

# ELECTIVES 2026 HA & BSCB



INSTITUT FOR FORRETNINGSUDVIKLING OG TEKNOLOGI  
AARHUS UNIVERSITET

25. MARTS 2025

INGER MØRCH HAUGE  
UDDANNELSESKOORDINATOR



# ELECTIVES 2026

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Students must choose electives corresponding to 10 ECTS.



Course catalogue is open from 15 April and timetables and examination plans can be checked from 24 & 29 April



Registration is open between 1 May and 5 May, and you register yourself in STADS.



Types of electives:

Courses for your study programme

Courses outside your degree programme (summer uni, electives and other universities)



Students not admitted to the requested courses after the registration deadline, e.g. due to cancellation or restricted admission, can choose in a second round (late May)

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

## Business Administration

- › Course Catalogue
- › Course registration
- › AU Summer University Courses
- › Timetable
- › Important dates
- › Academics regulations
- › Guest students (credit module)
- › Subject courses at MSc Technology Based Business Development
- › Registrations of company collaboration
- › Credit transfer programme (top-up)

›› Examination

›› Bachelor's project and Master's thesis

›› Get help and guidance

**Various types of electives**



**Step-by-step guide to registration**



**How to avoid overlapping classes and exams**



**List of non-overlapping courses (course clusters)**



Slides from the information meeting 28 April 2025



Course catalogue



Mystudies.au.dk



Timetable



Exam plans



# 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.

## BTECH Cluster (Herning)

ECTS	Name	Language	UVA code
10	Business Research Methodology	Eng	460251U036
5	Environmental Economics	Eng	460251U037
5	Event Management and Marketing*	Eng	460231U021
10	Event Management and Marketing*	Eng	460231U022
10	International Business	Eng	460161U061
5	Seminar*	DK/Eng	460161U062
10	Seminar*	DK/Eng	460231U023

# ELECTIVES OFFERED BY HA/BSC

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- ▶ International Business (10 ECTS)
  - ▶ Event Management and Marketing (5/10 ECTS)
    - Seminar (5/10 ECTS)
    - Business Research Methodology (10ECTS)

Course descriptions are available in the AU Course Catalogue:

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

ADD FILTERS:

Programme 1 | Period 1 | Year 1 | ECTS | Location 1 | All filters

Selected filters:

Bachelor's Degree Programme in Economics and Business Administration | Autumn semester | 2026 | Herning | Reset filters

17 courses found

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

AUTUMN SEMESTER 2026 Bookmark

### Business Development Project

10 ECTS | Bachelor | Bachelor's Degree Programme in Economics and Business Administration

AUTUMN SEMESTER 2026 Bookmark

### Business Research Methodology



# Examination

## FORMS OF EXAMINATION

Take-home assignment (Assign) and oral

## FORM OF CO-EXAMINATION

Internal co-examination

## ASSESSMENT

7-point grading scale

## Take-home assignment (Assign)

### PERMITTED EXAM AIDS

All

## Oral

### PERMITTED EXAM AIDS

All

### DURATION

25 minute(s)

## Comments

Take-home assignment submitted in WISEflow, followed by an individual 25-minute oral exam.

For BSc students, the exam language is English. HA students can choose between English and Danish. The exam starts with the student briefly presenting the take-home assignment (max. 2 minutes). Afterwards, the student is examined in the full curriculum based on the report.

It is recommended that the take-home assignment is completed in groups. The recommended group size is 3-5 students. The maximum group size is 5 students.

The maximum length of the take-home assignment is 48,000 characters (incl. spaces) plus appendices.

Exam aids: All, but whatever supplementary material used, methods and computations must appear from the answers.

For this exam, the use of tools based on Generative AI is **not** allowed.

An overall assessment is made based on the take-home assignment and the oral exam.

# REGISTRATION

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- Find courses you are interested in
- Check for overlap
- Register in STADS
- Check that you have been registered (22 May)
- Register in 2<sup>nd</sup> round if not

## Step-by-step guide to registration

1. Please find the elective courses offered on your degree programme in the [AU course catalogue](#). You can limit your search by selecting "degree programme" and "period".
2. Please select which courses you wish to register for. Your registration is binding. This means that you will not be able to cancel or change your registration for elective courses once the deadline for registration has expired, unless you apply for and are granted a dispensation from the board of studies.
3. Please log on to [mystudies.au.dk](#) – find a direct link to the student self-service system (STADS) – register for courses. Go to -> 'Courses' -> 'Register'. Here you will find a registration form with a list of your course options.
4. You should only register for the number of courses you wish to take. If you are registered for Summer University courses, credit modules at another educational institution or an exchange programme, you should only register for the number of courses you will attend at your own degree programme in the next semester.
5. Please select "1" for each course you wish to register for.
6. The allocation of elective courses is final by **22 May 2026**. Check your registration in the student self-service system STADS under 'Classes -> Registration overview'. There may be changes in the allocation of elective courses right up to this date. If you initially, registered for three elective courses, and you were only allocated two elective courses, you can register for a third elective course in the second registration period.
7. The second registration period takes place from **23 - 25 May 2026**. Here you will be able to register for courses with vacant places. When the allocation of courses is final you must check that your course registrations in the student self-service system (STADS) are correct.

