

Table of contents - MACC

PREFACE 3

PRESENTATION OF INFORMATION MATERIAL ABOUT THE STUDY PROGRAMME..... 4

MAP OF THE SCHOOL 5

PRESENTATION OF THE ADMINISTRATION..... 6

**GENERAL INFORMATION ABOUT THE MASTER OF ARTS IN INTERNATIONAL BUSINESS
COMMUNICATION PROGRAMME 7**

STUDY PROGRAMME STRUCTURE..... 8

PRACTICAL INFORMATION 10

Admission 10

Course registration..... 10

Exam registration and deregistration..... 10

Thesis..... 10

Use of PC in connection with oral exams..... 13

Individual exams/group exams 13

Individual written exams 13

Plagiarism 14

Submitting exam papers..... 14

Illness..... 14

Standard page concept and paper extent..... 15

STUDYING ABROAD 16

THESIS..... 17

CURRICULUM OF 1 SEPTEMBER 2009 19

 CHAPTER 1: PURPOSE 21

 CHAPTER 2: ADMISSION..... 23

 CHAPTER 3: STRUCTURE..... 23

 CHAPTER 4: CONTENTS..... 23

 CHAPTER 5: TEACHING METHODS 24

 CHAPTER 6: ENGLISH REQUIREMENTS 25

 CHAPTER 7: EXAMS 25

 CHAPTER 8: EXAM DESCRIPTIONS 27

 CHAPTER 9: GENERAL PROVISIONS 50

Exams 50

Re-exam 50

Syllabus for re-exams 50

Individual exams/group exams 50

No. of evaluation attempts..... 51

Exam registration 51

Study guide

<i>Exam deregistration</i>	51
<i>Special rules for 12-hour written take-home papers</i>	51
<i>Violation of exam regulations</i>	52
<i>Illness</i>	52
<i>Credit transfer</i>	52
<i>Exam certificate</i>	52
<i>Complaints</i>	53
CHAPTER 10: GENERAL PROVISIONS	53
<i>Study guide</i>	53
<i>Exemption from the curriculum</i>	53
CHAPTER 11: COMMENCEMENT	53
CHAPTER 12: DEADLINE FOR CONCLUSION	53

Preface

Welcome to the Master of Arts in International Business Communication programme at Aarhus School of Business, Aarhus University. The master's programme is governed by the Ministerial order no. 338 of 6 May 2004 on bachelor and master's programmes at universities issued by the Danish Ministry of Science, Technology and Innovation (*Bekendtgørelse om bachelor- og kandidatuddannelser ved universiteterne*). The programme lasts two years and includes a thesis.

The purpose of the programme is:

- To expand students' theoretical and practical knowledge of corporate communication and related skills, i.e. skills within all communication types involving private or public companies, organisations and institutions as senders, recipients or subjects of such communication.
- To provide students with the qualifications needed to undertake, individually and/or in collaboration with others, relevant functions within corporate communication at a strategic and/or operational level in private or public companies, organisations and institutions on the basis of the knowledge and skills acquired.
- To provide students with the qualifications needed to carry out scientific research.

The Study Committee for Postgraduate Programmes at the Department of Language and Business Communication (*Kandidatstudienævnet for Sprog og Erhvervskommunikation*) is responsible for the organisation, contents and planning of the programme. The Study Committee is also responsible for the programme's quality and academic breadth and depth.

The Study Committee for Postgraduate Programmes within Language and Business Communication, August 2009.

Presentation of information material about the study programme

The Study Committee for Postgraduate Programmes within Language and Business Communication, as part of its activities, publishes a variety of information material about the study programme which you may find useful in connection with the planning and completion of your studies.

This material includes:

a *curriculum*

a *study guide*

a *course catalogue*

The *curriculum* is a *legal* document describing the exams which must be passed and the academic requirements which must be met in order to pass the exams. The curriculum is included towards the back of the study guide.

The *study guide* provides information about a range of academic and practical aspects.

The *course catalogue* is available on CampusNet via StudyInfo. CampusNet is Aarhus School of Business's web-based and interactive communication tool. In the course catalogue on CampusNet you can find descriptions of the various subjects offered as part of the study programme.

Map of the school

Presentation of the administration

There are many situations and contexts in which you will find yourself in contact with Aarhus School of Business, Aarhus University administration. The offices which are most relevant to you are mentioned below:

The Study Administration (B wing) deals with admissions, exam registrations etc.

The Student Counsellors' Office, Language and Business Communication (B wing), offers advice about admission to study programmes, planning your studies etc. In addition, the office receives exemption applications and exam complaints. The Director of Study, whose office is in the L building, may also be contacted.

The Planning Office (C wing) primarily prepares timetables and exam schedules, communicates cancellations and compensatory lessons and is responsible for room bookings.

The State Education Grant Office (B wing) handles applications for student grants.

The Department Secretaries (L building) arrange contact to individual lecturers etc.

The International Office (B wing) provides information about exchange programmes etc.

The Secretariat for the Study Committees (B wing) receives requests for consideration by the Study Committee.

The Study Committee for Postgraduate Programmes and the **Director of Study** are responsible for the master's programmes. The Study Committee for Postgraduate Programmes consists of five representatives of teaching staff and five student representatives. One of the teaching staff representatives is elected Director of Study. The deputy chairman of the Study Committee is elected among the committee's student members.

General information about the Master of Arts in International Business Communication programme

The Master of Arts in International Business Communication programme focuses on the strategic management of communication processes.

The *first semester* includes Corporate Communication and Stakeholder Relations and Strategic Management in Organisations in a Communicative Perspective.

The *second semester* includes Corporate Communication in Change and Crisis Situations, Media Training as well as two elective subjects. You may choose these from the elective subjects offered under the master's programme, or you may choose an elective subject within the fields of, e.g., business administration or language offered under another master's programme at Aarhus School of Business or at another institution of higher education.

In the *third semester* you must choose between two profiles:

Integrated Marketing Communication and Public Relations Profile

The purpose of the profile is to provide you with theoretical and practical insight into the types of strategic corporate communication used in connection with integrated marketing communication and public relations in private companies not included in the basic programme. Profile topics include new types of marketing such as trend management and experiential marketing or marketing in relation to particular segments such as senior marketing.

Global Communication in a Corporate Perspective Profile

The purpose of this profile is to provide you with theoretical and practical insight into the types of strategic corporate communication used in the organisations' communication with foreign stakeholders (customers, suppliers, subsidiaries, international authorities, international NGOs, international media etc.) in terms of marketing, public relations and corporate branding in a multi-cultural environment. Within the framework of globalisation and network society, the teaching focuses on how organisations handle situations such as change management and change communication, value communication, the complex of local/global marketing, corporate reputation and issues management in the international arena.

During the *fourth and last semester* of the programme you must write your thesis. The topic of the thesis must relate to corporate communication in a wide sense, including in an organisational, socio-economic or global context.

Study programme structure

The Master of Arts in International Business Communication programme consists of eight exams, including a thesis. Five of the eight exams are taken within the basic part of the study programme which is compulsory for all students following the programme. Two of the eight exams are taken within the profiling part of the study programme. The thesis is compulsory for all students.

