

# Semester Meeting, Department of Business Communication, 26 March 2012

---

**New organization, new educational initiatives and new location**

Helle Kryger Aggerholm, Kirsten Wølch Rasmussen & Christa Thomsen  
Department of Business Communication

# Programme

---

- › Department of Business Communication (BCOM): A department within the academic area "Business and Social Sciences" (BSS) (CT)
- › New educational initiatives (HAG, KWR)
- › New location (CT)
- › Questions, proposals & ideas?

# Business and Social Sciences: Organization

---

- › Dean: Svend Hylleberg
- › 6 departments:
  - › Department of Business Administration
  - › Department of Business Communication
  - › Department of Economics and Business
  - › Department of Law
  - › Department of Political Science and Government
  - › Department of Psychology and Behavioural Sciences and
  - › AU Herning
- › 223 enrolled PhD students
- › 1.281 newly educated graduates in 2010

# Business and Social Sciences: What is new?

## STRATEGY

### **Education**

- › More collaboration across academic areas and departments
- › Better and more modern teaching, including educational IT

### **Research**

- › External funding & high quality publications

### **Talent Development**

- › Better and more structured PhD education
- › Better career paths

### **Knowledge Exchange**

- › More and better executive master programmes (MBA, MCC and MPA, HD)
- › Career Centre

# Department of Business Communication (BCOM): Organization

---

- › Head of department: Christa Thomsen
- › Vice head of department: Jan Engberg
- › Head of studies:
  - › Kirsten Wølch Rasmussen (BA in International Business Communication; MA in Modern Languages and International Business Communication) - chair
  - › Helle Kryger Aggerholm (BA MMC & MACC)
  - › Winni Johansen (Executive Master in Corporate Communication)
- › Head of BCOM PhD programme: Finn Frandsen

# Department of Business Communication (BCOM): Organization (continued)

---

- › Teaching groups & study programme coordinators
  - › Corporate Communication (AEN, BAS, SEA)
  - › English (AGS, BJA, SN)
  - › European Studies (PJ)
  - › French (PL)
  - › German (TPC)
  - › Spanish (ALL)

See: <http://bcom.au.dk/organisation/teachinggroups/>

- › Research coordinators
- › More than 2.300 students
- › 17 PhD students

# Department of Business Communication (BCOM): What is new?

## STRATEGY

### **Education** (HAG, KWR, PJ)

- Adjustments & new initiatives
- Collaboration with ARTS (language programmes) and other BSS departments (e.g. new Political Communication profile)

### **Research**

- › More externally funded research projects ([www.bcom.au.dk/research/researchprojects](http://www.bcom.au.dk/research/researchprojects))

### **Talent Development**

- › BCOM PhD programme

### **Knowledge Exchange**

- › Executive Master in Corporate Communication
- › New Executive Master Programmes

# Board of Studies for Business Communication

- › New board of studies covering both BA og MA in Business Communication.
  
- › 6 Staff members of the board:
  - › Helle Kryger Aggerholm, Sophie Esmann Andersen
  - › Helle Dam-Jensen, Iris Rittenhofer, Kirsten Wølch Rasmussen (chair)
  - › Eva Sørum Poulsen (International Communication and Multimedia, Herning)
  
- › 6 Student members of the board:
  - › Gitte Hansen Gade (MACC – vice chair)
  - › Anne Saugstrup Andersen (Danish MA - CC)
  - › Nadja Bang Hansen (Danish MA - CC)
  - › Louise Lykke Østergaard (BA – English/European Studies)
  - › Isabella Møller (BA – Spanish/Communication)
  - › Dina Rostom (BA – International Communication and Multimedia, Herning)

# Functions of the Board of Studies

---

- > to assure the planning, implementation and development of programmes and teaching. i.e.:
  - Introduces and/or approves curriculum changes, i.e.
    - Courses, course content, programme structure, exams, etc.
  - Assure the follow-up of course evaluations
  - Approve applications for credit transfer and exemptions from the curriculum
  - Discuss all matters within its field relating to programmes and teaching

# Study programmes: Adjustments, new initiatives and collaboration

---

## **BA and MA i English, French, German and Spanish**

- › ARTS/BSS collaboration
  - › Greater variety of electives and development of shared courses
  - › Implemented over time – does not change the programmes.

## **MA i English**

- › Establishment of a profile in Political Communication (replaces the profile European Studies) – starting autumn 2013.
- › In collaboration with Political Science.
- › Profile coordinator: Poul Erik Jørgensen

# Study programmes: Adjustments, new initiatives and collaboration

---

## MA in Corporate Communication (Danish and English programmes)

- › **Starting autumn 2012** (3rd semester):
- › Lectures at HRM-profile will be given in English (for students in both programmes)
- › Classes will still be taught in both Danish and English
- › Oral exam (project track) changed to 12-hour exam

# Study programmes: Adjustments, new initiatives and collaboration

## MA in Corporate Communication (Danish and English programmes)

### From intake 2012 (i.e. starting autumn 2013):

- › The following profiles are offered:
  - › Integrated Marketing Communication and PR (Danish and English)
  - › HR Communication (Danish and English)
  - › Global Communication (English, but also open for students in the Danish programme)
  
- › As well as a project (internship) profile (Danish and English)
  - › Internship (20 ECTS – min. 12 weeks) and electives (10 ECTS)
  
- › The two small profiles "Tourism Communication" and "Public Communication" will not be offered.
- › Electives within the two fields.
- › Some of the elements from the two fields will be integrated in the Danish profiles.

