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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 at the Department of 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 Department of Language and Business Communication has approved the curriculum. The curriculum can be found as an appendix to the study guide.

Rules and regulations for the programme can be found in the study guide under the sections concerning course and exam descriptions. Detailed course descriptions can be found in the course catalogue on CampusNet.

Not all matters are covered in the study guide, for this reason we advise that students consult student counsellors for the 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, Department of Language and Business Communication.

June 2006

MAP OF THE SCHOOL

WHO TO CONTACT

The school's official address is:

Aarhus School of Business (ASB)

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. Student Counselling Services also offer advise 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

Department of Language and Business Communication

Located in the L-wing

Function as a point of contact for the respective professors.

International Office

Located in the B-wing

Provides information on e.g. international exchange programmes.

The Planning Office

Located in the A-wing (main entrance)

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

CampusNet

CampusNet is the Aarhus School of Business 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 at the Department of Language and Business Communication, I welcome you to the Aarhus School of Business. The BA programme in Marketing and Management Communication as well as the Department's teachers and professors await you.

The study guide contains introductions to courses and descriptions of exams 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 at the Department of Language and Business Communication, which is responsible for all matters regarding the structure of your study programme. Should you during your studies here have suggestions for changes in the programme, praise or new ideas, you are very welcome to contact me. As a student here you also have the possibility to run 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 not be afraid to face the challenges you will meet along the way.

Best regards,

Programme supervisor

The Study Committee for Undergraduate Programmes, the Department of Language and Business Communication

E-LEARNING

E-learning, i.e. IT-supported teaching and learning, is becoming an increasingly integrated part of the studies at the Department of Language and Business Communication. Communication between the administration and students, between students and lecturers and between students is now to a large extent IT based. On many courses, the teaching itself is supported by information and communication technology.

At the *Learning Resource Centre (LRC)*, located in the D wing, there are about 70 PCs available for students. We recommend that you buy your own PC, preferably with Internet access, for home use, but if you only want to work on the machines at the Aarhus School of Business, there is 24-hour access to the LRC.

We expect you to be familiar with the Microsoft Office programs, in particular Word, and the Internet, i.e. surfing the web, sending e-mail messages (with attachments), downloading etc.

In return, you can expect your lecturers to actively include IT in their teaching. Everyone uses the CampusNet, and a dedicated website will have been created for many courses. On a number of courses lecturers also use process writing, for which purpose electronic handing-in and correction of papers through the MARKIN program will be used, providing you with a whole new kind of structured feedback.

The Internet plays a natural role in information retrieval on practically all courses, and projects or seminar papers can in most cases be presented as PowerPoint presentations or websites. Programs other than those mentioned here will be introduced either via web courses or via actual user courses.

On the Internet or the library's website, you will find a link to the information platform constructed and maintained by the library at the Aarhus School of Business. On this website you can find electronic dictionaries, various other reference books, information on strategies for web searches and evaluation of Internet resources, study assistance and much more. The library at the Aarhus School of Business and the Department of Language and Business Communication work closely together in many areas and continuously develop new concepts for learning and knowledge-sharing management which you will not only benefit from during your studies, but also later on in the job market.

The LRC has a support team whose job is to help students get the best possible use of the language technology available.

Via the Internet or the Aarhus School of Business website, you can find links to the lecturers' websites and other practical information. E-learning is a tool designed to improve your course of study. It gives you great flexibility, allowing you to study wherever you might be, whatever the time of day. In addition, it provides quick access to the material and information needed as well as easy access and contact to lecturers and fellow students.

PROGRAMME CALENDAR

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.

The estimated course of study will be outlined in the following pages, divided into an outline and a programme calendar. The activities mentioned in the calendar will be further elaborated on in the study guide. Because attendance is optional students may take the courses in any order they wish. However, we do recommend that the course of study outlined is followed since the individual courses are connected.

Each exam has been given a number under which the study guide contains additional information.

OUTLINE OF SUGGESTED COURSE OF STUDY

Semester	1st	2nd	3rd	4th	5th	6th
Business	Organisational Behaviour Introductory Economics		Marketing Management	Organisational Theory/HRM	E L E C T I V E S	Project Management
Communi- cation	Textual and Visual Semiotics	Organisational Communication	Public Relations	Cultural Theory and Analysis		
		Communication Theory and Reception Analysis				
		Discourse Analysis	Media	Integrated Advertising Communication		Bachelor's thesis
Language	Communicative Grammar	Communicative Grammar	Written, Oral, and Visual (Graphic) Communication	Written, Oral, and Visual (Graphic) Communication		
	Written, Oral, and Visual (Graphic) Communication	Written, Oral, and Visual (Graphic) Communication				
Joint courses	IT	IT	IT			
	Introduction to Business Organisations					
	Study Techniques					

1st semester – Fall 2006

WEEK	COMPULSORY COURSES
35	Introduction to programme
36-50	Classes
51	Exam: Organisational Behaviour (9)* Introductory Economics(10)* Textual and Visual Semiotics (1)*
52	CHRISTMAS BREAK
1-4	Exam: Introduction to Business Organisations (17)*

* Held either in December or January.

2nd semester – Spring 2007

WEEK	COMPULSORY COURSES
6-13	Classes
14	EASTER BREAK
15-20	Classes
21-26	Screening Examinations: Discourse Analysis (2) Communication Theory and Reception Analysis (3) Organisational Communication (4) Communicative Grammar (14)

3rd semester – Fall 2007

WEEK	COMPULSORY COURSES
36-49	Classes
50-51	Exam: Marketing Management (11)
52	CHRISTMAS BREAK
1-4	Exam: Media (5) Public Relations (6)

4th semester – Spring 2008

WEEK	COMPULSORY COURSES
6-11	Classes
12	EASTER BREAK
13-19	Classes
20-26	Exam: Cultural Theory and Analysis (7) Integrated Advertising Communication (8) Organisational Theory (12) Written and Visual Communication (16)

5th semester – Fall 2008

WEEK	ELECTIVES
36-49	Classes
50-51	Exam: Electives
52	CHRISTMAS BREAK
1-4	Exam: Electives

6th semester – Spring 2009

WEEK	COMPULSORY COURSES
6-14	Classes
15	EASTER BREAK
16-19	Classes
20-26	Exam: Project Management (13) Oral Communication (15) BA thesis (23)

GENERAL INFORMATION ABOUT THE PROGRAMME

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
2nd	Discourse Analysis Communication Theory and Reception Analysis Organisational Communication
3rd	Media Public Relations
4th	Cultural Theory and Analysis Integrated Advertising Communication
5th	
6th	BA thesis (10 ECTS within language and 10 ECTS within communication)

Textual and Visual Semiotics

The course provides students with skills enabling them to analyse and evaluate printed and electronic discourse letters, publications and advertising material from or about international companies and organisations. They 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 systematically and methodologically to analyse and create various marketing materials taking into account the functional and social-cultural context in which they appear. You will be well versed in how to use genre theory and discourse strategy to text production and reception.