The figure below provides an overview of the study programme's structure.

Semester overview

1 st semester	2 nd semester	3 rd semester	4 th semester
<ul style="list-style-type: none"> - Corporate Communication and Stakeholder Relations - Strategic Management of Organisations in a Communicative Perspective 	<ul style="list-style-type: none"> - Corporate Communication in Change and Crisis Situations - Media Training - 2 electives 	Profiles: <ul style="list-style-type: none"> - Integrated Marketing Communication and Public Relations - Global Communication in a Corporate Perspective - (Internship) 	Thesis

Exam overview

1 st semester	2 nd semester	3 rd semester	4 th semester
Project Report with Oral Defence (Exam 1 – 20 ECTS)	Project Report with Oral Defence (Exam 3 – 15 ECTS)	Written take-home paper (Exam 7a or 7b – 20 ECTS)	Thesis on an Optional Topic with Oral Defence (Exam 9 – 30 ECTS)
Oral exam (Exam 2 – 10 ECTS)	Continuous assessment (Exam 4, 5 and 6 – 15 ECTS)	Oral Exam (Exam 8a or 8b – 10 ECTS)	

Exam types

The study programme includes five different exam types:

- a) An oral exam based on a syllabus with a set of predefined questions.
- b) A written take-home paper on either an optional or a set topic.
- c) A project report with an oral defence on an optional topic for which you produce a report to be defended at an oral exam.
- d) Continuous assessment (based on optional or set assignments) involving the assessment of your active participation and, if required, regular attendance of classes (min. 75 per cent) as well as the assessment of one or more written and/or orally presented assignments.
In case of re-exam, the continuous assessment is replaced by a 12-hour written take-home paper.
- e) Thesis with oral defence.

Thesis

The purpose of the thesis is to provide you with an opportunity to explore independently and on the basis of scientific method and theory a carefully delimited topic within the disciplines covered by the study programme.

The thesis is a written assignment of 50-80 standard pages (2,200 characters (no spaces)) in length. The thesis is written in English. Permission to exceed the maximum length may be granted by the supervisor on the basis of an application stating in detail the reasons for such application.

The thesis may be prepared as a group thesis provided that the contributions of individual students are clearly identifiable.

Theses are defended through an individual oral exam.

The thesis must be submitted to the Study Administration.

Practical information

Admission

To be admitted to the Master of Arts in International Business Communication programme, you must hold a bachelor degree awarded for completing a study programme which comprises elements within communication on a scale corresponding to, e.g., the BA in Marketing and Management Communication programme or the BA in Languages and Communication programme offered by Aarhus School of Business. Bachelors with at least 60 ECTS of communication elements and a sufficiently high level of proficiency in English may apply.

Course registration

The Registrar link on CampusNet provides access to the Registrar's Office Online service where you can register for courses. The registration deadline for courses offered in the spring is *15 November at the latest* and *15 May at the latest* for courses offered in the autumn.

Exam registration and deregistration

You are automatically registered for your first exam attempt for exams taking place in connection with or at the end of the semester in which a given course module has been offered. If you need to re-take an exam, you can only do so in the same or in a subsequent exam period after having registered for these exams.

It is your duty to check that you exam registration has been correctly listed. In case of error in the registration, you must contact the Study Administration at the beginning of March (Summer exams) and at the end of October (Winter exams). If the error has not been amended before that deadline, you will be listed as not having registered for the exam on time.

Should you regret having registered for an exam, it is possible to deregister up to *7 days prior to the date of the exam*. If you have registered for an exam without having deregistered again in due time, your registration always counts as one exam attempt. You can deregister by contacting the Study Administration or via the Registrar link to the Registrar's Office Online service on CampusNet.

Thesis

Allocation of academic supervisor

In order to have an academic supervisor assigned to you, you must complete the 'Form for allocation of academic supervisor' and prepare a proposal for a thesis synopsis consisting of:

- Tentative title
- Tentative problem statement

- Tentative research approach (methods/theory)
- Description of data basis, if relevant

You can find the 'Form for allocation of academic supervisor' at ASB's website under Study-Info/Study programme/Registration Forms.

The form containing the proposal must be submitted one month before you register for your master's thesis, though not later than 15 June if you register for your master's thesis on 1 August.

A supervisor will then be assigned to you. Students may work with a principal and an assistant supervisor, if necessary.

Thesis registration

You can register for your thesis within one of the following deadlines:

1 January, 1 March, 1 April, 1 June, 1 August and 1 October. You decide when you want to register. Once you have registered, you cannot cancel your registration.

Before you register, a supervisor must be assigned to you (see 'Allocation of academic supervisor').

You must also prepare a thesis synopsis and a plan for the thesis process, which must be approved by your supervisor before you can register.

The thesis synopsis must consist of:

- Tentative title
- Tentative problem statement
- Tentative research approach (methods/theory)
- Description of data basis, if relevant
- Tentative outline
- Tentative list of literature

To register, you must submit the thesis registration form (StudyInfo/Study programme/Registration Forms) along with the thesis synopsis and plan for the thesis process. The form must be signed by you and your supervisor.

Submitting your thesis

You have five months to write your thesis, starting from the date of registration.

Study guide

The deadlines for submission are:

- if you register on 1 January: **1 June**
- if you register on 1 March: **1 August**
- if you register on 1 April: **1 September**
- if you register on 1 June: **1 November**
- if you register on 1 August: **1 January**
- if you register on 1 October: **1 March.**

Oral defence

The defence of your thesis is in the form of a 45-minute oral exam including evaluation. There is no preparation time. The oral exam takes place no later than one month after you have submitted your thesis.

New deadline for submission

If you do not submit your thesis by the deadline, you have used one of the three attempts you have at passing your thesis.

You will then have to prepare a modified thesis synopsis and a new plan for the thesis process, which must be approved by your supervisor. You have a new deadline of three months to submit your thesis, starting from the original deadline. If you do not submit your thesis by the new deadline, you have used the second of the three attempts you have at passing your thesis.

You will again have to prepare a modified thesis synopsis and a new plan for the thesis process, which must be approved by your supervisor. You have one final deadline of three months to submit your thesis, starting from the second deadline.

Registration of thesis with new deadline

To register for the second and third attempts, you must submit the form for registration of thesis with modified thesis synopsis (StudyInfo/Study programme/Registration Forms). You must enclose a modified thesis synopsis and a new plan for the thesis process. The form must be signed by you and your supervisor.

If you fail your thesis

If you fail your thesis, you have used one of the attempts you have at passing your thesis. You can then write a new thesis according to the rules outlined above. The procedure starts all over again but it is restricted to the number of attempts left.

A new supervisor must be assigned to you, and you must prepare a new title and problem statement.

Use of PC in connection with oral exams

The following rules apply to the use of PowerPoint presentations during oral exams:

- The general rule is that the use of a PC should not cause an extension of the time allocated for the exam in the exam description.
- Technical Support ensures that the technical equipment is working at the start of the exam and that login has been performed.
- Technical Support provides an on-call service for individual exam dates. The person on call can be called in during planned breaks in the exam to correct any errors in the technical equipment.
- You bring the presentation with you on a CD-ROM or USB device.
- You must install the CD-ROM/USB yourself.
- You must bring transparencies to replace the PowerPoint presentation in case of technical problems if the correction of such problems will delay the start of the exam.

