



# BUSINESS COMMUNICATION AT AARHUS BSS IN THE YEARS TO COME



SCHOOL OF BUSINESS AND SOCIAL SCIENCES  
AARHUS UNIVERSITY

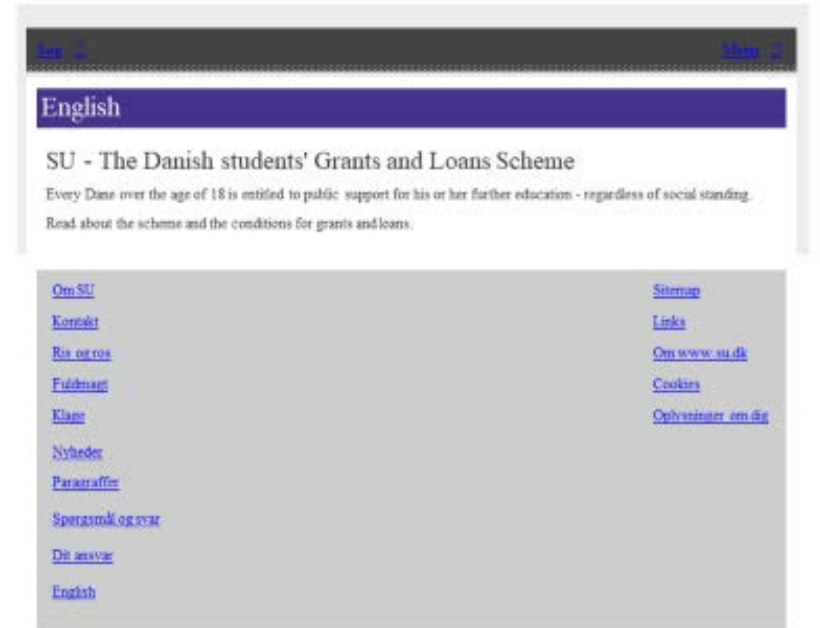
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# Background

2013: Agreement on economic ceiling on the Danish students' grants

Summer 2018: Breaking the ceiling ....

Fall 2018: the task – the negotiations – and the result



# THE RESULT

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- Final class of BA MMC began in 2018
- Final class of MA CC will begin in 2019
- Aarhus BSS/AU has an obligation to find a solution on the legal claim of the students concerning a relevant master education

# CLASS OF 2016

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Expected graduation 2019

Master possibilities:

- MA CC (final intake 2019)
- cand.it in IT, Kommunikation og Organisation (ITKO)
  - we will raise the number of students with 50 % from 2019
- cand.merc.
  - conditional on relevant 30 ECTS supplementing BA MMC courses ("the subject package" on 5th semester)

# CLASS OF 2017 / 2018

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Expected graduation in 2020 / 2021

Master possibilities:

- cand.it in IT, Kommunikation og Organisation (ITKO)
  - we will raise the number of students with 50 % from 2019
- cand.merc.
  - conditional on relevant 30 ECTS supplementing BA MMC courses ("the subject package" on 5th semester)
- Transition of the legal claim for the master to a specific business communication specialisation of cand.merc.: **Strategic Communication**

# STRATEGIC COMMUNICATION

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The plan:

Strategic Communication is based on MA CC

- BUT being a cand.merc. specialisation some fundamental courses is needed
- BUT these will be chosen and developed due to BA MMC competences

Approval from the Danish Ministry of Higher Education and Science on the legal claim is pending



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