Communication Theory and Reception Analysis

This course provides students 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, interviewing, focus groups etc.

Organisational Communication

The course provides students with theoretical insight into the internal communicative requirements of organisations as well as providing them 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 students with knowledge and an understanding of relevant public relations theories and practices in national and international organisations and to develop their 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 Advertising Communication

This course supplies the 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 subject descriptions can be seen in the course catalogue on CampusNet.

Business

Course overview

SEM.	COURSES
1st	Organisational Behaviour Introductory Economics
2nd	
3rd	Marketing Management
4th	Organisational Theory/HRM
5th	
6th	Project Management

Organisational Behaviour

This course provides you with insight into the basic principles, practices and problems of organisational behaviour. Additionally, you will acquire knowledge about areas such as leadership, motivation, job satisfaction and involvement and consumer psychology.

Introductory Economics

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

Marketing Management

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

Organisational Theory/HRM

This course gives you an overview of organisational and management theories within areas such as human resource management, organisational culture and commercial and international law.

Project Management

This course trains you in product 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 subject descriptions can be seen in the course catalogue on CampusNet.

Language

Course overview

SEM.	COURSES
1st	Communicative Grammar Written, Oral, and Visual (Graphic) Communication
2nd	Communicative Grammar Written, Oral, and Visual (Graphic) Communication
3rd	Written, Oral, and Visual (Graphic) Communication
4th	Written, Oral, and Visual (Graphic) Communication
5th	
6th	BA thesis (10 ECTS within language and 10 ECTS within communication)

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 audience and communication situations within global market place.

Written, Oral and Visual (Graphic) Communication

This course provides you with oral, written and graphic skills for solving practical communicative problems in relation to the other courses included in this programme.

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

Joint Courses

Course overview

SEM.	COURSES
1st	Introduction to Business Organisations Study Techniques Introduction to IT facilities in the D-wing (Freshers' week) PowerPoint presentation
2nd	Picture scanning and picture editing Desktop Publishing
3rd	Website design

Introduction to Business Organisations

This course provides students 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.

Study Techniques

The course provides students with useful study techniques and methods in relation to reading, project writing and academic argumentation. An introduction to learning and learning styles is part of the course, and students are offered a learning style test to support their learning process and broaden their learning potential.

Generally about the IT courses

BA study programmes are based on the greatest possible integration of IT-based resources in the teaching. Consequently, students are offered a number of IT courses during their studies which are relevant to their coursework, but also to their future job functions.

The courses start during freshers' week with an introduction for all students to the IT facilities in the D wing. The purpose of this module is to enable students to solve the problems most frequently encountered in connection with the use of the IT facilities (login, mail, network, printers etc.) as well as introducing students to CampusNet.

The courses are based on the most recent versions of Microsoft Office, Paint Shop Pro and Page-Maker.

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

ABOUT THE ELECTIVES

During the programme's 5th semester students are required to take three electives (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.

An information meeting on the electives will be held in the course of the 4th semester.

REGISTERING FOR THE ELECTIVES

Before April 15th of the 4th semester students must register for their 5th semester electives. Registration can take place through CampusNet (by using the link Registrar from where there is access to the online self-service system, where registration can be done for 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 requires a certain number of students registered

DESCRIPTIONS OF ELECTIVE SUBJECTS AND EXAMS

The printed study guide does not include descriptions of elective subjects and exams as these may change from one year to the next. Detailed descriptions of elective subjects and exams are issued for one year at a time and can be studied in the subject catalogue on CampusNet.

COURSE DESCRIPTION, *Bachelor's thesis*

Course background

The Bachelor's thesis is the final project of the BA-MMC programme. The thesis can be written individually or in groups of a maximum of 4 students. Students form the project groups themselves. The project report must be written in English. The project report must be defended individually.

Purpose

The objective of the Bachelor's thesis is for students to:

- conduct and demonstrate independent information research
- approach information systematically and methodically
- conduct and demonstrate critical analysis of source material and problems
- solve subject related problems
- apply relevant and appropriate methods
- prepare a clear and concise project report
- present and discuss subject related issues

Main topics

The BA project represents 20 ECTS, 10 ECTS within language and 10 ECTS within communication.

The topic of the thesis must cover issues dealt with in different areas of study. The topic must be approved by a supervisor.

The Bachelor's thesis may be written on the basis of a specific project in a company or organisation to be contacted by the student. It can also be based on a theoretical problem within one or more of the areas covered in the programme.

EXAMS

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	(1)	x					
	Discourse Analysis (screening examination) ²⁾	(2)		x				
	Communication Theory and Reception Analysis (screening examination) ²⁾	(3)		x				
	Organisational Communication (screening examination) ²⁾	(4)		x				
	Media	(5)			x			
	Public Relations	(6)			x			
	Cultural Theory and Analysis	(7)				x		
	Integrated Advertising Communication	(8)				x		
	Electives ¹⁾						x	
			1	2	3	4	5	6
Business	Organisational Behaviour	(9)	x					
	Introductory Economics	(10)	x					
	Marketing Management	(11)			x			
	Organisational Theory/HRM	(12)				x		
	Project Management	(13)						x
	Electives ¹⁾						x	
			1	2	3	4	5	6
Language	Communicative Grammar (screening examination) ²⁾	(14)		x				
	Oral Communication ³⁾	(15)						x
	Written and Visual Communication	(16)				x		
	Electives ¹⁾						x	
Joint Courses	Introduction to Business Organisations	(17)	x					
BA-Thesis		(23)						x

- 1) During the 5th semester students are required to take three electives (please consult the section on electives for further information).
- 2) The screening examinations must be taken in the first May-June after the student's having been accepted into the programme.
- 3) The oral proficiency exam is held in connection with the oral defence of the BA project.

For suggested time of the exams, please consult the Programme Calendar. Exam numbers correspond to those indicated in the curriculum.

GENERAL RULES CONCERNING WRITTEN ASSIGNMENTS

Assessing written assignments will entail an evaluation of the student's presentation ability i.e. the student's ability to present his/her case in a precise, balanced, well-structured and linguistically correct manner. Throughout the programme the demands for presentation and language skills will increase.

STANDARD PAGE CONCEPT AND PAPER EXTENT

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

In relation to written assignments and reports the extent of the paper excludes table of contents, bibliography and appendices but includes notes.

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

DESCRIPTON OF EXAMS, *Core programme*

Communication

EXAM 1 – Textual and Visual Semiotics

Examination form:	Continuous assessment
Duration:	-
Aids allowed in the examination room:	-
Evaluation:	By the teacher
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Suggested time of exam:	1st semester

The evaluation consists of regular attendance and active in-class participation. By regular attendance is understood that the student attends at least 80% of class. By active in-class participation is understood that the student not only participates actively in exercise classes, presenting oral analyses, but also hands in one or more written assignments, individually or as part of a group. For group assignments each student's contribution must be explicitly listed. The student is always entitled to handing in an individual assignment. The assignments consist of oral/written work to be presented and discussed in class. The final written assignment will receive a mark.