No additional time is allowed in case of technical errors with the equipment or in case of problems with installing diskettes which are used instead of transparencies.

Individual exams/group exams

All oral exams are taken individually. Written exams can be either individual or group exams. Students are always entitled to hand in an individual paper.

The evaluation of individual and group exams is based on your individual performance. **In written group exams, your individual contribution must be clearly identifiable.**

Individual written exams

Individual written exams must always be completed independently. Although students are regularly encouraged by their lecturers to work on papers together for pedagogical reasons, group work during individual exams is not allowed.

Statement

In individual written exams, the exam paper must include a statement guaranteeing that the assignment has been carried out in accordance with the above-mentioned requirement that the paper be prepared independently.

The statement is printed on the exam cover page, and the form must be completed by the student. If the form is not completed, you can be called in to an interview with the examiner.

Study guide

Plagiarism

Plagiarism is **any use of source material without exact reference being made to the source**. No distinction is made between written (whether printed or electronic) and oral sources. It is not just a question of whether you have copied (a tiny bit/something/quite a lot) from a source. All source material that has been used for instance by rewording the source text or by using argumentation, reasoning, terminological innovations, technical concepts etc. which originate from sources other than yourself should be accompanied by an **exact reference**. On the Internet you will find a number of useful sites containing information concerning plagiarism, for example Purdue's Online Writing Lab. The following link is a good place to start:

<http://owl.english.purdue.edu/owl/resource/589/01/>

In connection with (project) reports, lecturers may require students to submit an electronic version of their report with a view to checking for plagiarism. Submission of an electronic version, including the medium (CD-ROM, file) must be agreed on by the lecturer and the student. The student should submit the electronic version directly to the examiner. In the event of discrepancies between the hard copy and the electronic version, the hard copy of the report has legal validity, while the electronic version can only be used for checking for plagiarism.

Submitting exam papers

Written exam papers must be submitted in three copies; however, two printed copies of the thesis must be submitted to the Study Administration (B wing). Moreover, you must register and upload your thesis to the ASB Library's thesis portal Theses@asb.dk. Guidelines can be found on the ASB Library website. The exam plans published on StudyInfo specify when papers must be submitted. In connection with 12-hour written take-home papers as well as papers on **set topics**, you must write your student exam number on the paper. In relation to other exam types, your name and civil registry number (CPR) must be indicated on the paper. All copies of the exam paper must have a relevant standardised front page which can be found at StudyInfo/Study programme/Registration Forms. If it is possible to access exam assignments and submit exam papers electronically, it is stated in the exam plans.

Illness

If you are unable to take an exam, complete a project or written paper due to illness or other matters of that nature, the Study Committee may, based on a written application from you, grant permission for a late cancellation of your exam registration. This does not apply to courses based on continuous assessment, however.

If you are granted permission to deregister from an exam due to illness, you have the right to sit the exam or hand in the exam paper or project at a later date in the same exam period in compliance with the rules that apply to re-taking exams in the same exam period.

When requesting permission to postpone an exam due to illness, you are required to provide a medical certificate as confirmation. On the day of the exam or of the submission of a written paper, you must contact your doctor personally and have him/her write and date the medical certificate so that it covers the day or period during which the exam is supposed to take place.

Standard page concept and paper extent

In the exam descriptions the concept of a *standard page* is used. A standard page is defined as 2,200 characters (no spaces).

In relation to written assignments the extent of the paper excludes spaces, table of contents, bibliography and appendices. Footnotes and endnotes are included.

The number of characters must be indicated in the exam papers.

Studying abroad

If you would like to study abroad during the second and/or third semester, you must plan to do so very early on in the programme. In order to obtain the required credit transfer, you must find courses at the foreign institution which combined – in terms of contents and ECTS points – correspond to the semester which you are missing at Aarhus School of Business. The programme coordinator and/or the course coordinators must approve your planned study programme in advance.

Further information

You can find further information about exchange positions and freemover possibilities as well as application procedures at the address <http://www.asb.dk/studinfo/studyabroad.aspx>

Aarhus School of Business organises an information meeting each year at the beginning of September for all students interested in studying abroad on exchange or as freemovers. The meeting is advertised on CampusNet or posted on the notice boards.

The deadline for applying for exchange positions in spring 2010 and autumn 2010 is September 2009.

Thesis

The 4th semester of the master's programme is reserved for writing the thesis.

Read more about the allocation of academic supervisor, thesis registration, deadlines and submission of your thesis in the 'Thesis' section under 'Practical information'.

Topic

The topic of the thesis must relate to corporate communication in a wide sense, including in an organisational, socio-economic or global context. Focus must be on a problem or issue of a theoretical and/or empirical nature.

The thesis may be prepared in groups of max. three students, provided that the contributions of individual students are clearly identifiable.

Length and duration

The thesis is an independent written paper on an optional topic. The thesis must be written in English.

If the thesis is written by one student, its extent is 50-80 standard A4 pages (2,200 characters (no spaces)) in length, exclusive of appendices. Groups with two students may write 75-120 standard pages and groups with three students may write 100-150 standard pages. The length of the thesis in characters (no spaces) must be indicated. The thesis must include an abstract of max. 4,400 characters (no spaces). The abstract must be in English.

The thesis is defended at an individual oral exam lasting 45 minutes including discussion of the examinee's performance. There is no preparation time. The oral exam is held max. one month after the thesis has been submitted.

Curriculum of 1 September 2009

Curriculum

Chapter 1: Purpose

1.1. The purpose of the Master of Arts in International Business Communication programme is:

- To expand students' theoretical and practical knowledge of and skills within corporate communication, i.e. all types of communication involving private or public companies, organisations and institutions acting as senders, recipients or the subjects of such communication.
- To provide students with the qualifications needed to undertake – individually and/or in collaboration with others – relevant functions within corporate communication at a strategic and/or operational level in private or public companies, organisations and institutions on the basis of the knowledge and skills acquired.
- To provide students with the qualifications needed to carry out scientific research.

1.2. To fulfil this purpose, the student must in the course of the study programme acquire:

(a) knowledge of:

- strategic corporate communication in both an internal and an external perspective.
- integrated communication planning (from overall communications policies to communication plans in connection with specific situations).
- central areas of specialisation within corporate communication and relevant sub-areas
- the strategic management of companies, organisations and institutions, especially with regard to communication processes.
- the structures, functions and development of companies, organisations and institutions, especially with regard to communication processes.
- areas within business economics and/or language and/or neighbouring areas which are relevant to the theoretical and/or practical study of or work with strategic corporate communication.

(b) working methods aimed at:

- developing the analytical and strategic skills of the student through the definition and solution of problems.
- developing the student's ability to work independently both individually and in collaboration with others at management level.
- developing the student's ability to critically appraise academic issues.

