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FOREWORD

This curriculum, intended for the international BA Programme in Marketing and Management Communication at the Aarhus School of Business, is conducted by the Study Committee for Undergraduate Programmes within Language and Business Communication. The objective of the programme is established in the executive order no. 338 of May 6th 2004 for academic programmes from the Danish Ministry of Science, Technology and Innovation. Based on this, the Vice Dean, Director of Education has approved the curriculum. The *curriculum* is available on the website of ASB via Study Information at www.asb.dk

This *study guide* contains general information about the study programme, rules and regulations, etc. Detailed course and exam descriptions can be found in the course catalogue on CampusNet.

Not all matters are covered in the study guide. We therefore recommend that students consult the student counsellors for this particular field of study. These counsellors are all older students who advise prospective and current students on all matters concerning the programme.

The student counsellors will also be able to assist in questions regarding cases of exemptions, procedures for complaints, etc.

The Study Committee for Undergraduate Programmes within Language and Business Communication

June 2009

MAP OF THE ASB

WHO TO CONTACT

The ASB's official address is:

Aarhus School of Business (ASB)

University of Aarhus

Fuglesangs Allé 4

8210 Aarhus V

Denmark

Tel. +45 89 48 66 88

www.asb.dk

The Central Registry

Located in the B-wing (reception in room B4)

Deals with matters of admission, registration for exams, etc.

Student Counselling Services

Located in the B-wing

Advise students on admission, structuring of study plans, applications for exemption and processing of exam complaints, etc. The Student Counselling Services also offer advice on international exchange programmes and on academic credits during exchange programmes.

Secretariat for the Study Committees

Located in the B-wing

Receives and processes cases for the Study Committee.

Student Grants Office

Located in the B-wing

Processes applications for the Danish State Education Grant and Loan Scheme.

Department Secretaries

Function as a point of contact for the respective professors.

Department of Language and Business Communication

Located in the L-wing

International Office

Located in the B-wing

Provides information on e.g. international exchange programmes.

The Planning Office

Located in the C-wing

Primarily deals with organizing class schedules, examination lists, class cancellations, replacement classes, classroom bookings.

CampusNet

CampusNet is the Aarhus School of Business e-learning platform. When logging onto CampusNet, you have access to your subjects and to a number of functions and various types of information needed during your time as a student at the Aarhus School of Business. You can, for example, find information about your timetable, about the subjects you attend, the material or messages posted for you and the rest of your group by your teachers, lists of fellow students, lectures cancelled, links to other relevant websites and lots more. The address is www.campusnet.asb.dk.

INTRODUCTION

Dear BA students!

On behalf of the Study Committee for Undergraduate Programmes within Language and Business Communication, I welcome you to the Aarhus School of Business. The BA programme in Marketing and Management Communication, your teachers and professors are looking forward to meeting you and to working with you during your BA programme.

This study guide contains introductions to courses along with other relevant information appertaining to the programme. The study guide does not include information on the number of classes of each individual course. Information on this will be given to students by the teacher. The reason for this is that it is up to the teacher to allocate the number of tutorials, lectures, assignments, consultations, projects etc. for each course.

The class schedule sent out to students prior to the beginning of each semester provides information on the number of classes, classrooms and professors for the individual courses. The indicated number of classes on this schedule can be used for tutorials, lectures, group work, and other activities and therefore should not be seen as the total number of classes for the given course.

The programme is overseen by the Study Committee for Undergraduate Programmes within Language and Business Communication, which is responsible for all matters regarding the structure of your study programme. Should you have suggestions for changes in the programme, praise or new ideas, you are very welcome to contact me during the course of your studies here. As a student you also have the possibility of running for election to the Study Committee and help make the overall decisions for your study programme. I encourage you to use this opportunity.

I hope we can meet all of your expectations for the programme, and that you will feel at home in your new environment and will be ready to face the challenges you will meet along the way.

Best regards,

The Director of Study

The Study Committee for Undergraduate Programmes within Language and Business Communication

GENERAL INFORMATION ABOUT THE PROGRAMME

The BA programme in Marketing and Management Communication has an estimated duration of 3 years, i.e. 1st through 6th semester.

The programme consists of compulsory courses, electives, and a BA thesis.

