

# INFORMATION MEETING ABOUT ELECTIVES 2024



SCHOOL OF BUSINESS AND SOCIAL SCIENCES  
AARHUS UNIVERSITET

22. APRIL 2024

TOBIAS BOMHOLT JOHANSEN  
STUDENTERSTUDIEVEJLEDER



# AGENDA

---

## 16:15 – 16.30:

- Practicalities and deadlines by the Student Counsellors Office
- Director of Studies Charlotte Christiansen

## 16:30 – 17:00:

- Q&A's by the course coordinators (see the study portal for Zoom-links)

# AUTUMN ELECTIVES 2024



SCHOOL OF BUSINESS AND SOCIAL SCIENCES  
AARHUS UNIVERSITET

22. APRIL 2024

TOBIAS BOMHOLT JOHANSEN  
STUDENTERSTUDIEVEJLEDER



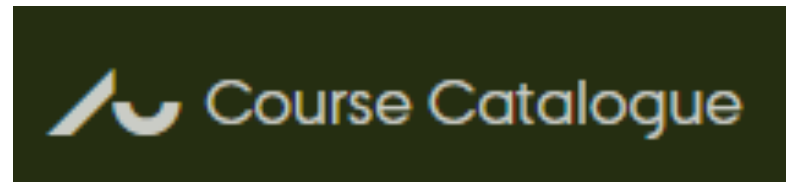
# WHERE DO I FIND THE ELECTIVES?

---

The study portal and the course catalogue is your friend!

[Study portal for Economics and Business Administration - Aarhus BSS – AU](#)

[Course Catalogue - Aarhus University \(au.dk\)](#)



[» Introduction Week](#)[» Teaching](#)[» Timetable](#)[» Course Catalogue](#)[» Academic regulations](#)[» Board of Studies](#)[» Course registration](#)[» Electives](#)[» BSc in Economics and Business Adm.](#)[» Elective courses 2024](#)[» MSc in Economics and Business Adm.](#)[» Cand.soc.](#)

- [» Project-based internship, cand.merc.](#)
- [» AU Summer University](#)
- [» Course evaluation](#)
- [» Credit transfer programme \(top-up\)](#)
- [» Guest students \(credit module\)](#)

# BSc in Economics and Business Adm.

## Electives

### Registration period

- [» Courses in the spring semester: Register 1-5 November](#)
- [» Courses in the autumn semester: Register 1-5 May](#)

### Various types of electives

If you follow the prescribed course of study, your electives, corresponding to 30 ECTS, are placed in the 5<sup>th</sup> semester.

Due to the various types of electives, this means that you can choose between the following options:

- [» Electives at Aarhus BSS offered to your study programme \(please read the list of electives below\)](#)
- [» Electives at AU Summer University \(July-August\)](#)
- [» Electives at a University in a foreign country \(Exchange\)](#)
- [» Electives at other universities \(requires a pre-approval\)](#)

Are you looking for:

[Course catalogue](#)[Exam schedules](#)[Timetable](#)

# COURSE CLUSTERS

Course clusters are configured to make sure, that there are no scheduling overlaps! Find them on the study portal

- If you pick courses from different course clusters:
  - Make sure that **the exams** don't overlap (use the study portal)
  - Make sure that **the classes** don't overlap (use Timetable)

**In general you have to make sure, that you fulfil the academic prerequisites!**

## 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

# COURSE CATALOGUE

## ➤ Use filters:


- Programme
- Period
- Semester

Here you can find **all available courses** for your specific program (including the ones from the course clusters).

← COURSE CATALOGUE

## Big Data Analytics for Managers

Autumn semester 2024

Save course 

ECTS	FORMS OF INSTRUCTION >	FORMS OF EXAMINATION >	LANGUAGE OF INSTRUCTION	LEVEL	LOCATION
10	Lecture etc.	Take-home assignment (Assign) etc.	English	Bachelor	Aarhus

### Course content

The availability of big data has the potential to reshape the business landscape leading to unprecedented opportunities. However, organizations have recently become aware of the 'last mile problem': in this new world, few are actually making decisions based on the available data. This is because traditionally managers have limited understanding of analytics, while data scientists have limited knowledge of business outcomes (Berinato 2019).

This course aims to provide students with knowledge and practice with core methods and tools used in big data analytics, from a business perspective. The goal is to provide them with first hand experience with these tools and thereafter facilitate discussions on business uses and managerial implications.

The course will focus on the R language and R Studio environment, but the students will gain exposure and some practice with other solutions (such as Python, SQL etc)

ECTS  
10

LEVEL  
Bachelor

SEMESTER  
Autumn

**ACADEMIC PREREQUISITES**  
Mathematics, Business Statistics, and Quantitative Research Methods

LANGUAGE OF INSTRUCTION  
English

HOURS - WEEK - PERIOD  
A total of 57 lessons  
Lecture: two lessons for 12 weeks  
Classroom instruction: three lessons for 11 weeks

# TIMETABLE

---

If you're not sure if your classes conflict with each other → check out **Timetable.au.dk**.

Especially important if you choose courses from different course clusters!

You can find Timetable on the study portal under:

- “Teaching”
  - “Timetable”
    - *Here you can also find a guide on how to check for overlaps!*



# REGISTRATION AND DEADLINES

You have to register between the 1<sup>st</sup> and 5<sup>th</sup> of May 2024 in STADS!

## 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](https://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.

# BUT REMEMBER, REGISTRATION IS BINDING...

---

You cannot deregister or change your electives after the deadline has passed the 5<sup>th</sup> of May 2024!

## Cancelling elective courses



All students who have been registered for their selected courses are bound by their choice. This means that you will not be able to cancel or change your registration for elective courses once the deadline for registration has expired, and the elective course is a binding part of your study programme.

# COURSES OUTSIDE AU



SCHOOL OF BUSINESS AND SOCIAL SCIENCES  
AARHUS UNIVERSITET

22. APRIL 2024

TOBIAS BOMHOLT JOHANSEN  
STUDENTERSTUDIEVEJLEDER



---

# If you wish to take courses outside AU (e.g. at another Danish University) then make sure to...

- Follow the application procedure and guidelines at your guest university!
- Apply for a pre-approval at [mystudies.au.dk](https://mystudies.au.dk) (NB: Can take up to 8 weeks)
- Remember to transfer your credits afterwards!

# “VID” – VERY IMPORTANT DATES



---

**23<sup>rd</sup> of April** – Exam dates are available.

**24<sup>th</sup> of April** – Timetable is open.

**1<sup>st</sup> to 5<sup>th</sup> of May** – Registration is open in STADS!

# ARE THERE ANY QUESTIONS?



If yes, please find our information on the study portal:



## The Student Counsellors


We are students and we can guide you about rules and options at your degree programme in relation to for example:

- › Illness
- › Exams
- › Courses and registration for courses
- › Preapproval and credit transfer
- › Planning of your degree programme
- › And much more

If we are not able to help you, we can inform you about where you can also get help.

 Email: [counsellor.badm@au.dk](mailto:counsellor.badm@au.dk) 

 Book a meeting 

 Call us in our telephone hours: 93522695

# NOW: DIRECTOR OF STUDIES AND Q&A'S

---

Find the different courses and their corresponding Zoom-links on the study portal under:

- Teaching
  - Electives
    - BSc in Economics and Business Adm.
      - [Elective courses 2024](#)

**But first,** Director of Studies Charlotte Christiansen would like to say a few words!





**SCHOOL OF BUSINESS AND SOCIAL SCIENCES**  
AARHUS UNIVERSITET