(c) skills within:

- the solution of comprehensive and complex internal and external communication tasks in oral and written English from the perspective of strategic management.
- the analysis of comprehensive and complex communicative issues and requirements.
- the planning of comprehensive and complex internal and external communication tasks.
- the production of texts in English required to solve the various communication tasks.
- the analysis of the reception of these texts (e.g. in the form of a particular image or a particular reputation).
- the strategic measuring of the contribution of corporate communication in supporting corporate strategy.

1.3. For the profiling part of the study programme (third semester), two profiles are offered:

Integrated Marketing Communication and Public Relations

The profile provides students with the competencies required to manage, develop and operate the function of integrated marketing communication and public relations in multinational and global organisations.

Global Communication in a Corporate Perspective

The profile provides students with the competencies required to manage, develop and operate the function of internal and external intercultural communication in multinational and global organisations.

Under the profile selected, the student can elect to include a trainee period of at least eight weeks' duration with either a Danish or a foreign private or public company, organisation or institution.

1.4. The Master of Arts in International Business Communication programme concludes with a thesis. The purpose of the thesis is to:

- develop the student's ability to independently seek and collect information and to work scientifically with academic knowledge.
- develop the student's ability to independently and critically analyse academic issues.
- develop the student's skills to produce written communication in a clear and cohesive academic form.
- develop the student's oral presentation skills and ability to discuss academic issues in a clear and cohesive academic form.

Chapter 2: Admission

To be admitted to the Master of Arts in International Business Communication programme, you must hold a bachelor degree awarded for completion of a study programme which comprises elements within communication on a scale corresponding to the BA in Marketing and Management Communication programme or the BA in English and Communication programme. BA graduates with at least 60 ECTS for communication elements may apply.

Aarhus School of Business may in special cases admit students who do not meet the above requirements, but who have acquired equivalent academic skills.

Chapter 3: Structure

The Master of Arts in International Business Communication programme is a two-year study programme divided into three parts: 1) a basic part, 2) a profiling part 3) a thesis. The programme must be concluded no later than five years from commencement.

The programme comprises a total of eight exams including the thesis.

3.1. Basic part

The basic part corresponds to 60 ECTS and comprises six exams.

3.2. Profiling part

The profiling part corresponds to 30 ECTS and comprises two exams.

Students are free to choose one of the profiles offered: the Integrated Marketing Communication and Public Relations profile or the Global Communication in a Corporate Perspective profile (both with optional trainee period).

3.3. Thesis

The thesis corresponds to 30 ECTS.

Chapter 4: Contents

4.1. Basic part

Corporate Communication and Stakeholder Relations

The purpose of these two subject areas is to provide students with insights into strategic corporate communication in an external, an internal and an integrated perspective, i.e. in relation to stakeholders as well as the coordination of such communication in private and public companies, organisations and institutions. Topics include: corporate branding, value-based communication, communications planning, change communication and crisis communication.

Strategic Management of Organisations in a Communicative Perspective

The purpose of this subject is to provide students with insight into structures, functions and developments within the strategic management of private or public companies, organisations and institutions, especially from the point of view of corporate communication. Topics include: value-based management, image management, project management, crisis management, corporate social responsibility, corporate governance, organisational theory, organisational psychology, human resource management, change management, knowledge management, organisational learning etc. In addition, students acquire insight into relevant management tools.

4.2. Profiling part

The purpose of the profiling part of the programme is to provide students with an opportunity for theoretical as well as practical specialisation within a delimited field of corporate communication.

Integrated Marketing Communication and Public Relations

The purpose of the profile is to provide students with theoretical and practical insight into the types of strategic corporate communication used in connection with integrated marketing communication and public relations in private companies not included in the basic programme. Profile topics include new types of marketing such as trend management and experiential marketing or marketing in relation to particular segments such as senior marketing.

Global Communication in a Corporate Perspective

The purpose of this profile is to provide students with theoretical and practical insight into the types of strategic corporate communication used in the organisations' communication with foreign stakeholders (customers, suppliers, subsidiaries, international authorities, international NGOs, international media etc.) in terms of marketing, public relations and corporate branding in a multi-cultural environment. Within the framework of globalisation and network society the teaching focuses on how organisations handle situations such as change management and change communication, value communication, the complex of local/global marketing, corporate reputation, issues management in the international arena.

4.3. Thesis

The thesis is the final project. The topic of the thesis is chosen by the student within one or more of the fields of study covered by the programme.

Chapter 5: Teaching methods

Teaching methods include lectures, tutorials, seminars, workshops, projects, individual and group consultations and e-learning.

Chapter 6: English requirements

The assessment of all papers includes an assessment of English proficiency and power of exposition (the student's ability to present material in a precise, balanced and well-structured manner).

Chapter 7: Exams

7.1. Exams are assessed by internal or external examiners. Internal exams are assessed by the lecturer(s) or by the lecturer(s) and an internal examiner.

External exams are assessed by the lecturer(s) and one or more external examiners appointed by the Ministry of Science, Technology and Innovation.

7.2. Students take five types of exams and submit a thesis.

A paper on a set topic is an exam where the examinee must answer one or more questions prepared by the lecturer. A paper on an optional topic is an exam where the student has formulated one or more questions which have then been approved by the examiner.

Some written exams are individual, while others are group-based. The student may always submit written assignments individually. All oral exams are taken individually.

The thesis may be prepared individually or in groups, but the oral defence is always individual.

The maximum number of students per group for written exams is four. However, the maximum number of students per group in connection with the thesis is three. It must be clear which sections /parts are contributed by the individual group members so as to allow for an individual assessment of student performance.

Types of exams:

- a) Oral exam (set topic)
- b) Written take-home paper (optional or set topic)
- c) Project report with oral defence (optional topic)
- d) Continuous assessment (optional or set topics)

Re-exam: 12-hour written take-home paper

- e) Thesis with oral defence (optional topic)

Curriculum

7.3. Individual exams:

Exam 1: Corporate Communication and Stakeholder Relations (20 ECTS)

Exam 2: Strategic Management of Organisations in a Communicative Perspective (10 ECTS)

Exam 3: Corporate Communication in Change and Crisis Situations (15 ECTS)

Exam 4: Media Training (5 ECTS)

Exam 5: Elective subject (5 ECTS)

Exam 6: Elective subject (5 ECTS)

Exam 7a: Integrated Marketing Communication and Public Relations (20 ECTS)

Exam 8a: Organisation, Management and Consumption (10 ECTS)

or

Exam 7b: Global Communication in a Corporate Perspective (20 ECTS)

Exam 8b: International Management and Globalisation (10 ECTS)

Exam 9: Thesis (30 ECTS)

Chapter 8: Exam Descriptions

Exam title: Corporate Communication and Stakeholder Relations

Exam code: Exam 1

Exam type: Project report (group) with oral defence (individual)

ECTS: 20

Description of exam

A project report which analyses, solves and/or evaluates a theoretical or practical communicative problem or task within corporate communication from an internal and/or external perspective is prepared alongside the normal studies on an ongoing basis. The topic of the report is chosen by the student in collaboration with a supervisor. The student is responsible for finding the theoretical and/or empirical basis of the report.

