

## Elective courses on the HA and BSc programmes for autumn 2024

### Elective Cluster 1

ECTS	Name	Language	UVA code
5	Sustainable Production and Consumption*	Eng	460231U019
10	Sustainable Production and Consumption*	Eng	460231U020
10	Entrepreneurship and Business Planning	Eng	460161U010
10	Global Business Strategy	Eng	460201U028
10	Global Management	Eng	460161U036
5	Entrepreneurship for Societal Impact	Eng	460231U017
10	Social Media Marketing	Eng	460201U033
10	Big Data Analytics for Managers	Eng	460221U002

### Elective Cluster 2

ECTS	Name	Language	UVA code
5	Supply Chain Management and Sustainability	Eng	460161U034
10	Modelling inden for prescriptive analytics	Dan	460201U008
5	Sustainable Economics	Eng	460161U033
10	Introduction to Machine Learning	Eng	460201U030
5	Firms in the Global Market Place	Eng	460161U038
5	Economics of Strategy	Eng	460231U016
10	Management Control Systems: Concepts and Cases	Eng	460201U029

### Elective Cluster 3

ECTS	Name	Language	UVA code
10	Ledelses- og organisationskommunikation	Dan	460161U019
10	Social Marketing Management	Eng	460201U032
10	Behavioural Economics	Eng	460231U014
10	Innovation Management: An Introduction	Eng	460201U004
10	Creating Business Value with Generative AI	Eng	460231U015
10	Creativity at Work	Eng	460221U004

### Elective Cluster 4

ECTS	Name	Language	UVA code
10	Investments and Corporate Finance**	Eng	460181U005
5	Investments**	Eng	460181U008
5	Corporate Finance**	Eng	460181U007
10	Regnskabsanalyse og værdiansættelse	Dan	460221U009
10	Real Estate Economics	Eng	460161U054
10	Introduction to Empirical Economics	Eng	460161U055
5	Privatøkonomi	Dan	460161U048
5	Behavioural Finance	Eng	460161U047
10	Foundations of Quantitative Research Methods	Eng	460231U018
5	International Trade	Eng	460161U037

### BTECH Cluster (Herning)

ECTS	Name	Language	UVA code
5	<a href="#">Event Management and Marketing*</a>	Eng	460231U021
10	<a href="#">Event Management and Marketing*</a>	Eng	460231U022
10	<a href="#">Global Buying Behaviour</a>	Eng	460161U057
5	<a href="#">Global Marketing Research</a>	Eng	460171U006
10	<a href="#">International Business</a>	Eng	460161U061
10	<a href="#">Projektorienteret emne / Project-Based Topic</a>	Dan, Eng	460161U049
5	<a href="#">Seminar*</a>	Dan, Eng	460161U062
10	<a href="#">Seminar*</a>	Dan, Eng	460231U023

\*Kurset findes både i en udgave til 10 ECTS og til 5 ECTS. Det er ikke muligt at tage begge udgaver af faget / The course exists both in a version to 10 ECTS and a version to 5 ECTS. It is not possible to take both versions of the course.

\*\*Kurserne *Investments* (5 ECTS) og *Corporate Finance* (5 ECTS) er det samme som kurset *Investments and Corporate Finance* (10 ECTS), men man kan godt nøjes med at følge det ene af de to fag til 5 ECTS (*Investments* eller *Corporate Finance*). Hvis man ønsker at følge begge dele, skal man tilmelde sig faget til 10 ECTS (*Investments and Corporate Finance*) / The courses *Investments* (5 ECTS) and *Corporate Finance* (5 ECTS) is the same as the course *Investments and Corporate Finance* (10 ECTS), but it is possible to choose only one of the 5 ECTS courses (*Investments* or *Corporate Finance*). If you want to attend both parts, you must choose the 10 ECTS course (*Investments and Corporate Finance*).