OUTLINE OF SUGGESTED COURSE OF STUDY

Semester	1st	2nd	3rd	4th	5th	6th				
Business	Introductory Economics 5 ECTS		Marketing 10 ECTS	Organisational Behaviour 5 ECTS	E L E C T I V E S	Project Management 10 ECTS				
				Accounting 5 ECTS						
Communi- cation	Textual and Visual Semiotics 5 ECTS	Organisational Communication 10 ECTS	Public Relations 10 ECTS	Cultural Theory and Analysis 5 ECTS						
		Communication Theory and Reception Analysis 5 ECTS	Media 5 ECTS					Integrated Marketing Communication 10 ECTS		
		Discourse Analysis 5 ECTS								
Language	Basic English Grammar 5 ECTS	Communicative Grammar 5 ECTS	Corporate Internet Rhetoric 5 ECTS	Scientific Corporate Communication 5 ECTS						
	Academic Writing 5 ECTS	Corporate Journalism 5 ECTS								
Joint courses	Theory of Scientific Methods 5 ECTS									
	Introduction to Business Organisations 5 ECTS									
							Bachelor's thesis 20 ECTS			

Prior to each academic year, a plan is prepared for your BAMMC studies, which shows the teaching periods, exam periods and holidays. This study plan is available on the website of ASB at [Study Information/Study/Timetables](#).

The Bachelor of Arts Programme in Marketing and Management Communication (BA MMC) is a multi-disciplinary programme, integrating language, communication and business economics. It provides you with the necessary tools for planning and carrying out tasks within communication, PR and marketing. You will be fully prepared for planning communication activities, campaigns and events, creating and editing web sites, writing press releases, reports, product presentations and company profiles.

COURSE INTRODUCTIONS, *Core programme*

Communication

Course overview

SEM.	COURSES
1st	Textual and Visual Semiotics (5 ECTS)
2nd	Discourse Analysis (5 ECTS) Communication Theory and Reception Analysis (5 ECTS) Organisational Communication (10 ECTS)
3rd	Media (5 ECTS) Public Relations (10 ECTS)
4th	Cultural Theory and Analysis (5 ECTS) Integrated Marketing Communication (10 ECTS)
5th	
6th	BA thesis (10 ECTS within language and 10 ECTS within communication)

Textual and Visual Semiotics

The course enables you to develop your skills so that you can analyse and evaluate printed and electronic letters, publications and advertising material from or about international companies and organisations. You will learn to understand how textual and visual semiotics can be fruitfully applied when analysing texts and images in a business and promotional context.

Discourse Analysis

The course enables you to systematically and methodologically analyse and create various marketing materials, taking into account the functional and socio-cultural context in which they appear. You will be well versed in how to use genre theory and discourse strategies in text production and reception.

Communication Theory and Reception Analysis

This course provides you with knowledge of the most important communication theories and analysis methods applied in media sciences, PR, marketing communication, etc. The practical dimension focuses on case studies in which communication theories and reception analysis are used to make the appropriate choices between quantitative and qualitative methods and tools such as questionnaires, interviews, focus groups, etc.

Organisational Communication

The course provides you with theoretical insight into the internal communicative requirements of organisations and with the competences needed to undertake specific internal communication tasks.

Media

This course gives you basic insight into the linguistic and communicative characteristics of selected media and media systems. Moreover, you will acquire knowledge of various theories concerning the social roles and functions of mediated communication.

Public Relations

The purpose of the course is to provide you with knowledge and an understanding of relevant public relations theories and practices in national and international organisations and to develop your public relations communication practices.

Cultural Theory and Analysis

This course increases your awareness of culture and cultural differences in business communication. You will obtain tools for analysing culture, thereby enabling you to identify, understand and not least manage cultural differences in concrete situations.

Integrated Marketing Communication

This course imparts knowledge of the basic principles of international marketing management and communication. In addition, you will get hands-on experience with preparing and editing international advertising and marketing campaigns.

Detailed course and exam descriptions can be seen in the course catalogue on CampusNet.

Business

Course overview

SEM.	COURSES
1st	Introductory Economics (5 ECTS)
2nd	
3rd	Marketing (10 ECTS)
4th	Organisational Behaviour (5 ECTS) Accounting (5 ECTS)
5th	
6th	Project Management (10 ECTS)

Introductory Economics

This course provides you with a basic knowledge of important economic principles.