Scope

The report has a maximum length of 55,000 characters (25 standard pages) per student. The number of characters must be indicated in the report.

Duration

The deadline for handing in the report will be announced online via the exam schedule. The oral defence is held a maximum of five weeks after submission of the report. A total of 30 minutes is allowed for the oral defence, including assessment. No preparation time.

Evaluation criteria

- Ability to demonstrate theoretical insight into and/or practical skills within the strategic management of corporate communication from an internal and/or an external perspective, i.e. in relation to communication with relevant stakeholders (consumers, employees, media etc.)
- Ability to discuss and critically reflect upon models, theories and concepts within the field
- Ability to elaborate on the contents of the report and further demonstrate the student's knowledge of the chosen topic
- Ability to use standard principles for writing reports as well as proficiency in written English
- Ability to demonstrate an understanding of standard principles for oral presentations as well as a proficiency in spoken English.

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in relation to the chosen report topic. At the oral defence, the student's presentation is characterised by being focused, structured and reflected. In addition, the student is able to elaborate on and discuss all aspects of the report in relation to corporate branding and corporate communication. Finally, the language written and spoken by the student is fluent and demonstrates excellent communicative proficiency.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical and methodological knowledge in relation to corporate communication and corporate branding, but is insecure in terms of how to critically reflect upon and apply the theories and methods to the project topic. At the oral defence, the student shows knowledge of basic presentation skills, but lacks focus and reflection. In addition, the student is partially able to elaborate on and discuss relevant aspects of the report in relation to corporate communication and corporate branding. Finally, the language written and spoken by the student is fairly fluent and demonstrates a capacity of formulation, but lacks communicative proficiency.

Exam evaluation

External examiner.

Marking

One mark is awarded according to the Danish 7-point scale. The mark is based on the report (2/3) and the oral defence (1/3).

Exam title: Strategic Management of Organisations in a Communicative Perspective

Exam code: 2

Exam type: Oral exam

ECTS: 10

Description of exam

During the oral exam, the student must be able to answer one or more questions set forth by the lecturer within the field of study (curriculum) and in dialogue with the lecturer and the examiner elaborate on and discuss relevant aspects of the question(s).

Duration

30 minutes, including assessment. Preparation time is 30 minutes. All exam aids are allowed.

Evaluation criteria

- Ability to present and discuss relevant concepts, models and theories within strategic management in a corporate communication perspective
- Ability to discuss and critically reflect upon models, theories and concepts
- Ability to apply those models, theories and concepts in relation to analysing specific situations or cases within strategic management in a corporate communication perspective
- Ability to comply with standard principles of oral communication as well as proficiency in spoken English.

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student shows substantial knowledge about and excellent skills within presenting, applying and discussing relevant concepts, models and theories of relevance to strategic management in a corporate communication perspective. The student's presentation is characterised by good reasoning, and his/her ability to discuss and critically reflect upon the exam issues and questions is excellent. The student demonstrates a high degree of knowledge in relation to principles of good oral communication as well as excellent English proficiency and communicative skills.

Curriculum

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student shows basic knowledge about and basic skills relating to concepts, models and theories within strategic management in a corporate communication perspective, but is insecure in terms of how to apply and discuss the knowledge/skills in relation to the exam issues and questions. The presentation and discussion lack focus and critical reflection. The student further demonstrates moderate English proficiency and communicative skills.

Exam evaluation

Internal examiner.

Marking

One mark is awarded according to the Danish 7-point scale.

Exam title: Corporate Communication in Change and Crisis Situations

Exam code: Exam 3

Exam type: Project report (group) with oral defence (individual)

ECTS: 15

Description of exam

A project report which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within corporate communication from an internal and/or an external perspective is prepared on an ongoing basis. The topic of the report is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the report. The oral defence is held a maximum of five weeks after the report has been submitted.

Scope

The written report should be max. 55,000 characters, corresponding to 25 standard pages, in length per student. The number of characters must be indicated in the report.

Duration

The report is prepared alongside the normal studies. The deadline for handing in the report will be announced online via the exam schedule. A total of 30 minutes is allowed for the oral defence, including assessment. No preparation time.

Evaluation criteria

- Ability to demonstrate theoretical insight into and/or practical skills within the strategic management of corporate communication in unusual situations such as change communication/management, crisis communication/management as well as issues and stakeholder management in change and crisis situations
- Ability to discuss and critically reflect upon methods, theories and concepts within the field
- Elaborate on the contents of the report and further demonstrate his or her knowledge of the chosen topic
- Ability to comply with standard principles for writing reports as well as proficiency in written English
- Ability to demonstrate an understanding of standard principles for oral presentations as well as a proficiency in spoken English.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in relation to chosen report topic. At the oral defence, the student's presentation is characterised by being focused, structured, reflected and well-chosen in relation to the report. In addition, the student is able to elaborate on and discuss all aspects of the report in relation to change and/or crisis communication. Finally, the language written and spoken by the student is fluent and demonstrates excellent communicative proficiency in English.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical and methodological knowledge within crisis and/or change communication, but is insecure in terms of how to critically reflect upon and apply the theories and methods to the project topic. At the oral defence, the student shows knowledge of basic presentation skills, but lacks focus and reflection. In addition, the student is partially able to elaborate on and discuss relevant aspects of the report in relation to corporate change and/or crisis communication. Finally, the language written and spoken by the student is fairly fluent and demonstrates a capacity of formulation, but lacks communicative proficiency in English.

Exam evaluation

External examiner.

Marking

One mark is awarded according to the Danish 7-point scale. The mark is based on the report (2/3) and the oral defence (1/3).

Exam title: Media Training

Exam code: Exam 4

Exam type: Continuous assessment

ECTS: 5

Description of exam

The exam consists of active participation in class. Active participation means that the student completes assignments in class. The assignments consist of an oral presentation to be given and discussed in class as well as a five-page written assignment relating to a specific case or issue. The written assignment can be completed individually or in groups.

Evaluation criteria

The evaluation of the assignments will assess the student's:

- Theoretical and practical insights into the area(s) of media training covered during the course
- Ability to analyse and handle the media in practice
- Written and oral communication skills in English (written and oral)

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in providing a solution to the assignments. The presentation is characterised by being focused, structured and reflected. In addition, the student is able to elaborate on and discuss all aspects of the subject of the assignment in relation to the course framework. The student demonstrates excellent English proficiency and communicative skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical knowledge within the area of study, but shows certain shortcomings when applying the theories and methods to the assignment. The student shows an ability to present the assignment solution by taking into account relevant aspects from the assignment

Curriculum

case, but the presentations lack focus and reflection. In addition, the student is unable to further elaborate on and discuss the various aspects of his/her solution. The student demonstrates moderate English proficiency and communicative skills.

Exam evaluation

Teacher.

Marking

One mark is awarded according to the Danish 7-point scale.

Re-exam

If the student does not pass the exam, the student must subsequently write a set take-home paper (12-hour exam) of max. 22,000 characters, corresponding to 10 standard pages, answering one or more questions set by the internal examiner within the field of study covered by the elective course.