Evaluation criteria

- The ability to analyse and evaluate text and pictures.
- Insight into basic theories of textual and visual analysis.

EXAM 2 – Discourse Analysis (screening examination)

Examination form:	Written home assignment
Duration:	12 hours
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Time of exam:	2nd semester

The evaluation consists of an individual assignment containing aspects of systematic textual, visual and discourse analysis based on *advanced* theoretical approaches to textual, visual and discourse analysis.

The project must have a maximum length of 10 standard pages.

Evaluation criteria

- The ability to analyse and evaluate text and pictures as a communicative whole.
- Insight into the advanced theories of textual, visual and discourse analysis.

EXAM 3 – Communication Theory and Reception Analysis (screening examination)

Examination form:	Written home assignment prepared individually or in groups of 3 or 4 students
Duration:	One week
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Time of exam:	2nd semester

The examination consists in the preparation of a methodical design in connection with a specific case. The paper must demonstrate the theoretical and practical application of relevant theories which have been explained during the course.

The assignment should not exceed 5 pages per student, appendices exclusive. If the assignment is prepared in groups, it is required to appear as a whole, however it must be stated in the report, which member of the group has contributed with which part(s) of the text.

Evaluation criteria

- Theoretical and practical insight into communication and reception theory and analysis.
- Written communication skills and ability to argue in favour of the proposed solutions.

EXAM 4 – Organisational Communication (screening examination)

Examination form:	Oral examination based on a project report
Duration:	20 minutes including performance evaluation
Aids allowed in the examination room:	
Evaluation:	By the teacher and an external examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Time of exam:	2nd semester

The examination consists in the composing of internal communication material from a company or an organisation including an account of relevant theories, methods, context and selection of communicative strategies.

The project will be based on a specific company or organisation to be selected by the teacher. A description of the company/organisation and other relevant material will be distributed in advance.

The communication material and the theoretical account form the project report. The communication material can for instance be part(s) of a staff magazine, an intranet or an annual report.

The report should be written individually or in groups of 2-4 students. A group report should be prepared as one report with each student's contribution to the report explicitly listed.

The report must be written in English and should not exceed 10 pages per student, exclusive of appendices. The communication material composed must be included in the appendices.

Primary sources as well as all analytical material and material enclosed as appendices must be in English.

The project report is defended at an individual oral examination which is to take place within 3-5 weeks of the report having been submitted.

The oral exam consists of a presentation and a discussion during which the teacher and the external examiner ask the student to elaborate on various aspects of the presentation and/or report.

The presentation of the project report and/or issues relevant to the report should not exceed 5-10 minutes.

Evaluation criteria

- Usability from an internal communicative point of view of the composed communication material.
- Ability to place the subject of the report in a larger communicative context.
- Knowledge of relevant theories and of the structure and function of internal communication in organisations.
- Knowledge of basic principles of written and oral communication as well as good written and oral proficiency.

EXAM 5 – Media

Examination form:	Written home assignment
Duration:	One week
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Suggested time of exam:	3rd semester

Each student must hand in an individual written assignment providing answers to question(s) or solutions to the problems of a case. The questions and/or the case centre on one or more subjects studied as part of the course within the field of media studies (media coverage of a specific event: royal event, company merger, general elections etc.).

In the assignment, the student must answer and elaborate on the question(s) or the case. Relevant theories or research presented as part of the course must be applied in analysing and concluding on the subject. Other relevant sources may be applied as well.

The length of the assignment must be approx. 5 standard pages (exclusive of appendices).

Evaluation criteria

- Theoretical and practical insight into media theory and analysis.
- Written communication skills and ability to argue in favour of the solutions proposed.

Re-examination

In the event of a re-examination, a new assignment must be prepared under the same conditions as the stated exam.

EXAM 6 - Public Relations

Examination form:	Oral examination based on a project report
Duration:	20 minutes
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an external examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Suggested time of exam:	3rd semester

The exam consists of an analysis of a company or organisation's public relations communication planning and strategy applied in PR campaigns, at press conferences and events etc. The report should include analyses of external communication material (e.g. draft version of communication plan, company profile, website, etc.) and an account of relevant theories, methods, context and choice of communication strategies in relation to the particular field of study.

The report should be written individually or in groups of 3 - 4 students. A group report should be prepared as one report with each student's contribution to the report explicitly listed.

The report must be written in English and should not exceed 12 pages per student, exclusive of appendices.

The project report is to be defended at an individual oral examination to take place within 3-5 weeks of the report having been handed in.

The oral examination comprises a presentation and discussion in which the teacher and examiner ask the student to elaborate on various aspects of the presentation and/or report.

The presentation of the project report and/or issues relevant to the report should not exceed 5-10 minutes.

Re-examination

In the event of a re-examination, a new report with a new topic must be prepared.

EXAM 7 – Cultural Theory and Analysis

Examination form:	Written home assignment
Duration:	12 hours
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Suggested time of exam:	4th semester

A more detailed exam description can be seen in the course catalogue on CampusNet.

EXAM 8 – Integrated Advertising Communication

Examination form:	Oral examination
Duration:	30 minutes including performance evaluation
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an external examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Suggested time of exam:	4th semester

The exam consists of a case assignment which forms the basis for a case solution to be presented orally. The case will be given to the student seven days prior to the oral examination.

As part of the case, the student is asked to prepare a campaign draft and/or a campaign plan. The presentation should also include an account of the strategies chosen as well as their relation to relevant theories and methods within integrated marketing communications. The student is also asked to include a case analysis in the presentation.

Evaluation criteria

- Theoretical and analytical insight into integrated marketing communication
- Ability to use relevant theories and methods and to assess their practical relevance (in relation to the exam case)
- Ability to enter into dialogue with the teacher and external examiner in order to elaborate on and discuss aspects of the case and the presented case solution
- Knowledge of basic principles for oral presentations as well as good oral proficiency.

Business

EXAM 9 – Organisational Behaviour

Examination form:	Written examination
Duration:	3 hours
Aids allowed in the examination room:	All
Evaluation:	By the teacher and an external examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Suggested time of exam:	1st semester

Evaluation criteria

The evaluation of the exam will be based on the knowledge of the main theories within the field and ability to critically use and evaluate the theoretical framework on a particular case.

EXAM 10 – Introductory Economics

Examination form:	Written home assignment
Duration:	12 hours
Aids allowed in the examination room:	-
Evaluation:	Teacher
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Suggested time of exam:	1st semester

The examination consists of a case analysis and/or a set of questions to be answered. The assignment should not exceed 10 standard pages.

Evaluation criteria

- Knowledge of and insight into the basic economic principles.
- The ability to analyse economic problems.