Marketing

This course covers various managerial topics, ranging from segmentation to distribution of products and services within traditional as well as new areas such as e-commerce.

Organisational Behaviour

This course provides you with insight into the basic principles, practices and problems of organisational behaviour. Consequently, you will acquire knowledge about areas such as leadership, motivation, group processes and organisational structure and culture.

Accounting

This course gives you insights into management accounting theory and applied tools in the field. You will learn how to analyse various types of businesses and their economics (financial resources, cost structures and pricing issues) and to communicate financial and non-financial information in a comprehensive manner to investors and stakeholders.

Project Management

This course trains you in project management and provides practical experience through relevant exercises. You are taught how project management relates to the organisation, to the structure of internal projects as well as to the configuration of contemporary organisations.

Detailed course and exam descriptions can be seen in the course catalogue on CampusNet.

Language

Course overview

SEM.	COURSES
1st	Basic English Grammar (5 ECTS) Academic Writing (5 ECTS)
2nd	Communicative Grammar (5 ECTS) Corporate Journalism (5 ECTS)
3rd	Corporate Internet Rhetoric (5 ECTS)
4th	Scientific Corporate Communication (5 ECTS)
5th	
6th	BA thesis (10 ECTS within language and 10 ECTS within communication)

Basic English Grammar

This course provides you with a solid foundation for analysing English sentences and accounting for sentence-analytical issues. You will be familiar with basic grammatical concepts and grammatical terminology.

Academic Writing

This course introduces you to study techniques and methods in relation to reading, project writing and academic argumentation. The course will provide tools for this work in the form of hands-on exercises and insight into different genres of academic writing.

Communicative Grammar

During this course you obtain a thorough command of English grammar, enhancing your understanding of the English language. The course enables you to produce written and spoken texts adapted to specific target audiences and communication situations within the global market place.

Corporate Journalism

The focus of this course is on written communication in different genres as well as the writing processes relevant to the corporate journalist, e.g. newsletter articles and profiles as genres; editing and layout as writing processes.

Corporate Internet Rhetoric

The focus of this course is on understanding theoretical perspectives on the Internet and using the theory as a basis for proposing technology-based solutions for a client, e.g. (re)designing web sites, creating PR campaigns using Internet capabilities.

Scientific Corporate Communication

This course gives you insights into academic and scientific writing structures. The course enables you to produce scientific genres, e.g. annotated bibliography and literature review.

Detailed course and exam descriptions can be seen in the course catalogue on CampusNet.

Joint Courses

Course overview

SEM.	COURSES
1st	Introduction to Business Organisations (5 ECTS) Theory of Scientific Methods (5 ECTS)

Introduction to Business Organisations

This course provides you with basic knowledge of different types of private business organisations, their growth, their financing and some of their external influences. Partnerships, expansion, funding, the EU and globalisation, etc. are central topics of the course.

Theory of Scientific Methods

This subject provides you with an introduction to current views on scientific method as well as basic concepts and theories of scientific method that are particularly relevant to business, language, and communication. You acquire knowledge of critical thinking and scientific and valid argumentation. You are trained in argumentation and critical reflection based on various scientific theories and methods.

Detailed course and exam descriptions can be seen in the course catalogue on CampusNet.

ABOUT THE ELECTIVES

During the programme's 5th semester students are required to take electives corresponding to 30 ECTS.

Elective subjects can be chosen from within all areas of the study programme (business, language and communication).

*If you want to be able to continue your studies under the MA in LSP study programme (cand.ling.merc. in English), please note that at least 20 out of 30 ECTS **must** be within language.*

ELECTIVES OFFERED AND REGISTRATION

Courses offered in connection with the BA programme in Marketing and Management Communication

Detailed descriptions of elective subjects and exams are issued for one semester at a time and can be studied in the course catalogue on CampusNet. The list of electives will be published on campusNet by 15 April at the latest.

The registration deadline for electives is *May 1st* in the 4th semester. Registration can take place through CampusNet (by using the link Registrar from which there is access to the online self-service system, where you register for your exams) or by contacting The Central Registry Office, where the appropriate form can be filled out and handed in.