Evaluation criteria (re-exam)

The evaluation of the written exam will assess the student's:

- Theoretical and practical insights into the area(s) of media training covered during the course
- Ability to analyse media handling
- Written communication skills in English

The grade is determined on the basis of the student's overall performance.

Description of individual marks (re-exam)

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in providing a solution to the assignments. The presentation is characterised by being focused, structured and reflected. In addition, the student is able to elaborate on and discuss all aspects of the subject of the assignment in relation to the course framework. The student demonstrates excellent English proficiency (written) and communicative skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical knowledge within the area of study, but shows certain shortcomings when applying the theories and methods to the assignment. The student shows an ability to present the assignment solution by taking into account relevant aspects from the assignment case, but the written presentation lacks focus and reflection. In addition, the student is unable to further elaborate on and discuss the various aspects of his/her solution. The student demonstrates moderate English proficiency (written) and communicative skills.

Exam evaluation (re-exam)

Internal examiner.

Marking (re-exam)

One mark is awarded according to the Danish 7-point scale.

Curriculum

Exam title: Elective subject

Exam code: Exam 5 and 6

Exam type: Continuous assessment

ECTS: 5 (Exam 5), 5 (Exam 6)

Description of exam

The evaluation consists of active in-class participation. By active in-class participation is understood that the student completes a number of assignments in class. This may be in the form of two short, individual presentations based on the curriculum, which must be presented and discussed in class, and a non-comprehensive synopsis based on a specific problem or case study. The synopsis may be prepared individually or in groups.

Evaluation criteria

The evaluation will be based on:

- Theoretical and practical insight into the subject area(s) dealt with in class
- Ability to analyse and/or produce corporate communication within these areas
- Ability to communicate in English (written and oral).

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in providing a solution to the assignments. The presentation is characterised by being focused, structured and reflected. In addition, the student is able to elaborate on and discuss all aspects of the subject of the assignments in relation to the course framework. The student demonstrates excellent English proficiency and communicative skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical knowledge within the area of study, but shows certain shortcomings when applying the theories and methods to the assignment. The student shows an ability to present the assignment solutions by taking into account relevant aspects from the assignment cases, but the presentation lacks focus and reflection. In addition, the student is unable to further elaborate on and discuss the various aspects of his/her solution. The student demonstrates moderate English proficiency and communicative skills.

Exam evaluation

Teacher.

Marking

One mark is awarded according to the Danish 7-point scale.

Re-exam

If the student fails the ordinary course exam, he or she must hand in a 12-hour written take-home paper. The scope of the paper is limited to max. 22,000 characters corresponding to 10 standard pages. The subject of the paper is chosen by the teacher of the class.

Evaluation criteria (re-exam)

The evaluation will be based on:

- Theoretical and practical insight into the subject area(s) dealt with in class
- Ability to analyse and/or produce corporate communication within the subject areas
- Ability to communicate in written English.

The grade is determined on the basis of the student's overall performance.

Description of individual marks (re-exam)

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to present, discuss, apply and critically reflect upon relevant theories and methods in providing a solution to the assignment. The presentation is characterised by being focused, structured and reflected. In addition, the student is able to elaborate on and

Curriculum

discuss all aspects of the subject of the assignment in relation to the course framework. The student demonstrates excellent English proficiency (written) and communicative skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student demonstrates basic theoretical knowledge within the area of study, but shows certain shortcomings when applying the theories and methods to the assignment. The student shows an ability to present the assignment solution by taking into account relevant aspects from the assignment case, but the written presentation lacks focus and reflection. In addition, the student is unable to further elaborate on and discuss the various aspects of his/her solution. The student demonstrates moderate English proficiency (written) and communicative skills.

Exam evaluation (re-exam)

Internal examiner.

Marking (re-exam)

One mark is awarded according to the Danish 7-point scale.

Profile: Integrated Marketing Communication and Public Relations

Exam title: Integrated Marketing Communication and Public Relations

Exam code: Exam 7a

Exam type: Written take-home paper (individual)

ECTS: 20

Description of exam

An individual, written take-home paper which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within the selected profile is prepared on an ongoing basis.

The topic of the take-home paper is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the take-home paper.

Under the profile selected, the student can elect to include a trainee period of at least eight weeks' duration with a Danish or a foreign private or public company, organisation or institution.

For students who elect to include a trainee period in connection with the selected profile, the written take-home paper must be based on a theoretical and/or practical issue of relevance to the trainee period.

Scope

The take-home paper should be max. 44,000 characters, corresponding to 20 standard pages, in length. The number of characters must be indicated in the paper.

Evaluation criteria

- Ability to integrate marketing communications and public relations in relation to market communication
- Ability to select amongst the many strategic solutions within integrated marketing communications and public relations
- Ability to present relevant concepts, models and theories within integrated marketing communications and public relations
- Ability to select, apply and discuss the relevant concepts, models and theories
- Ability to communicate, reason and contextualise in writing
- Ability to demonstrate knowledge of standard principles for writing reports as well as proficiency in written English.

Curriculum

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student shows extensive knowledge about and exceptional skills within selecting, presenting, applying and discussing relevant concepts, models and theories of relevance to the chosen report topic within integrated marketing communications and public relations. The report is characterised by good reasoning and contains relevant and independent contextualisation. The written presentation is focused, well-structured and consistent. The student demonstrates a high degree of knowledge of standard principles for writing reports as well as excellent English proficiency and communicative skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student shows basic knowledge about and skills relating to concepts, models and theories within integrated marketing communications and public relations, but is insecure in terms of how to apply and discuss the knowledge/skills in relation to the chosen report topic. The report is descriptive and characterised by a lack of contextualisation, analytic/systematic approach or structure. The student demonstrates knowledge of standard principles for writing reports as well as moderate English proficiency and communicative skills.

Exam evaluation

External examiner.

Marking

One mark is awarded according to the Danish 7-point scale.

Exam title: Organisation, Management and Consumption

Exam code: Exam 8a

Exam type: Oral exam

ECTS: 10

Description of exam

During the oral exam, the student must be able to answer one or more questions set forth by the lecturer within the field of study (curriculum) and in dialogue with the lecturer and the examiner elaborate on and discuss relevant aspects of the question(s).

Duration

45 minutes per student, including assessment. Preparation time allowed is 45 minutes. All exam aids are allowed.

Evaluation criteria

- Ability to demonstrate knowledge about central models, theories and concepts within market, consumption and management of strategic integrated marketing communication and public relations
- Ability to discuss and critically reflect upon models, theories and concepts
- Ability to apply those models, theories and concepts in relation to analysing specific situations or cases within market, consumption and management of strategic integrated marketing communication and public relations
- Ability to comply with standard principles of good oral communication as well as proficiency in spoken English.