EXAM 11 – Marketing Management

Examination form:	Written examination
Duration:	3 hours
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Suggested time of exam:	3rd semester

The examination consists of a case analysis. It is aimed at testing the student's ability to select relevant marketing theories, models and concepts to analyze and solve specific marketing related problems.

Evaluation criteria

- Knowledge about relevant marketing theories.
- Ability to apply theoretical models to specific practical assignments.

EXAM 12 – Organisational Theory in a Communication Perspective

Examination form:	Written examination
Duration:	4 hours
Aids allowed in the examination room:	All
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Suggested time of exam:	4th semester

The exam includes a case analysis as well as an outline and discussion of a model of a solution to a given problem regarding organisational theory in relation to the case.

Evaluation criteria

- Theoretical knowledge of key organisational theories and the ability to analyse these theories' view on the human factor within an organisation.
- The ability to analyse and characterize the basic communication contents and symbolism that form the basis of the various organisational forms.
- The ability to analyse organisational issues that form the basis of the organisational decision-making processes.

EXAM 13 – Project Management

Examination form:	Written home assignment
Duration:	30 minutes including performance evaluation
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Suggested time of exam:	6th semester

A more detailed exam description can be seen in the course catalogue on CampusNet.

Language

EXAM 14 – Communicative Grammar (screening examination)

Examination form:	Written examination
Duration:	4 hours
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Time of exam:	2nd semester

The examination will include sentence analysis as well as comments on the communicative grammar of one or more texts.

Evaluation criteria

- The ability to use systematic sentence analysis
- Insight into communicative grammar

EXAM 15 – Oral Communication

Examination form:	Oral examination
Duration:	-
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an external examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	10
Suggested time of exam:	6th semester

Technically, this is an exam in its own right, however, it does not take place as a separate event, as it has to be taken in connection with the Bachelor's thesis. For more details on the exam please consult the exam description for the Bachelor's thesis.

Evaluation criteria

- The evaluation will be based on the student's ability to express himself/herself in the foreign language including an evaluation of the students' use of grammatically, idiomatically, and phonetically correct language.

EXAM 16 – Written and Visual (Graphic) Communication

Examination form:	Written examination
Duration:	5 hours
Aids allowed in the examination room:	
Evaluation:	By the teacher and an internal examiner
Evaluation:	Two marks according to the Danish marking system, one for visual communication and one for written communication.
ECTS credits:	10
Suggested time of exam:	4th semester

The exam is a 5-hour attendance exam in written and visual communication based on a set case exercise. The exercise may be accompanied by text or graphics for use when completing the exercise. The exercise is of a practical nature, and both textual and visual elements must be incorporated into the exercise to form one combined product.

The exercise consists of two parts:

- a) The product (e.g. a web front page, a PowerPoint presentation combined with a manuscript, an article etc.)
- b) A brief description of the reasons underlying the choice of strategies of visual representation. (recommended length: 1 A4 page)

The exercise is based on the subject areas and genres which have been studied during all four course semesters.

Evaluation criteria

Visual communication:

- The student's acquisition of and insight into the principles of graphics design and visual communication
- The student's ability to consider the appropriate use of graphics/visual tools within the various media and genres.
- The student's ability to produce an appropriate graphic and visual expression for a given communication task.

- The student's ability to account for the graphic visual strategies used in the visual part of the product.
- The student's ability to balance textual and visual elements in terms of general layout.

Written communication:

- The student's ability to express himself/herself in a clear and stylistically correct manner.
- The student's ability to use the written language in a grammatically, idiomatically and terminologically correct manner.

Joint Courses

EXAM 17 – Introduction to Business Organisations

Examination form:	Oral examination
Duration:	15 minutes (there is a fifteen-minute preparation time)
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an internal examiner
Evaluation:	One mark according to the Danish marking system
ECTS credits:	5
Suggested time of exam:	1st semester

The exam is a discussion of a selected topic based on a short article.

Evaluation criteria

- Basic knowledge of the topics covered and the student's ability to express himself or herself using the relevant terminology.

EXAMINATION DESCRIPTION, *Bachelor's thesis*

EXAM 23 – Bachelor's thesis

Examination form:	Oral examination based on a project report
Duration:	30 minutes inclusive performance evaluation
Aids allowed in the examination room:	-
Evaluation:	By the teacher and an external examiner. (In order for the student to take the oral exam, the project report must be approved for oral examination by the teacher and the external examiner.)
Evaluation:	One mark in total according to the Danish marking system (the mark is based 50% on the project report and 50% on the oral defense).
ECTS credits:	20
Suggested time of exam:	6th semester

The project may be written individually or in groups of a maximum of 4 students.

The project should comprise a minimum of 25 pages and a maximum of 30 pages per student, appendices exclusive. Furthermore, the project must contain a 1 to 2-page summary (also in English) which will be included in the assessment of the project as a whole. The size of the project measured in characters (blanks exclusive) must be added to the project and to the summary.

Group project reports must have the form of one project and each student's contribution must be explicitly listed.

The project report will be defended through an individual oral examination.

The oral examination consists of a presentation of the project including an elaboration on relevant issues and aspects dealt with in the project. The teacher and examiner may ask the student to elaborate on some of these aspects.

For group project reports, each group member must present his/her individual part of the project as part of the defense.

Evaluation criteria

- The evaluation will be based on whether the project relates to aspects that pertain to the chosen topic, on the relevance of the source material, and on the relation between the chosen methods and the problem statement.
- Moreover, the student is evaluated on his/her ability to critically analyse and select the source material as well as show independence in relation to the analysis and argumentation in the project.
- Finally, the evaluation takes into account whether the report is written in a clear, concise, and well-formulated English, and whether the student's oral presentation shows the ability to treat subject related issues in a foreign language (English) free of major errors that are disturbing to the communication.

Re-examination

In connection with re-examinations, a new project outline must be prepared.

EXAM RULES

SCREENING EXAMINATION

The screening examinations consist of the following separate exam nos. 2, 3, 4 and 14. These examinations must be sat in May-June following the student's admission to the programme. The first-year exam as a whole is regarded as having been passed when each of the four exams have been passed.

Passing requires the grade of 6 or higher.

Exams in which the grade of 6 or higher have been achieved cannot be re-taken.

If the student does not pass one or more of the screening examinations he/she may re-take the exam(s) in August. Additional attempts at passing the exam may take place in December/January or at the following summer exams.

The screening examination must be passed within two years after the students having been accepted into the programme.

Should the student not pass the screening exams in the first May/June after having been accepted into the programme, the teacher (or internal examiner) will offer a guidance meeting.

REMAINING EXAMS

The remaining exams of the programme may be scheduled according to the student's wishes.

The suggested scheduling of exams are outlined in the programme calendar and in the section *exam descriptions*.

The exam form at re-exams are not necessarily the same as in previous exams.