For an elective to be established, it is required that a certain number of students register before the deadline. If the number of students signing up for a course exceeds the maximum limit, participants are chosen by a drawing of lots.

Courses offered in connection with ASB Summer University

For more information, see Study Information/Study/ASB Summer University.

The deadline for registration for Summer University is 15 March.

Other courses at Aarhus University or other educational institutions

Courses of this type normally require advance approval on the basis of an application to the study committee or, for foreign institutions, in accordance with the standard procedures for advance approval in connection with studying abroad.

EXAMS

EXAM OVERVIEW

The programme includes the following exams:

BA-programme in Marketing and Management Communication		Suggested semester of examination					
		1	2	3	4	5	6
Communication	Textual and Visual Semiotics	x					
	Discourse Analysis (screening examination) ²⁾		x				
	Communication Theory and Reception Analysis (screening examination) ²⁾		x				
	Organisational Communication (screening examination) ²⁾		x				
	Media			x			
	Public Relations			x			
	Cultural Theory and Analysis				x		
	Integrated Marketing Communication				x		
	Electives ¹⁾					x	
		1	2	3	4	5	6
Business	Introductory Economics	x					
	Marketing			x			
	Organisational Behaviour				x		
	Accounting				x		
	Project Management						x
	Electives ¹⁾					x	
		1	2	3	4	5	6
Language	Basic English Grammar	x					
	Academic Writing	x					
	Communicative Grammar (screening examination) ²⁾		x				
	Corporate Journalism (screening examination) ²⁾		x				
	Corporate Internet Rhetoric			x			
	Scientific Corporate Communication				x		
	Electives ¹⁾					x	
Joint Courses	Introduction to Business Organisations	x					
	Theory of Scientific Methods	x					
BA-Thesis							x

- 1) During the 5th semester students are required to take electives corresponding to 30 ECTS (please consult the section on electives for further information).
- 2) The screening exams **must be taken** in the first May-June period after the students have been accepted to the programme (i.e. at the end of the 2nd semester).

GENERAL RULES CONCERNING WRITTEN ASSIGNMENTS

The assessment of all major written assignments, whether written in Danish or a foreign language, includes an assessment of language proficiency and power of exposition. See the course and exam descriptions for the individual courses for details about specific requirements with regard to language proficiency and power of exposition.

STANDARD PAGE CONCEPT AND LENGTH OF PAPER

In the exam descriptions, the concept of a *standard page* is used. A standard page is defined as 2,200 characters excluding spaces.

In written assignments and reports, the length of the paper excludes table of contents, bibliography, appendices and summary, if any, but includes notes.

The number of characters must be indicated in the exam papers.

SCREENING EXAM

The screening exam consists of the exams of the programme's 2nd semester. These exams must be sat in May-June following your admission to the programme. The first-year exam as a whole is regarded as having been passed when each of the five exams of the 2nd semester have been passed.

Passing requires the grade of 02 or higher.

Exams in which the grade of 02 or higher has been achieved cannot be re-taken.

If you have not passed one or more of the screening exams in May/June of your first year, you may re-take these exams in August of the same year. You have altogether three (3) attempts, so you may also sit these exams in May/June of the following year. If you have not already done so in the first year, you may re-take the exams in August of the second year, thereby using your third attempt.

You must pass the screening exams within two years after you have been accepted into the programme.

If you have not passed the screening exams in the first May/June after you have been accepted into the programme, you are encouraged to contact your teacher (or internal examiner) for advice on how to proceed (one meeting).

REMAINING EXAMS

You may schedule the remaining exams of the programme according to your own wishes.

The suggested scheduling of exams is outlined in the section Exams. You can sit the exams once a year with the possibility of re-taking the exams in the same exam period.

The exam forms at re-exams are not necessarily the same as in previous exams. For instance, the relevant department may decide to hold oral exams instead of written exams if very few students have registered for the exam by the deadline for registering.

For re-exams in connection with exams based on continuous assessment, students may choose

- To sit the re-exam in the same exam period as the first ordinary exam (the exam type for the re-exam is described in the exam description).
- To attend the course if it is offered again and participate in the continuous assessment.
- To sit the re-exam the year after the first ordinary exam without re-taking the course (the exam type for the re-exam is described in the exam description).