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student shows substantial knowledge about and exceptional skills within presenting, applying and discussing relevant concepts, models and theories of relevance to market, consumer and management aspects of strategic integrated marketing communications and public relations. The student's presentation is characterised by good reasoning, and his/her ability to discuss and

Curriculum

critically reflect upon the exam issues and questions is excellent. The student demonstrates a high degree of knowledge in relation to principles of good oral communication as well as excellent English proficiency and communicative skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student shows basic knowledge about and basic skills relating to concepts, models and theories within market, consumer and management aspects of strategic integrated marketing communications and public relations, but is insecure in terms of how to apply and discuss the knowledge/skills in relation to the exam issues and questions. The presentation and discussion lack focus and critical reflection. The student further demonstrates moderate English proficiency and communicative skills.

Exam evaluation

External examiner.

Marking

One mark is awarded according to the Danish 7-point scale.

Profile: Global Communication in a Corporate Perspective

Exam title: Global Communication in a Corporate Perspective

Exam code: Exam 7b

Exam type: Written take-home paper (individual)

ECTS: 20

Description of exam

An individual, written take-home paper which analyses, solves and/or evaluates a communicative problem or task of a theoretical or practical nature within the selected profile is prepared on an ongoing basis.

The topic of the home assignment is decided in collaboration with the supervisor. The student is responsible for finding the theoretical and/or empirical basis of the home assignment.

Under the profile selected, the student can elect to include a trainee period of at least eight weeks' duration with a Danish or a foreign private or public company, organisation or institution.

For students who elect to include a trainee period in connection with the selected profile, the written take-home paper must be based on a theoretical and/or practical issue of relevance to the trainee period.

Scope

The take-home paper should be max. 44,000 characters, corresponding to 20 standard pages, in length. The number of characters must be indicated in the paper.

Evaluation criteria

- Ability to integrate global communication into a corporate perspective
- Ability to select amongst the many strategic solutions within global communication
- Ability to present relevant concepts, models, theories and methods within global communication
- Ability to select, apply and discuss the relevant concepts, methods, models, theories and methods
- Ability to communicate, reason and contextualise in writing
- Ability to demonstrate knowledge of standard principles for writing reports as well as proficiency in written English.

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student shows extensive knowledge about and exceptional skills within selecting, presenting, applying and discussing relevant concepts, methods, models and theories of relevance to the chosen report topic within integrated marketing communications and public relations. The report is characterised by good reasoning and contains relevant and independent contextualisation. The written presentation is focused, well-structured and consistent. The student demonstrates a high degree of knowledge of standard principles for writing reports as well as excellent English proficiency and communicative skills.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student shows basic knowledge about and skills relating to concepts, chosen methods, models and theories within integrated marketing communications and public relations, but is insecure in terms of how to apply and discuss the knowledge/skills in relation to the chosen report topic. The report is descriptive and characterised by a lack of contextualisation, analytic/systematic approach or structure. The student demonstrates knowledge of standard principles for writing reports as well as moderate English proficiency and communicative skills.

Exam evaluation

External examiner.

Marking

One mark is awarded according to the Danish 7-point scale.

Exam title: International Management and Globalisation

Exam code: Exam 8b

Exam type: Oral exam

ECTS: 10

Description of exam

During the oral exam, the student must be able to answer one or more questions set forth by the lecturer within the fields of study (curriculum) and in dialogue with the lecturer and the examiner elaborate on and discuss relevant aspects of the question(s).

Duration

45 minutes, including assessment. Preparation time allowed is 45 minutes. All exam aids are allowed.

Evaluation criteria

- Ability to demonstrate knowledge about central models, theories and concepts within society, globalisation and international management of global communication in a corporate perspective
- Ability to discuss and critically reflect upon models, theories and concepts
- Ability to apply those models, theories and concepts in relation to analysing specific situations or cases within society, globalisation and international management of global communication in a corporate perspective
- Ability to comply with standard principles of good oral communication as well as proficiency in spoken English.

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student shows substantial knowledge about and excellent skills within presenting, applying and discussing relevant concepts, models and theories of relevance to society, globalisation and international management of global communication in a corporate perspective. The student's presentation is characterised by good reasoning, and his/her ability to discuss and critically reflect upon the exam issues and questions is excellent. The student demonstrates a high degree of knowledge in relation to principles of good oral communication as well as excellent English proficiency and communicative skills.

Curriculum

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student shows basic knowledge about and basic skills relating to concepts, models and theories within society, globalisation and international management of global communication in a corporate perspective, but is insecure in terms of how to apply and discuss the knowledge/skills in relation to the exam issues and questions. The presentation and discussion lack focus and critical reflection. The student further demonstrates moderate English proficiency and communicative skills.

Exam evaluation

External examiner.

Marking

One mark is awarded according to the Danish 7-point scale.

Exam title: Thesis

Exam code: Exam 9

Exam type: Thesis on an optional topic with oral defence

ECTS: 30

Objectives

The purpose of the thesis is to enable the students:

- to carry out extensive scientific research
- of a problem which is relevant to the study programme
- by applying scientific theories and methods

in an independent manner.

Description of exam

The thesis is an independent paper on an optional topic. The thesis must be written in English and must include an abstract. All key references and analysed material must also be in English and be included in the thesis or as appendices.

The thesis may be prepared in groups of max. three students provided that the contribution of each student is clearly identified.

The thesis is defended through an individual oral exam.

Read more about the allocation of academic supervisor, thesis registration, deadlines and submission of your thesis in the 'Thesis' section under 'Practical information'.

Topics

The topic of the thesis must relate to corporate communication in a wide sense, including in an organisational, socio-economic or global context. Focus must be on a problem or issue of a theoretical and/or empirical nature.

Scope

If the thesis is written as an individual assignment, the scope is limited to 50 to 80 standard A4 pages (2,200 characters per page excl. spaces) excl. table of contents, bibliography, abstract and appendices, but incl. notes. The total number of characters must be stated in the thesis. The thesis must comprise an abstract of max. 4,400 characters excl. appendices. If the thesis is written by two students, the scope is limited to 75 to 120 standard pages, and if it is written by three students, the scope is limited to 100 to 150 standard pages. The total number of characters must be stated in the thesis.

Duration

The thesis is defended during an individual oral exam lasting 45 minutes, incl. assessment of the performance. There is no preparation time. The oral exam is held max. one month after submission of the thesis.

Evaluation criteria

The evaluation will be based on the following elements in particular:

Written skills:

- the ability to present an accurate and well-defined problem statement
- the ability to acquire in-depth knowledge of the literature relevant to the topic
- the ability to choose and apply concepts, theories and methods relevant to the research of the problem(s) in question,
- the ability to analyse and assess applied theories, methods and empirical material
- the ability to take a critical approach when applying theory and empirical material
- the ability to argue in favour of the choices made
- the ability to present scientifically acceptable evidence of any claims made
- the ability to handle source material (e.g. references, notes and bibliography)
- the ability to present the material in a concise and logical manner
- the ability to express him or herself in an clear and linguistically correct manner
- the ability to prepare a brief and concise abstract.

Oral exam:

- the ability to present the problem(s) dealt with in the thesis
- the ability to relate to, argue in favour of and reflect on applied theories, methods and results and to elaborate on the thesis and to put it into perspective during the discussion with the supervisor and the examiner.
- how well the student masters the common principles of oral presentations and his or her ability to communicate.