Exams take place twice a year in December/January and in May/June.

As regards exams based on continuous assessment (i.e. the exam consisting in the regular and active attendance of lectures/classes), the evaluation form at the ordinary exam in the following exam pe-

riod will be a 12-hour written home assignment as no lectures/classes are offered in the course of that term. For students entitled to a re-examination during the same exam period, the exam will also be in the form of a 12-hour written home assignment. Students are deemed to be registered for an exam based on continuous assessment after having attended lectures/classes once.

Passing an exam requires the grade of 6 or higher. In those exams where two grades are given, the average of the two grades must be 6 or higher. This average cannot be achieved by rounding up the result of the average.

Exams in which a grade of 6 or higher have been achieved cannot be re-taken.

WRITTEN EXAM TEXTS AND SOURCES

Students are encouraged to notify his/her teacher or the department secretaries if he/she during an exam discovers inappropriate sources, i.e. if all or parts of a translation of a text is available in translated form on the Internet.

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 provisions set forth in the study guide/ curriculum, including stating that the assignment has been prepared independently. Students taking the exams without access to the Internet are not required to sign the statement.

The text for the statement will be specified in the exam paper and must be written and signed by the individual student at the end of the exam paper. If handing in the exam paper digitally, the field in-

icated *signature* should simply be filled in by using a computer keyboard. If the statement is not written and signed, the student may be called in for a meeting with the teacher.

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. Deadlines for the written papers and projects will be announced on the school's monitors and through written notices at the Student Counselling Services.

The front page of the assignment must clearly indicate:

- Name of author/student
- Student exam number
- Name of project supervisor
- Name of course

For project reports, the title of the report must also be stated.

Approval of reports/written papers with oral exams

Project reports and written papers must be approved by the teacher and examiner before students are eligible to take the oral exam.

Approving the project reports/written papers does not involve an assessment of the report or paper. The examiner and teacher simply approve the project or assignment to be subject to oral examination and that the project meets the formal standards of a project or paper. Therefore, getting a project approved does not mean that you are guaranteed to pass the exam.

Approval of reports and papers will be announced on bulletin board no later than 3 days prior to the date set for the oral exam.

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/workshops/hypertext/ResearchW/plag.html>

In connection with (project) reports, examiners may require students to submit an electronic version of their report with a view to checking for plagiarism. Submission of an electronic version, including the media (diskette, CD-ROM, file) must be agreed 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 in the 5th semester at the latest. Please note that the registration also counts as exam registration, and that you will be using one exam attempt if you do not deregister from the exam on time.
- The form concerning choice of topic must be submitted to the department by 15 January at the latest. The form is available from the department secretaries or can be downloaded from CampusNet.
- A supervisor is appointed by the department.
Students doing projects on the same or related topics will be placed in groups with one supervisor per group.
- The appointment of supervisors is announced in January or February.
- At the beginning of the 6th semester, a meeting is held with the students who have elected to do a project, at which the initial time schedule is agreed, among other things. This is followed by scheduled group meetings with the supervisor.

- 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 by 15 May at the latest to the Central Registry (room B4).

NB! For the winter exam, the deadline for registration is 1 July.

RULES FOR USE OF PCs AT ORAL EXAMS

These rules apply to the use of PowerPoint presentations during oral exams

1. It is a main rule that the use of a PC must not prolong the duration of the exam set forth in 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 examination and repair technical difficulties.
4. The student must bring his/her own disc or CD-Rom containing the presentation.
5. The student will install the disc or CD-Rom.
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.

NUMBER OF EXAMINATION 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

Registration for the screening exams in May/June will happen automatically after the 2nd semester. Re-examination for the screening exams and other exams requires registration.

It is the student's responsibility to check that the registration for exams is filled out correctly. Should any registration errors be discovered, the Central Registry Office should be contacted before the registration deadlines mentioned below. If the error has not been corrected in due time, the student has not properly registered for the exam.

Should a student regret his/her registration for exams, it is possible to cancel it before the cancellation deadline mentioned below.

If you fail to cancel your registration, the exam counts as an examination attempt.

The deadlines are as follows:

Oral and written exams

- Deadline for registration - 1 March and 1 October
- Control deadline - 1 March and 7 October
- Deadline for deregistration - at least 14 days prior to the exam in question

Bachelor project

- Deadline for registration - 1 October (summer exam)
- 1 July (winter exam)
- Deadline for deregistration - at least 14 days prior to submission of project

Other projects

For other projects, the deadline for deregistration is also 14 days before submission of the project.

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.

Should this illness or other matter prevent you from finishing your studies on time, the Study Committee can also grant permission to take a make-up examination or grant permission for late handing-in of the paper or project. Should a make-up examination take place, other students may also take their re-examination on this day, if they have received permission to do so.

When requesting permission to postpone examination due to illness, students are required to provide a written doctor's note as confirmation. On the day of the exam or handing-in 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 upon which the exam is supposed to take place.

SYLLABUS FOR RE-EXAMS

If the re-examination takes place within the first two exam periods immediately following the originally scheduled exam, the syllabus will be the same as for the original exam. 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.

EXAM RULES

Practical rules have been laid down for written exams. These are outlined and specified in: *Exam rules for the Department of Language and Business Communication*. The exam rules can be viewed on CampusNet.

STUDYING ABROAD

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) while studying 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 students who want to make use of this opportunity. For further information on studying abroad, visit <http://www.asb.dk/studinfo/studyabroad> or contact the International Office.

The deadline for applying for exchange places in the fall of 2008 is September 2007.

APPENDICES

CURRICULUM

*CURRICULUM AS OF SEPTEMBER 1ST 2006
FOR THE INTERNATIONAL BACHELOR'S PROGRAMME IN MARKETING AND
MANAGEMENT COMMUNICATION AT THE AARHUS SCHOOL OF BUSINESS*

The curriculum is prepared according to the executive order for academic programmes no. 338 of May 6th 2004. It has been indorsed by the Dean of Education.

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OBJECTIVE

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PROGRAMME STRUCTURE

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Chapter 1

OBJECTIVE

1.1 The objective of this Bachelor's Programme in Marketing and Management Communication is:

- to enable students to co-ordinate and carry out communication tasks in English in international companies and organisations, individually or in teams.
- to enable students to use the scientific and subject related methods that form the basis of advanced studies within Marketing and Management Communication.