# New location

---

Nobelparken:

Your teachers:

- › Building 1481: German, French, Spanish, (English) & International Business Communication
- › Building 1483: Corporate Communication (English)

You:

- › Nobelparken
- › Fuglesangs Allé: BA MMC, autumn 2012
- › Campus Aarhus

## ”Services” in Nobelparken

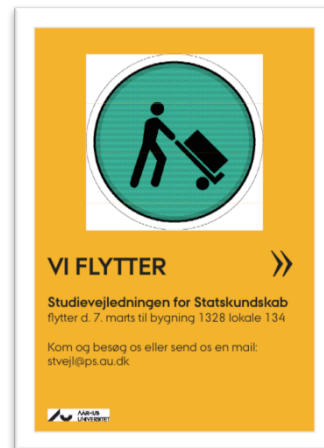
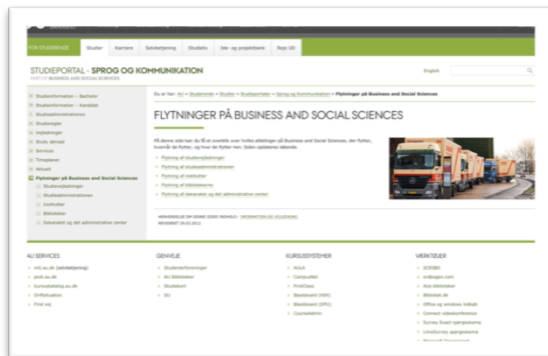
---

- › General BSS services: student administration, secretaries, IT, etc.
- › Associations (students) in Nobelparken
  - › SL (Studerterlaug)
  - › Communication Council (Gitte Gade, chairwoman)
  - › European Studies (<http://eu-studier.dk>)
  - › Other?
- › Student counselling: Nobelparken
- › Career Centre: Fuglesangs Allé & Aarhus University Park
- › Library: Fuglesangs Allé & Nobelparken
- › Offices for MA thesis students

## Useful information ("forthc."):

### Moving campaign

- › [studerende.au.dk/bcom](http://studerende.au.dk/bcom) – **relocation**
- › Posters and flyers
- › General contact mail: [bssflytninger@au.dk](mailto:bssflytninger@au.dk)



## Useful information ("forthc."):

---

- › ***Week 15 (did you receive this?)***
- › Direct e-mail to all students with information about when & to where the department moves & information about where teaching will take place in the future
- › Information on study portal, info screens, CampusNet, Facebook, etc.
- › ***Week 16***
- › More information
- › Later: Information meeting for all students in Nobelparken – interested?
- › ***Before exam period***
- › More information

# Something on your mind?

---

Questions, ideas, suggestions?



- the new Student Political Union for Business Communication students

# Communication Council

[www.facebook.com/CommunicationCouncil](http://www.facebook.com/CommunicationCouncil)

# Communication Council



- What does our work include?
- To maintain the students professional interests
  - Keeping the academic level and the students environment at its best
- To reach the best possible academic environment in "Nobelparken"
- To promote and encourage cooperation with other councils at BSS and Aarhus University in general
  - E.g. through our participation in "Fællesrådet" at "Studenterrådet"



# We have influence...



- 5 seats in "Studienævnet"
  - Where YOUR education takes form
- 1 representative in "Akademisk Råd"
  - On the entire strategy of BSS
- 3 seats in "Studenterrådet"
  - On the University Board
  - Fighting for a better University for all students



# We need you...



- To help us develop the Communication Council!
- To arrange a "Welcome-to-Nobelparken-event"
- To host events that you suggest - we are open to new and exciting ideas 😊

# Become a member of CC and get...

- Great influence on your education
- A broader network
- A resume/CV that shows commitment
- To use your communication skills in practice



Contact us on:

- [www.facebook.com/CommunicationCouncil](http://www.facebook.com/CommunicationCouncil) or [nadjabang@gmail.com](mailto:nadjabang@gmail.com)

# For more information...



- Join us in "Plug Inn" on Tuesday the 24th of April at 4.30pm - 5.30pm
- For all students, at the Department for Business Communication

We are looking forward to meeting you 😊



- Hvem er vi og  
hvad kan vi gøre  
for jer?

# Oplev EU på tæt hold!

- Afgang tirsdag d. xx. jan. 2013 kl. 01.00
- Hjemkomst lørdag. xx. jan. 2013 kl. 21.00



# Oplev EU på tæt hold!

- Århuskontoret (lobbyistkontor)
- REP'en
- EP
- NATO
- Kommission



# Sidste års MEP'ere

- M. Messerschmidt



- Margrete Auken



- Bendt Bendtsen



- Medlemskab: Gratis, sker pr. mail
- [eu-studier@eu-studier.dk](mailto:eu-studier@eu-studier.dk)
- For mere info – facebook + www
- [www.eu-studier.dk](http://www.eu-studier.dk)