The grade is determined on the basis of the student's overall performance.

Description of individual marks

12: Excellent

For an excellent performance displaying a high level of command of all aspects of the relevant material, with no or only a few minor weaknesses.

Detailed description:

The student demonstrates an excellent ability to work independently and critically within the framework of a well-defined problem statement. Further, the student demonstrates an in-depth knowledge of the topic in question, and a critical approach and confident application of the chosen theories and methods and of the empirical material. Finally, the student demonstrates the ability to relate to the thesis and to put the problem(s) at hand into perspective. The student demonstrates excellent English proficiency and communicative skills. All formalities are complied with in relation to references, notes and the bibliography.

02: Minimum requirements

For a performance meeting only the minimum requirements for acceptance.

Detailed description:

The student is able to work independently and critically within the framework of the problem statement but only to a limited degree. Further, the student demonstrates limited knowledge of the topic in question, a lack of critical approach and is uncertain when applying the chosen theories and methods and empirical material. Similarly, the ability to relate to the thesis and to put the problem(s) into perspective is uncertain. There are no meaning-altering errors but the student demonstrates moderate English proficiency and communicative skills. Minor inaccuracies in terms of complying with formalities may occur.

Exam evaluation

External examiner.

Marking

One mark is awarded according to the Danish 7-point scale. The mark is given in connection with the oral defence. The mark is based on the written part (2/3) and the oral defence (1/3).

An overall assessment is made of the degree to which the student meets the above evaluation criteria, both in the thesis and during the oral defence. The assessment includes an assessment of the abstract accompanying the thesis.

Chapter 9: General provisions

Exams

The exams are taken individually and in such order as the student may wish.

Students can sit the exams once a year with the possibility of re-taking the exams in the same exam period.

An exam being marked in accordance with the Danish marking scale is passed when a mark of 02 (two) or higher is awarded. With other types of assessment, the mark 'passed' is awarded when an exam is passed.

Re-exam

If a student fails to obtain the mark 02 (or 'passed') at an exam, the student can register for the same exam in the same exam term.

If the written part of an exam *takes place over more than one week* (involving, e.g., the writing of a project report), the following deadlines for submission apply in connection with the re-exam: Re-exam in connection with winter exam: 15 April, and re-exam in connection with summer exam: 15 October.

To retake exams involving *continuous assessment*, the student can choose

- To sit the re-exam in the same exam period as the first ordinary exam (the exam type for the re-exam is described in the exam description).
- To attend the course if it is offered again and participate in the continuous assessment.
- To sit the re-exam the year after the first ordinary exam without re-taking the course (the exam type for the re-exam is described in the exam description).

Syllabus for re-exams

Students have the right to sit the exams with the same syllabus as in the first attempt if they re-take the exams using the first two options, i.e. if you re-take the exam in the same exam period or in the following exam period. Minor adjustments and updates to the syllabus are not considered changing the syllabus and therefore may occur. It is the student's responsibility to contact the teacher and gather information about changes to the syllabus.

Individual exams/group exams

With individual exams as well as group exams, the performance of individual students must be assessed. If written papers are handed in as group papers, the contributions of the individual members of the group must be clearly identifiable.

No. of evaluation attempts

Students can sit individual exams, and submit a thesis, a maximum of *three times*. The Study Committee for Postgraduate Programmes at the Department of Language and Business Communication may in special cases grant a fourth exam attempt.

Exam registration

Students are automatically registered for their first exam attempt for exams taking place in connection with or at the end of the semester in which a given course module has been offered. If students need to re-take an exam, they can only do so in the same or in a subsequent exam period after having registered for these exams.

Exam deregistration

The deadline for deregistering from an exam is **no later** than one week before the exam in question. If the student has registered for an exam without having deregistered from the exam in due time, the registration always counts as one exam attempt.

Special rules for 12-hour written take-home papers

- **Picking up the assignment**

The assignment must be downloaded electronically. For more information, please see StudyInfo (www.asb.dk/studinfo) and under your study programme click Exams and Internet Exam. The assignment can be picked up/downloaded from 8:15am on the relevant exam date.

- **Material**

Students must bring their own stationery and aids if they choose to prepare their exam paper at ASB. All aids are allowed.

- **During the exam**

The author of the take-home assignment may be contacted by phone within the first hour of the exam in case the students have any doubts on how to interpret the contents of the assignment.

- **Independence**

The 12-hour written take-home paper must be prepared individually and independently by the student. The evaluation of the student's performance is carried out on an individual basis.

The exam paper must be accompanied by a declaration stating that the assignment has been carried out in accordance with the provisions set forth in the study guide/curriculum, and that the exam paper has been prepared independently.

- **Submission of exam paper**

The exam paper must be uploaded electronically. For more information, please see StudyInfo (www.asb.dk/studinfo) and under your study programme click Exams and Internet Exam. The deadline for submission is 8:15pm.

Violation of exam regulations

If an examinee fails to comply with the exam regulations, it may lead to his or her paper being rejected. Reference is made to the rules concerning disciplinary action against students at Aarhus School of Business, Aarhus University. These can be found at

<http://www.asb.dk/studinfo/study> —→ Study Rules.

(in Danish).

Illness

If you are prevented from taking or completing an exam on account of illness or similar circumstances, the Study Committee for Postgraduate Programmes may upon application grant permission for late deregistration.

In case you are granted permission to deregister from an exam because of illness, you have the right to sit the exam or hand in the exam paper or project at a later date in the same exam period in compliance with the rules that apply to re-taking exams in the same exam period.

The application must be accompanied by documentation in the form of a medical certificate covering the day or period in question. Such a certificate is issued following personal contact with a doctor on the day of the exam.

Credit transfer

The Study Committee for Postgraduate Programmes may grant a credit transfer for programme elements completed at another Danish or foreign institution of higher education. Such programme elements are recognised as having been “passed” unless a mark has been given according to the Danish marking scale at the institution at which the programme element was completed.

Exam certificate

Aarhus School of Business, Aarhus University issues a degree certificate stating the exams passed and the marks awarded.

Students who do not complete the study programme are entitled to documentation of any exams passed. The documentation contains information about the nature of the exams in question and the marks achieved.

Complaints

Complaints concerning exam results must be filed with the Student Counsellors' Office.

Chapter 10: General provisions

Study guide

A study guide will be prepared for the master's programme. The study guide will be approved by the Study Committee for Postgraduate Programmes.

The study guide comprises a broader description of the study programme, practical guidelines for students and information about other aspects of relevance to the students' planning of their study programme.

Exemption from the curriculum

The Study Committee for Postgraduate Programmes may, in special circumstances, grant exemptions from those provisions of the curriculum which are not based on the ministerial order, but stipulated by Aarhus School of Business, Aarhus University.

Requests for exemptions based on the ministerial order must be submitted to the Danish Ministry of Science, Technology and Innovation via Aarhus School of Business, Aarhus University and must be accompanied by the school's comments.

Chapter 11: Commencement

The present curriculum is valid for students commencing the international study programme on 1 September 2009.

Chapter 12: Deadline for conclusion

This programme must be concluded no later than five years from commencement.