Passing an exam requires the grade of 02 or higher. In those exams where two grades are given the exam is passed based on a weighted average of the two grades. The weighting of the grades is described in the exam description.

Exams in which a grade of 02 or higher has been achieved cannot be re-taken.

INDIVIDUAL EXAMS/GROUP EXAMS

All oral exams are taken individually. Written exams can be either individual or group exams. The student is always entitled to handing in an individual paper.

Evaluation of individual and group exams is based on the student's individual performance. In written group exams, the individual student's contribution must be clearly specified.

INDIVIDUAL WRITTEN EXAMS

Individual written exams must at all times be prepared independently. Even if students are encouraged to work out solutions in groups during class, group work during exams is not allowed.

Statement

In individual written exams, the exam paper must include a statement guaranteeing that the assignment has been carried out in accordance with the above-mentioned requirement that the paper be prepared independently. Students taking the exams without access to the Internet are not required to sign the statement.

The statement will appear from the cover page of the exam paper and the field must be filled in by the student. If the field has not been filled in, the student may be summoned to an interview with the examiner.

PROJECT REPORTS AND WRITTEN HOME ASSIGNMENTS

Handing-in

Project reports and written home-assignments are to be handed in in 3 copies at the Department of Language and Business Communication at the location stated in the exam schedule (however, for BA projects, see below).

Deadlines for submission of written papers and projects will be announced via your exam schedule.

All copies of the written paper or project must have a relevant standardised cover page which can be found on ASB's website at Study Information/Study/Registration Forms. The front page of the assignment must clearly indicate:

- Name of author/student
- Student exam number
- Name of project supervisor/Teacher
- Name of course
- For project reports, the title of the report must also be stated.

PLAGIARISM

Plagiarism is **any use of source material without exact reference being made to the source**. No distinction is made between written (whether printed or electronic) and oral sources. It is not just a question of whether you have copied (a tiny bit/something/quite a lot) from a source, but generally of whether source material has been used in such a way that the rewording of the source text, the use of argumentation, reasoning, terminological innovations, technical concepts, etc. which may originate from sources other than yourself, should be accompanied by an **exact reference**. On the Internet you will find a number of useful places to seek information concerning plagiarism, for example Purdue's Online Writing Lab. The following link is a good place to start:

<http://owl.english.purdue.edu/owl/resource/589/01/>

In connection with (project) reports, examiners may require students to submit an electronic version of their report with a view to checking for plagiarism. The details for submission of the electronic version, including the media (CD-ROM, memory stick, attachment), must be agreed upon by the examiner and the student, and the student should submit the electronic version directly to the examiner. In the event of discrepancies between the hard copy and the electronic version, the hard copy of the report shall have legal validity, while the electronic version is submitted for the purpose of checking only.

BA THESIS

- Students must register for the BA project by 1 October at the latest if the project is submitted in May and by 1 July at the latest if the project is submitted in December.
- During the 4th and 5th semester (and at the beginning of the 6th semester for students studying abroad in their 5th semester), a number of meetings are held in preparation for the BA project. These meetings are followed by individually scheduled group meetings with the supervisor.
- The form concerning choice of topic must be submitted to the Department of Language and Business Communication by 1 December at the latest if the project is to be submitted in May, and by 1 August at the latest if the project is to be submitted in December. The form is available from the department secretary or can be downloaded from CampusNet.
- A supervisor is appointed by the department.
Students carrying out projects on the same or related topics may be placed in groups with one supervisor per group.

- The appointment of supervisors is announced by 15 December for projects to be submitted in May and in August for projects to be submitted in December.
- Approval of the project outline is agreed with the supervisor in accordance with the departmental guidelines.
- The project (in three copies) must be handed in at the Registrar's Office (room B4) at the beginning of May. The exact date will be stated in the Exam Schedule.