1.2 To meet this objective, students will throughout this programme acquire the knowledge and skills within the following areas:

- communication
- business
- language

(a) Knowledge about:

Communication

fundamental theories and methods within:

- corporate communication
- communication theory and reception analysis
- media
- culture
- discourse analysis

Business

fundamental theories and methods within:

- organisational theory and HRM (Human Resource Management)
- corporations' decision-making processes and financial management principles
- marketing and advertising

Language

fundamental theories and methods within:

- communicative grammar and textual analysis
- written, oral, and visual (graphic) communication
- business organisations

(b) working methods aiming at:

- developing students' ability to plan and co-ordinate various tasks and projects
- developing students' analytical skills, e.g. through problem statements and problem solving
- developing students' abilities to work both individually and in teams
- developing students' abilities to conduct critical analysis of subject related issues

(c) skills which enable to:

Communication

- carry out internal and external communication tasks in spoken as well as in written English
- analyse internal as well as external issues and needs
- analyse texts and visual material
- plan communication tasks from concept to final product
- carry out cross-cultural communication tasks and participate in cross-cultural negotiations

Business

- analyse and evaluate the fundamental view of various organisational theories on the human factor within the organisation
- understand the influence of organisational processes on corporate and organisational communication
- make decisions regarding parameter mix
- participate in budgeting processes in a company or organisation
- analyse the communicative value of a company's financial statement
- analyse and plan product and image campaigns

Language

- use grammatically correct structures in specific communicative contexts
- analyse and evaluate various forms of discourse material
- understand and produce oral and written texts as well as producing written texts with an appropriate visual structure and layout

1.3 In the 5th semester, elective subjects are offered within the subject areas forming parts of the study programme. The choice of elective subjects is determined each year by the study committee.

1.4 The Bachelor's Programme in Marketing and Management Communication is rounded off with a Bachelor's thesis. The objective of the thesis is to develop students' skills in the fields of:

- independent acquisition as well as systematic and methodical processing of subject related knowledge
- systematic and methodical processing of information
- independent and critical analysis of subject related issues
- clear and concise English written proficiency
- presentation and discussion of subject related issues in English

Chapter 2

PROGRAMME STRUCTURE

The Bachelor's Programme in Marketing and Management Communication comprises a total of 180 ECTS credits in accordance with the executive order of bachelor's and master's programmes.

The programme is divided into three parts: 1) compulsory courses, 2) electives, 3) a Bachelor's thesis.

Compulsory courses

2.1 The compulsory courses in *Language, Communication and Business* represent a total of 125 ECTS credits:

Language

- Communicative Grammar (10 ECTS credits)
- Oral Communication (10 ECTS credits)
- Written and Visual Communication (10 ECTS credits)

Communication

- Textual and Visual Semiotics (5 ECTS credits)
- Organisational Communication (10 ECTS credits)
- Discourse Analysis (5 ECTS credits)
- Communication Theory and Reception Analysis (5 ECTS credits)
- Media (5 ECTS credits)
- Public Relations (10 ECTS credits)
- Cultural Theory and Analysis (5 ECTS credits)
- Integrated Advertising Communication (10 ECTS credits)

Business

- Organisational Behaviour (5 ECTS credits)
- Introductory Economics (5 ECTS credits)
- Marketing Management (10 ECTS credits)
- Organisational Theory/Human Resource Management (10 ECTS credits)
- Project Management (10 ECTS credits)

2.2 The remaining compulsory course represents 5 ECTS credits:

- Introduction to Business Organisations

Electives

2.3 The electives represent 30 ECTS credits. Students are free to choose between the elective subjects offered. There must be a minimum number of students for the individual elective subjects. Students wishing to carry on studying under the MA in LSP study programme (cand.ling.merc. in English) must choose 20 out of 30 ECTS within language.

Bachelor's thesis

The bachelor's thesis represent 20 ECTS credits. The programme courses are scheduled as follows:

Semester	1st	2nd	3rd	4th	5th	6th	
Business	Organisational Behaviour		Marketing Management	Organisational Theory/HRM	E L E C T I V E S	Project Management	
	Introductory Economics						
Communi- cation	Textual and Visual Semiotics	Organisational Communication	Public Relations	Cultural Theory and Analysis			
		Communication Theory and Reception Analysis					
		Discourse Analysis	Media	Integrated Advertising Communication			Bachelor's thesis
Language	Communicative Grammar	Communicative Grammar	Written, Oral, and Visual (Graphic) Communication	Written, Oral, and Visual (Graphic) Communication			
	Written, Oral, and Visual (Graphic) Communication	Written, Oral, and Visual (Graphic) Communication					
Joint courses	IT	IT	IT				
	Introduction to Business Organisations						
	Study Techniques						

Chapter 3

CONTENTS

Communication

The objective of the course is to develop students' skills in planning and carrying out internal and external communication, marketing, and/or public relations tasks in international corporations and organisations.

To meet this objective students must acquire basic knowledge on:

- organisational communication and public relations
- integrated advertising communication
- media
- cultural theory and analysis
- discourse analysis

Organisational communication and Public Relations

Objective: To provide students with basic theoretical insight into central areas within the fields of organisational communication and public relations and give students an understanding of the corporation's internal and external communication needs when approaching different target groups.

Integrated advertising communication

Objective: To provide students with knowledge on theories and methods for analysing the need for market communication within corporations and organisations, defining and planning campaigns as well as ensuring appropriate co-ordination between internal parties (sales, production, product development etc.) and external parties (suppliers of marketing related services) involved in the production of campaigns from draft to final product.

Media

Objective: To provide students with knowledge on the communicative characteristics of various kinds of media and on how to use the media for internal and external communication internationally. Furthermore, the social role and function of communication mediated through the media will be dealt with.

Cultural theory and analysis

Objective: To increase students' awareness of the influence of culture and cultural differences in relation to international corporate communication and thereby develop students' (cross-)cultural competence. The aim is to provide students with the relevant tools for analysing culture and identifying, understanding and working across cultural differences. This will be done by working with basic cultural theories and hands-on cultural analysis.

Semiotics and discourse analysis

Objective: To give students tools for analysing and evaluating printed and electronic discourse material. Students will get insight into how discourse analysis and semiotics are used in multi-modal analysis of texts and pictures.

Business

The objective of the business courses is to develop students' skills in using theories and models for organising the company's internal and external activities, financial decision-making process, as well as market related projects. This part of the programme aims at giving students sufficient financial and administrative insight to take a co-coordinative role and handle financial and managerial responsibility in connection with internal and external communication tasks.

To meet this objective, students must acquire basic knowledge on:

- marketing management
- project management
- organisational theory
- organisational behaviour
- introductory Economics

Marketing management

Objective: To give students an understanding of fundamental marketing theory relevant for this programme, including theories on buyer behaviour, market segmentation, and parameter mix. The aim is to give students sufficient insight into marketing in theory as well as in practice to be able to plan and carry out a company's marketing projects, campaigns, etc.

Project management

Objective: To present to students the tools needed for managing, administering and controlling given projects including the planning of work schedules, identification of critical tasks and activities, etc. For this purpose, an introduction will be given to fundamental project management tools

such as Gantt diagrams and other relevant tools. The course will enable students to analyse the structure of a project in regards to project goals, co-ordinating these and administering the communication involved in the project internally (staff) and externally (external stakeholders such as management, clients, and others).

