

5TH SEMESTER PROFILES AND ELECTIVES

Autumn 2024



AARHUS
BSS

DEPARTMENT OF BUSINESS DEVELOPMENT
AND TECHNOLOGY
AARHUS UNIVERSITY

PROFILES AND ELECTIVES
19 APRIL 2024

CHRISTINA ULDUM



ELECTIVES

- Students must choose electives corresponding to 30 ECTS.
- Registration is open between 1 May and 5 May (see Brightspace/Study Portal).
- Types of electives:
 - Courses for your study programme
 - Summer University
 - Electives at other universities in Denmark or in a foreign country (exchange)
- Students not admitted to the requested courses after the registration deadline, e.g. due to cancellation or restricted admission, will be asked to register for courses in a second registration round from 23 May to 26 May.

INFORMATION IN YOUR STUDY PORTAL

Guidelines regarding registration and important aspects to consider (e.g. course clusters) before you register can be found under the dedicated area on electives in the Study Portal:

<https://studerende.au.dk/en/studies/subject-portals/btech/teaching/electives/bsc-in-economics-and-business-administration/>

The screenshot shows the 'STUDENTS AU.DK' portal for 'BUSINESS DEVELOPMENT AND TECHNOLOGY (BTECH)'. The page is titled 'BSc in Economics and Business Administration' and is part of the 'Electives' section. The left sidebar contains a navigation menu with 'Teaching' expanded, showing 'Electives' and 'BSc in Economics and Business Administration'. The main content area lists various resources for the BSc program, including 'Registration period', 'Various types of electives', 'Step-by-step guide to registration', 'Overview of elective courses', 'Course Clusters', 'Cancelling elective courses', and 'Contact'. A right-hand sidebar titled 'Important dates' lists 'Slides from the information meeting 20 April 2023', 'Course catalogue', 'Mystudies.au.dk', 'Timetable', and 'Exam plans'. At the bottom, there is a feedback section 'Did you find this useful?' with 'Yes' and 'No' buttons, and a revision date of '04.04.2024'.

COURSES OFFERED FOR YOUR STUDY PROGRAMME

Find the courses in the Course Catalogue:

<https://www.kursuskatalog.au.dk>

Use the filters to limit your search for courses: Programme, Period and Year are the most obvious filters to apply.

The screenshot displays the 'Course Catalogue' interface. At the top, there is a search bar and a 'Saved courses' link. Below this, the 'ADD FILTERS:' section includes dropdown menus for 'Programme' (1), 'Period' (1), 'Year' (1), 'ECTS', and 'Location' (1), along with an 'All filters' button. The 'Selected filters:' section shows 'Bachelor's Degree Programme in Economics and Business Administration', 'Autumn semester', and '2024'. Below the filters, it indicates '23 courses found' and a 'Sort by: Name A-Z' option. The first two results are listed:

- AUTUMN SEMESTER 2024**
Global Buying Behaviour
10 ECTS | Bachelor
Bachelor's Degree Programme in Economics and Business Administration
- AUTUMN SEMESTER 2024**
Global Marketing Research
5 ECTS | Bachelor
Bachelor's Degree Programme in Economics and Business Administration

ELECTIVES OFFERED BY HA/BSC

Profile elective courses:

- ▶ International Business
- ▶ Global Buying Behaviour
- ▶ Global Marketing Research
- Seminar

Other elective courses:

- ▶ Project-Based Topic/Projektorienteret emne (10 ECTS)
- ▶ Others

Course descriptions are available in the AU Course Catalogue:

<https://www.kursuskatalog.au.dk>

PROFILES

| International Business | Global Marketing |
|------------------------------------|-----------------------------------|
| International Business (10 ECTS) | Global Buying Behaviour (10 ECTS) |
| Global Marketing Research (5 ECTS) | |
| Seminar (5 ECTS) | |

SEMINAR

- The seminar represents a teaching and learning method where a student independently prepares a seminar report and during the writing process has the option of receiving peer-feedback through planned and collective supervision workshops with a small group of fellow students. Each seminar group, which consists of 4-7 students, is assigned a supervisor who leads and moderates the workshop.
- The Seminar course consists of the following elements:
 - The writing of a seminar report.
 - Collective supervision in the form of workshops.
- A topic related to one of the HA/BSc profiles and has a theoretical/practical angle.

SEMINAR (CONTINUED)

Structure:

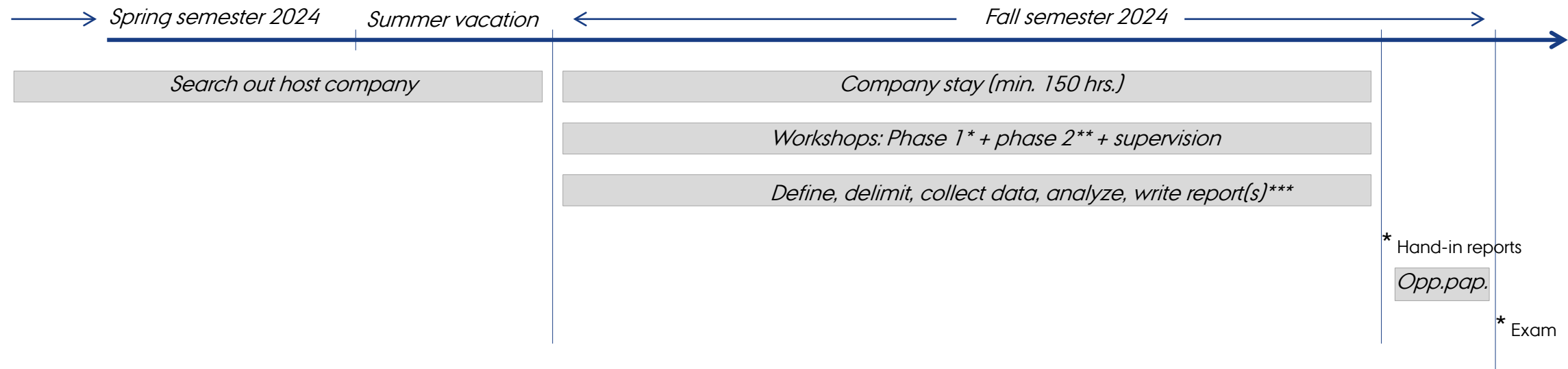


PROJECT-BASED TOPIC (10 ECTS)

- The purpose of the Project-Based Topic course is to link theoretical and methodological knowledge to actual practice.
- The Project-Based Topic course consists of the following elements:
 - Work in a company as well as participation in workshops.
 - A small report (project report) on the company stay and the subject-related and academically relevant areas.
 - A scientific paper (paper) using the input/problems from the work/observations in the company.
- It is up to the student(s) to find the company.

PROJECT-BASED TOPIC (CONTINUED)

Structure:



* Focus on methodology: How to define and delimit project, gather data, conduct analysis, etc

** Focus on applicability/change management: Stakeholder mgmt., resistance to change, communication/selling the idea, making change happen, etc

*** Short project report + scientific paper (see course description)

WHAT YOU NEED TO DO!

- Orient yourself on the process and follow the guide (see Study Portal)
- Read all course descriptions thoroughly (see Course Catalogue)
- Before you register for any courses, check whether the classes or exam dates for the courses in question overlap (see Time Tables and Exam Plan)
- Register (the student self-service system via mitstudie.dk)



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