# WHY ELECTIVE COURSES

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- Specialization of your bachelor program

Factors to consider when deciding on your set of elective courses

- Topics that you find interesting
- Topics relevant for your bachelor project
- Topics related to cand.merc. programs

Considering

- Experience from mandatory courses
- Preferences for exam type and teaching methods
- Practicalities like time schedules

# COURSES OUTSIDE YOUR PROGRAMME

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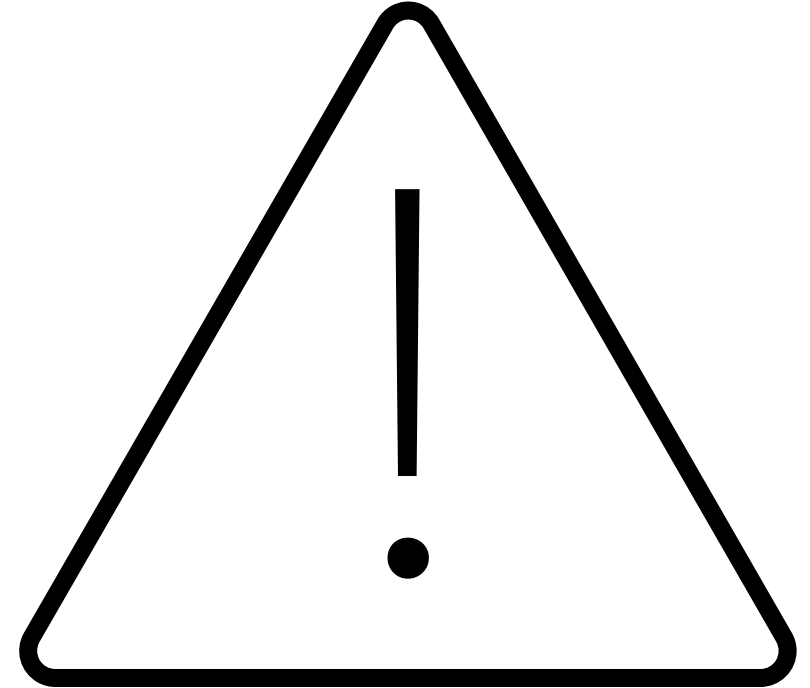
- Courses from other AU programmes, other universities, summer university may in some cases be pre-approved to Economics and Business adm.
  - Important to apply for pre-approval at the study board, [find the procedure here](#)
  - Remember to apply for credit transfer afterwards

# REMEMBER!

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- You should check for overlap of courses yourself (timetable available 23 April)
- **Once you are enrolled, the decision is binding.**
- You have Operations and Finance at same semester. **Scheduling conflicts are not checked automatically** for electives outside the BTECH-cluster.

See study portal for more information.



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MARKETING MANAGEMENT



# BUSINESS RESEARCH METHODOLOGY

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Course: Business Research Methodology

ECTS: 10

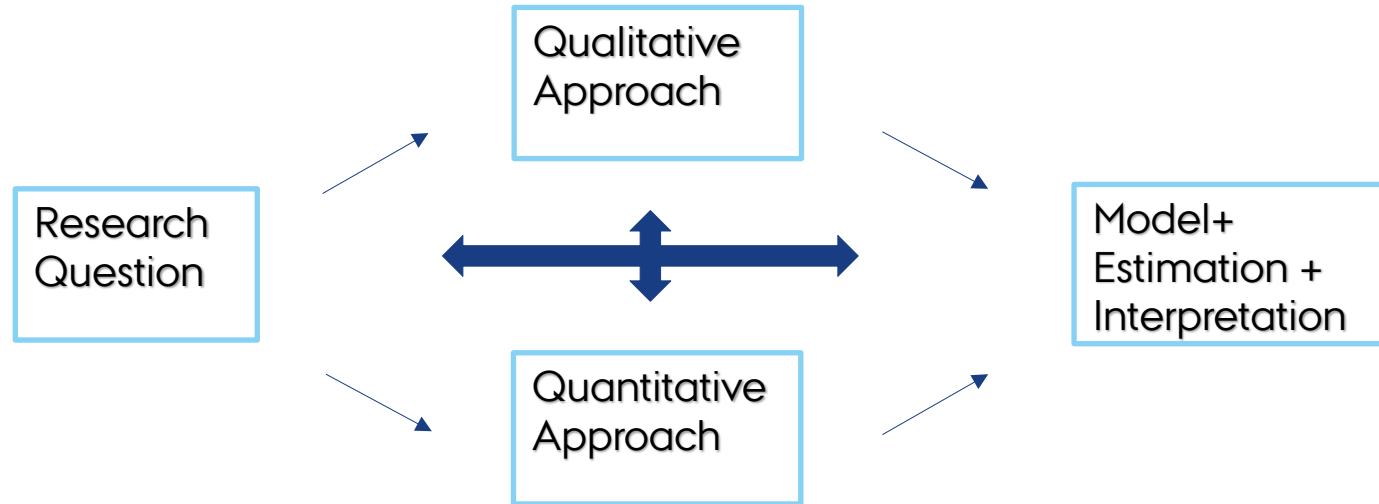
Lecturer: Christian Tang Lystbæk + John Vestergaard Olesen