Organisational theory

Objective: To introduce the main organisational theories and analyse the underlying view on the human factor in the organisation. Moreover, students are expected to understand how the organisational context influences the communication process. The aim is to enable students to analyse and characterize which messages and symbolisms the various organisational methods entail.

Organisational Behaviour

Objective: To introduce students to the areas of social and personality psychology which involve the interaction between the individual and its surroundings. Students will obtain insight into social and personality psychology and the areas' relation to work and Organisational Behaviour, including consumer behaviour psychology.

Introductory Economics

Objective: To introduce students to the basic economic principles and their application. Students are expected to obtain a broad knowledge of economic aspects and developments, in a national as well as a global context. The aim is to enable students to understand and analyse specific and current economic problems.

Language

The objective of the language courses is to develop students' linguistic skills in order for them to be able to use appropriate and correct language in any given communication context.

To achieve this, students will learn the methodical tools needed to acquire the following skills:

- communicative grammar
- written, oral and visual (graphic) communication

Communicative grammar

Objective: To learn students how to use grammatical structures appropriately in any given communication context. Students will learn to use grammatical terminology, basic sentence analysis, communicative grammar and basic text grammar and textual analysis.

Written, oral and visual (graphic) communication

Objective: To train students in the communicative practice based on skills acquired in the other courses of the programme. Students learn to use theoretical methods in order to produce written and oral texts with the use of appropriate visuals and layout upholding the conventions of genre, medium and communication context. Moreover, students learn to produce oral texts based on personal communication skills including the use of presentation techniques.

Joint Courses

- introduction to business organisations

Introduction to business organisations

Objective: To provide students with a basic knowledge and understanding of the macro and micro structure and functioning of business organisations in a global environment.

Chapter 4

TEACHING METHODS

All courses in *Business* and *Communication* are held in English. *Language* courses may be held in either French, German, English or Spanish. Please consult the study guide for specific details.

Various teaching methods such as lectures, tutorials, case studies, group projects and seminars will be applied in all courses.

Chapter 5

EXAMINATION

5.1 Examinations have an internal or an external examiner.

Internal examinations are marked by the teacher(s) or by the teacher(s) and an internal examiner. The study guide description of each course holds information on whether or not an internal examiner is used.

External examinations are marked by the teacher(s) and one or more external examiners appointed by The Ministry of Science, Technology and Innovation.

5.2 The study guide includes specific rules for each exam. The areas covered are:

For oral examinations: The duration of the preparation and examination.

For written examinations: The actual duration of the examination.

For project reports and home assignments: The required length measured in number of pages containing 2,200 characters and period of time given for writing the report.

For oral examinations based on a project report or home assignment: The duration of the examination.

Additionally, the study guide includes a description as to when the exam is recommended to be taken.

Where two marks are given for the examination, the study guide defines what the two marks are given for.

5.3 The programme consists of the following exams:

Communication

Textual and Visual Semiotics (5 ECTS)

Exam 1: Internal examination according to the Danish marking system

Examination form: Continuous assessment

Discourse Analysis (5 ECTS)

Exam 2: Screening exam. Internal examination according to the Danish marking system

Examination form 12-hour written home assignment

Communication Theory and Reception Analysis (5 ECTS)

Exam 3: Screening exam. Internal examination according to the Danish marking system

Examination form: 12-hour written home assignment

Organisational Communication (10 ECTS)

Exam 4: Screening exam. External examination according to the Danish marking system

Examination form Oral examination based on a project report

Media (5 ECTS)

Exam 5: Internal examination according to the Danish marking system

Examination form: Written home assignment

Public Relations (10 ECTS)

Exam 6: External examination according to the Danish marking system

Examination form: Oral examination based on a project report

Cultural Theory and Analysis (5 ECTS)

Exam 7: Internal examination according to the Danish marking system

Examination form: Continuous assessment

Integrated Advertising Communication (10 ECTS)

Exam 8: External examination according to the Danish marking system

Examination form: Oral examination

Business

Organisational Behaviour (5 ECTS)

Exam 9: External examination according to the Danish marking system

Examination form: Oral examination based on a project report

Introductory Economics (5 ECTS)

Exam 10: Internal examination according to the Danish marking system

Examination form: 12-hour written home assignment

Marketing Management (10 ECTS)

Exam 11: Internal examination according to the Danish marking system

Examination form: Written examination

Organisational Theory (10 ECTS)

Exam 12: Internal examination according to the Danish marking system

Examination form: Written examination

Project Management (10 ECTS)

Exam 13: Internal examination according to the Danish marking system

Examination form: Written home assignment

Language

Communicative Grammar (10 ECTS)

Exam 14: Screening exam. Internal examination according to the Danish marking system

Examination form: Written examination

Exam in Oral Communication (10 ECTS)

Exam 15: Held in connection with the BA thesis (exam 17). External examination according to the Danish marking system

Examinations form: Oral examination

Exam in Written and Visual (Graphic) Communication (10 ECTS)

Exam 16: Internal examination according to the Danish marking system

Examinations form: Written examination

Joint Courses

Introduction to Business Organisations (5 ECTS)

Exam 17: Internal examination according to the Danish marking system

Examination form: Oral examination

Electives

The electives represent 30 ECTS credits. Students are free to choose between the elective subjects offered. Students wishing to carry on studying under the MA in LSP study programme (cand.ling.merc. in English) must choose 20 out of 30 ECTS within language

Bachelor's thesis

Exam 23:	External examination according to the Danish marking system (20 ECTS)
Examination form:	Oral examination based on a project report

Chapter 6

EFFECT

This curriculum is in effect for students beginning the programme September 1st 2006.

The Aarhus School of Business may lay down rules governing the extent to which the curriculum applies to students who have entered the study programme earlier.

GUIDELINES FOR WRITING PROJECT REPORTS

1. Introduction

The following is a guideline to writing project reports. This guideline is a supplement to the rules for project reports outlined in the study guide.

Language

The report is written in English and based on key references and analysed material written in English either in the report or included as appendices.

This guideline is based on a book by Ib Andersen: *Guide to Problem Formulation for Research Projects within Social Sciences*, Samfundslitteratur 2005.

2. The elements of the project report

The following elements should be included in the project report:

- Introduction Identification
 Table of contents

- Text Introduction
 Division of paragraphs
 Approach to topic
 Notes
 Conclusion/recommendations

- Documentation References
 Quotes, models and tables

- References Bibliography
 List of abbreviations
 Appendices

2.1 Identification

The first element of the report is the identification part, providing information on the title of the

report, names of the authors of the report, year, student ID numbers and name of the supervisor involved. If the report is written by a group, it must be specified which member of the group is responsible for which section.

The main objective of the identification is a practical one, i.e. providing a specific identification of the report that makes it easy to locate the report at a later point in time.

The title should cover the contents of the report in order to provide the reader with an idea of the topics of the report. In many cases a short catchy title is combined with a longer and more precise subtitle.

