204x01 / Odense: Autumn: 83204301 Spring: 83205301
Sønderborg: Autumn: 83204501 Spring: 83205501 and
From Autumn 2018: B100104X01, B100104101, B100104401

Organizational with Theory of Sciences:

This course is identical with the former course Organization with Theory of Sciences:
83115x01 / Campus Odense: 83115301 Campus Sønderborg: 83115501
From Autumn 2018: B100110X01, B100110401, B100110101

Entrepreneurship and Understanding Business:

This course is identical with the former course, Entrepreneurship and Understanding Business
83112x01 / Campus Sønderborg: 83112501 Campus Odense: 83112301 and
From Autumn 2018: B100124X01, B100124101, B100124401

Marketing:

This course is identical with the former course, Marketing:
83102X01 / Campus Odense 83102301, Campus Sønderborg: 83102501 and
From Spring 2019: B100182X01, B100182101, B100182401

Macroeconomics:

This course is identical with the former course Macroeconomics:
83105X01 / Sønderborg: 83105501 Odense: 83105301 and
From Autumn 2018: B100134X01, B100134101, B100134401.

Accounting:

This course is identical with the former course:
Sønderborg 8550801 Accounting 1
Odense 8032711 Accounting. And
From Autumn 2018: B100115X01, B100115101, B100115401

Finance:

This course is identical with the former course:
Campus Sønderborg 9069801 Corporate Finance
Campus Odense 9845501 Financial Investments and Corporate Finance and
From Autumn 2018: B100119X01, B100119401, B100119101

Advanced Quantitative Analyses:

This course is identical with the former course:

Analysis of Quantitative survey data, Odense: 8528501 and
Advanced Quantitative Analyses, Sønderborg, 9069901 and
From Spring 2019: B100195X01, B100195101, B100195401

Business Law

This course is identical with the former course Business Law:

83109x01, Odense 83109301, Sønderborg 83109501 and
From Spring 2019: B100191X01, B100191401, B100191101

There may also be identical courses in relation to specific profile courses or electives depending on campus and profile.

Any such information will be stated in the course descriptions in question.