The course aims to develop students' advanced knowledge, analytical skills and methodological competencies in research designs and methods commonly applied in business research. It prepares students to independently design and conduct rigorous research projects. By combining methods from the qualitative and quantitative worlds, the course provides a comprehensive understanding of the research process, including the formulation of research questions, research design, data collection and analysis, and the application of relevant criteria for assessing research quality and robustness, thereby ensuring that students are better equipped to complete their bachelor's project.

The course consists of a combination of lectures and supervision sessions

# BUSINESS RESEARCH METHODOLOGY

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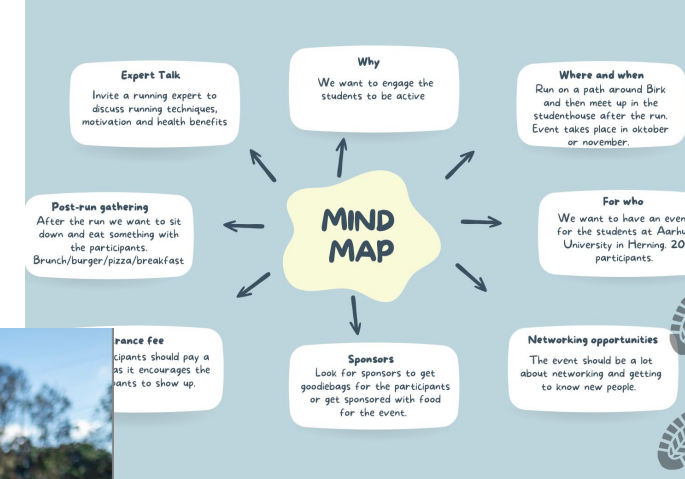
In addition to providing the student with new tools in both the quantitative and qualitative worlds, the student also learns to combine results from these worlds to produce robust conclusions. The course will be hands-on and go through many of the considerations encountered in knowledge production, so that the student is well-prepared to write the bachelor project after completing the course.

# EVENT MANAGEMENT & MARKETING

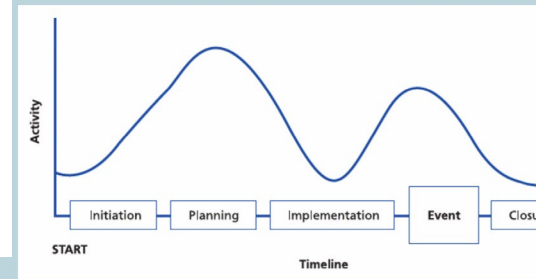
## *Become the architect of the experience*

- To plan, manage and evaluate an events
- Arrange (10 ects) or evaluate (5 ects)
- Meet event planners from real life
- 4 lectures x 7 weeks = 28 lectures
- 3x1 hours supervision pr. group
- Develop a portfolio and present your event work on an A1 poster at a 20 min. oral exam

**You will develop skills directly applicable in the industry – it is fun and a real investment in your future!**



### THE EVENT PROJECT LIFE CYCLE



### Pictures of event (before, during and after)



Planning of the event



Planning of the event



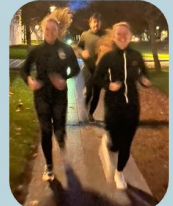
Warm-up before the run



Post-run gathering in the food-hall



Prizes received from Herning municipality



Mid-run smiles



ACCREDITED



ACCREDITED

ACCREDITED

# EMMA SEMINAR

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- 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.
- Can be 5 or 10 ECTS - 10 ECTS includes a data collection portion.

# SEMINAR (CONTINUED)

Structure:



# WHAT YOU NEED TO DO!

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- 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](https://mitstudie.dk))
- There will not be overlap with courses at BTECH (Operations and Finance) when you choose electives at BTECH
- For running a course it requires 15 students