2.2 Table of contents

The table of contents gives the reader a more detailed look into the contents of the report. It must include headlines and page numbers of all the sections of the report.

The headlines in the table of contents must correspond to the headlines in the actual report, and if sections in the report are numbered (which is highly recommended) these numbers must also be included in the table of contents.

2.3 Introduction

The introduction functions as an elaboration of the report's introductory sections i.e. it is used to elaborate on the title, table of contents, etc.

The most important element of the introduction is the problem statement, i.e. the key question that the report tries to answer. Often the problem statement can be formulated as a direct question. In other cases it can be formulated as a claim that can either be confirmed or denied in the report. It is essential that the problem statement is formulated in a clear and concise manner and that it contains delimitations of topics and view points that will be dealt with in the report.

Further, the introduction should include a presentation of the structure of the report together with an argumentation for the individual elements, the used theory and the used methods. The introduction can also include definitions of key aspects of the report.

2.4 Division of paragraphs

The overall structure of the report divides the text into sections. Each of these should have a head-

line. These headlines must cover the contents of the individual sections and the relationship between sections and sub-sections must be clearly marked.

This can be done by using the decimal system, in which the numbers before the headline indicate the hierarchy of the individual text parts:

4. Chapter

4.1 Main section

4.1.1 Sub-section

4.1.2 Sub-section

4.2 Main section

4.2.1 Sub-section

4.2.2 Sub-section

4.2.3 Sub-section

Three section levels will usually be enough. Using more than three levels may confuse the reader.

2.5 Approach to topic

The approach to topic must include a presentation of theory including empirical material, if any, analysis, argumentation and any sub-conclusions. It is important that analysis and argumentation are substantiated with references to the used sources, please see paragraph 2.8.

2.6 Notes

Very detailed background information may be provided as footnotes. It is important to consider whether background information is relevant to the report or whether the reader would be able to follow the report without having been given the background information, in which case the information may be included as a footnote.

2.7 Conclusion/Recommendations

The conclusion is the report's final part and its function is to answer the question posed in the problem statement.

It should be emphasized that it is not always possible to answer the question with a simple "yes" or "no". Often it is necessary to conclude that it is impossible to answer the question based on the information, analysis and discussions in the report. However, an attempt at providing a conclusion should always be made.

Usually the conclusion will contain a summary in which the main findings of the report are outlined. However, if the report is extensive or complex, a separate summary may be in order.

If the report has been prepared as part of a decision-making process in e.g. a private company or an organisation, the final sections of the report should include a number of recommendations, i.e. suggestions for what should or should not be changed in the company.

2.8 References

References must always be given for:

- Direct quotes – “hidden” quotes are considered to be copied material and is not allowed
- Extensive indirect quotes – when a section is based on one specific source
- Models and tables
- Reproduction of view points
- Documentation in the form of figures and examples that are not common knowledge
- Controversial information of any kind.

There are two main systems for references. In the first, references are given in parenthesis in the text that lists the author’s last name, the year the text was published, and page number:

“It has been claimed that ...” (Bowen & Jarrett 1996, 129)

“Majaro (1993, 97) has proved that ...”

This short information in parenthesis serves as a reference to the bibliography at the end of the report.

In the other system, references are given as footnotes. This system is very simple: The first time a text is quoted, the entire source is stated, as in the bibliography, along with references to page number (2). If the same text is quoted immediately afterwards, the reference is shortened to “ibid.” (3). And if the text is quoted at a later time, the reference will consist of the author’s last name followed by “op.cit.” and the relevant page number (5):

References to Internet texts that are essential for the report must be included as appendices in copied form. References to other Internet texts should be given as corresponding to the URL address from which the text was retrieved.

(2) David Victor: *International Business Communication*. HarperCollins Publishers, 1992, p. 63

(3) *Ibid.*, p. 64

(4) http://www.iab.net/advertise/content/women_click.html

(5) Victor, *op.cit.*, p. 195

2.9 Quotes, models, and tables

Argumentation in a text can be strengthened by not only referring to other texts with a particular point of view, but also reproducing them in the form of quotes.

Text is reproduced in the form of quotes. A short quote can be integrated in the text while longer quotes should be abbreviated:

“Face has two aspects: one is negative face, which is a claim to personal space, privacy and the right not to be distracted; another is positive face, which is a claim to be appreciated and to be approved of by others ...”

(Guirdham, 1999:140)

Quantitative documentation can be reproduced in the form of tables or models such as graphs and bar or pie charts.

It is essential that the report explicitly reflects what is mentioned in the documentation that has been reproduced as graphs or charts. Otherwise, the interpretation of them will be left up to the reader, which involves a risk that the reader will misinterpret the documentation.

2.10 Bibliography

All reports should consist of a list of literature and other material used to write the report. The bibliography should not be a long list of books on the particular topic which have

however not been used in writing the paper.

The bibliography should be listed in alphabetical order based on the principle of including enough information for the reader to find the material. References for various texts should be listed as follows:

Monographies:

Adcock, D., R. Bradfield, A. Halborg and C. Ross (1993): *Marketing. Principles and Practice*. London: Pitman Publishing.

Young, S., J. Hamill, C. Wheeler and J.R. Davies (1989): *International Market Entry and Development. Strategies and Management*. Eaglewood Cliffs: Prentice Hall.

Anthologies:

Bargiela-Chiappini, F. and S. Harris (eds.) (1997): *The Languages of Business: An International Perspective*. Edinburgh: Edinburgh University Press.

Articles from anthologies:

Mulholland, J. (1997): The Asian Connection: Business Requests and Acknowledgements. In Bargiela-Chiappini, F. and S. Harris (eds.) *The Languages of Business: An International Perspective*. Edinburgh: Edinburgh University Press, pp. 94-114.

Articles extracted from periodicals:

Rawlinson, M. and J. Hassard (1993): The Invention of Corporate Culture: A History of the Histories of Cadbury. *Human Relations*, 46(3), pp. 299-326.

Marriott, H. (1993a): Spatial Arrangements in Australian-Japanese Business Communication. *Journal of Asian Pacific Communication*, 4(3), pp. 167-192.

Marriott, H. (1993b): Politeness Phenomena in Japanese Intercultural Business Communication. *Intercultural Communication Studies*, 3(1), pp. 15-37

Texts from the Internet:

Garrubo, G.: What makes women click? http://www.iab.net/advertise/content/women_click.html

If more than one article from the same year and by the same author have been used, a, b, etc. should be added to the year of publication. The numbers following the title of a periodical refer to volume and year of publication and should also be included.

2.11 List of abbreviations

If the report contains special abbreviations that the reader would be unfamiliar with, they must be explained in the text the first time they are used, as well as on a special list at the back of the report. “Homemade” abbreviations for names, concepts etc. are not allowed.

2.12 Appendices

Parts of the documentation that is essential when reading the report such as analysed material, extensive tables, etc. may be included as appendices.