RULES FOR THE USE OF PCs AT ORAL EXAMS

These rules apply to the use of *PowerPoint presentations*

1. It is a main rule that the use of a PC must not prolong the duration of the exam set forth in the exam descriptions.
2. Technical Support will log in and make sure the technical appliances are in full function for the exam.
3. Technical Support will have a supporter on call for the exam in the event that unforeseen technical difficulties occur. The supporter may be called upon in scheduled breaks during the exam and solve technical problems.
4. The student must bring his/her own CD-Rom or memory stick containing the presentation.
5. The student will install the CD-Rom or memory stick.
6. The student should bring transparencies to replace the presentation in case of technical difficulties.
7. Additional examination time will not be given in the event of technical difficulties or installation problems. Instead the student should use transparencies.

Use of PCs at *oral exams with preparation time*

See the exam descriptions for the individual courses.

NUMBER OF EXAM ATTEMPTS

Students may only attempt at taking each exam three times, this includes handing in project reports and home assignments. Only under very special circumstances will the Study Committee allow a fourth attempt.

REGISTRATION AND CANCELLATION

You are automatically registered for your first exam attempt for exams taking place in connection with or at the end of the semester in which a given course module has been run. If you need to re-take an exam, you can only do so in the same or in a subsequent exam period after having registered for these exams.

It is your duty to check that your exam registration has been correctly listed. In case of error in the registration, you must contact the Central Registry before the deadline mentioned below. If the error has not been amended before that deadline, you will be listed as not having registered for the exam on time.

If you wish to de-register from an exam, you can do so before the deadline mentioned below. However, you cannot de-register from exams with continuous assessment when the course module in question has started. If you have been registered and not de-registered before the deadline in question, your registration counts as an exam attempt. This also applies to exams where the registration is automatic.

The deadlines are as follows:

Deadline for de-registration	At the latest, a week before the exam, or a week before the submission of a project or a home assignment. In course modules with continuous assessment, de-registration must take place before the beginning of the course module.
Deadline for checking correct registration (applies to both automatic and individual registration)	At the beginning of March/October

ILLNESS ETC.

If a student is unable to take an exam, complete a project or written paper due to illness or other matters of that nature, the Study Committee may, based on a written application from the student, grant permission to late cancellation of the student's exam registration. This does not apply to continuous assessment courses, however.

In case you are granted permission to de-register from an exam because of illness, you have the right to sit the exam or hand in the exam paper or project at a later date in the same exam period in compliance with the rules that apply to re-taking exams in the same exam period.

When requesting permission to postpone an exam due to illness, students are required to provide a written doctor's note as confirmation. On the day of the exam or of the submission of a written paper, students must contact the doctor personally and have him/her write and date the doctor's note so that it covers the day or period during which the exam is supposed to take place.

SYLLABUS FOR RE-EXAMS

You have the right to sit the exams with the same syllabus as in the first attempt if you re-take the exams during the first two options, i.e. if you re-take the exam in the same exam period or in the following exam period. Minor adjustments and updates for the syllabus are not considered changing the syllabus and therefore may occur. It is the student's responsibility to contact the teacher and gather information about adjustments to the syllabus.

STUDYING ABROAD

The Aarhus Business School is part of an international network of universities offering exchange places for students for one semester (5th semester).

Students who choose to study at one of these universities normally do not have to pay university fees, while also being entitled to receive grants under Danish State Education Grant and Loan Scheme (SU) during their study abroad. Furthermore, a number of travel grants are available from ASB, and students can also apply for a number of private grants.

Each year, ASB organises a number of information meetings for all language and communication students who want to make use of this opportunity. For further information on studying abroad, visit <http://www.asb.dk/studyabroad> or contact the International Office.

The deadline for applying for exchange places in the fall of 2011 is February 2011.

ICT COURSES

In connection with your studies, your participation in class, solving problems or writing (exam) papers, you will need to use different ICT applications (software).

You will be offered a set of short courses in order to support your work during your studies as well as your future job functions. The courses are organised as a combination of theory and practice with focus on hand-on tasks relevant to working with the areas of language and communication.

You may participate in these courses after you have registered online. In this way you can place these courses at a time that suits you and does not overlap with your other courses.

In this table you can see when the courses take place:

Course	Semester
PowerPoint	1 st semester
Spreadsheet	1 st semester
Image Processing	2 nd semester
DeskTop Publishing	2 nd semester
Web design	3 rd semester

Detailed course descriptions will be published in the online course catalogue.